

NEPAL'S BIGGEST CAREER MENTORSHIP EVENT

RUNWAY ANNUAL PARTNERSHIP PROPOSAL 2026

Managed By

RASAM EVENTS & Advertising

Organized By :

POCKET GURU

www.runwaycareerconnect.com

Runway
STEP INTO SUCCESS
Career Connect

About Runway Career Connect





The Runway Career Connect(TRCC) is Nepal's largest youth focused career mentorship, engagement, fellowship and networking platform designed for youths aged **16–22** who are at the most critical stage of academic and career decision-making.

Unlike traditional education fairs, Runway integrates **career counseling, academic learning, leadership development, sports, culture, media, and large-scale educational expos** into one continuous fellowship ecosystem that engages students **before, during, and after** their academic transition.

The **4th Edition of Runway Career Connect 2026** builds on this verified impact with deeper national penetration, stronger brand interactions, and higher student conversion outcomes.

Core Values

Clarity Before Choice – Helping students make informed academic and career decisions

Largest Youth Festival – Events built around youth interests, energy, and engagement

Experiential Learning – Learning through participation, not passive exposure

Inclusivity & Access – National outreach beyond Kathmandu Valley

Leadership & Responsibility – Developing next-generation leaders with purpose

Trust & Credibility – Verified data, structured mentorship, and ethical guidance



Runway
STEP INTO SUCCESS
Career Connect

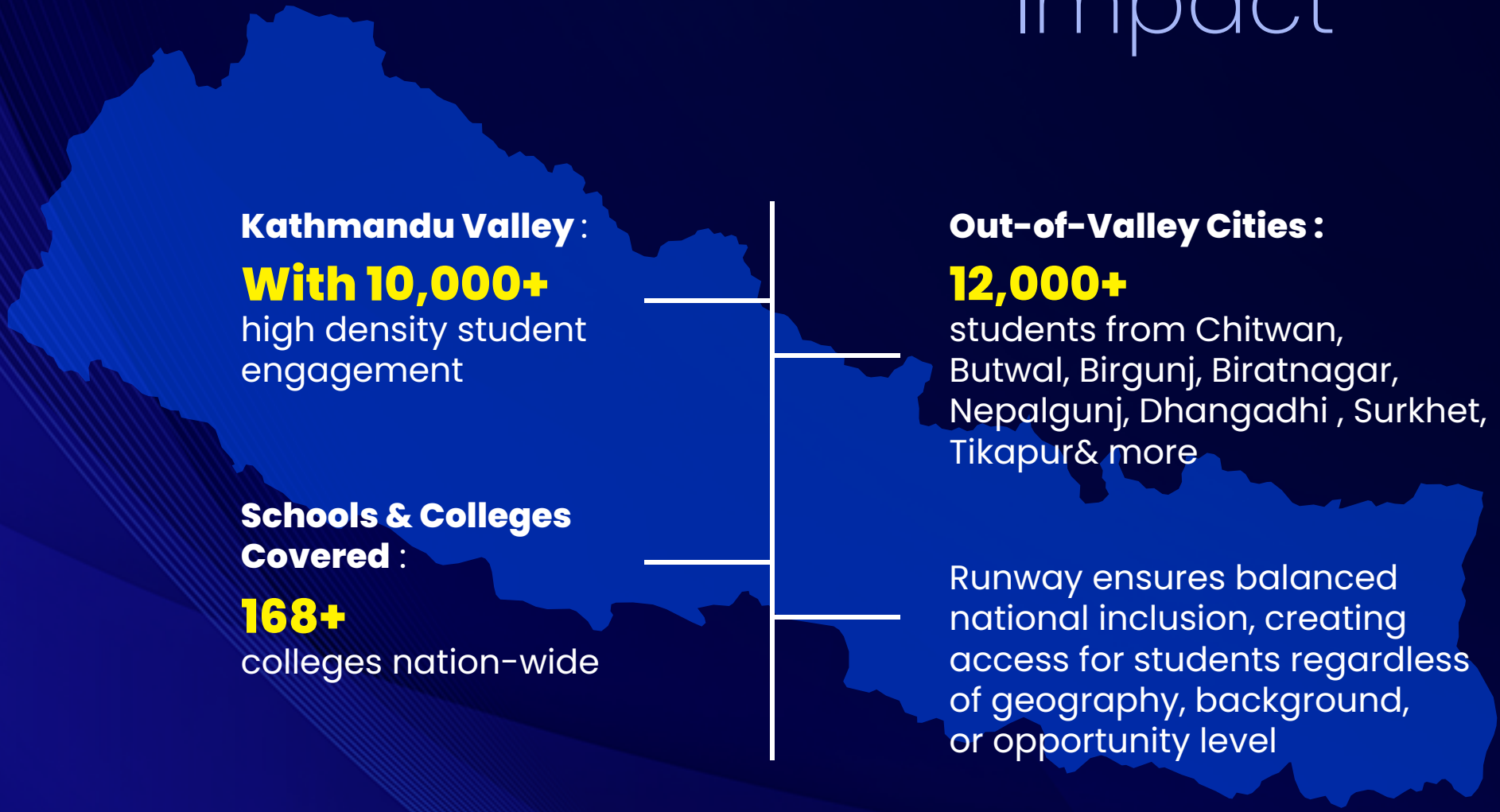
Objectives of Runway Events



- Provide structured career clarity to high school graduates
- Bridge the gap between students, colleges, and industry
- Generate verified, high-intent leads for partner institutions
- Build long-term brand recall through immersive engagement
- Promote leadership, teamwork, and social responsibility among youth
- Strengthen Nepal's higher education ecosystem

Runway
STEP INTO SUCCESS
Career Connect

Nationwide Impact



Kathmandu Valley :

With 10,000+
high density student engagement

Schools & Colleges Covered :

168+
colleges nation-wide

Out-of-Valley Cities :

12,000+
students from Chitwan, Butwal, Birgunj, Biratnagar, Nepalgunj, Dhangadhi , Surkhet, Tikapur& more

Runway ensures balanced national inclusion, creating access for students regardless of geography, background, or opportunity level

Runway
STEP INTO SUCCESS
Career Connect

Event Modules

Phase 1 : **Empowering – Learn**

Core Idea of the Event:

Focuses on raising awareness among students about diverse career paths and academic opportunities through targeted school campaigns.



Purpose:

To build early trust with students and provide clarity on educational and career options, helping them make informed decisions about their future





Runway
STEP INTO SUCCESS
Career Connect

Events Highlights

School Career Counseling sessions in Kathmandu and out of valley college

Awareness programs on various academic and professional opportunities

Impact

Increased understanding of career choices among students

Strengthened guidance and support for academic planning

Early engagement that builds confidence and trust in educational programs

Runway
STEP INTO SUCCESS
Career Connect

Phase 2 : **INVOLVING – PARTICIPATE**

Theme: Trainings and Empowerment



Core Idea of the Event:

Creating opportunities for youth to actively participate, network, and build fellowship through diverse academic, cultural, and recreational events.

Purpose:

To engage students in skill building, leadership development, and community interaction while fostering brand awareness and collaborative networks.

Events Highlights



































Impact

Organic brand recall and helps strengthened fellowship and networking opportunities among potential students.

Runway
STEP INTO SUCCESS
Career Connect

Phase 3 : **ENGAGE – CONNECT**

Theme: Career Mentorship Event





Core Idea of the Event:

Facilitating deep engagement through leadership initiatives, hands on projects, and large scale expos that connect students with career opportunities and industry mentors.

Purpose:

To strengthen long-term relationships with students, foster leadership and practical skills, and create pathways for career guidance, admissions, and professional exposure.

Events Highlights

Audio Visual Expo



Cultural Exchange Program



Teen Youth Award Programs



Impact

- High footfall and active student participation
- Improved admissions conversion and long term engagement
- Development of leadership, collaboration, and practical project skills
- Enhanced visibility and credibility through flagship events

Runway Career Connect – Nepal's Biggest Career Mentorship & Audio-Visual Expo

www.runwayconnect.com

Past Sponsor's Portfolio















































































Face Of

Runway
STEP INTO SUCCESS
Career Connect



Anil Kesari Shah
Former CEO at Nabil Bank



Mandip Luitel
CEO of global ime capital



Roshan Koirala
Former HR Chief Nabil Bank



Shailaja Adhikari
MD of IEC group



Indu Barma
National Women's Cricket Team Captain



Anupama Sangraula
CA



Muralidhar Joshi
CA and general manager at Simrik Air Limited



Saunak Bhatta
Motivational Speaker

www.runwayconnect.com



Priya Sigdel
Entrepreneur / Co-Founder and President of Hatti Hatti Nepal
Miss Nepal earth 2018



Yashaswee Thapa
Advocate



Shreeya Giri
Founder of happy minds



Sajan Lamichhane
Official Photographer at Cricket Association at Nepal



Sudip Bhai Subedi
Founder of IDS



Ushma Adhikari
Video Presenter at Tech Pana



Zippy Shrestha
Beauty expert



Jayendra Rimal
Lecturer



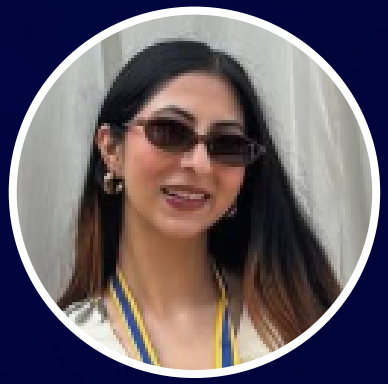
Mukesh Shrestha
Structural engineer

STEP INTO SUCCESS
Runway
Career Connect

www.runwayconnect.com



Salina Thapa
Content creator



Rashmi Neupane
Content creator



Kajol Thakuri
Content Creator



Adarsha Khatiwada
Content Creator



Bibusha Basnet
Emcee



Anisha Kafle
Content creator



Saksham Pokharel
Content Creator



Rubina Adhikari
Dancer and model



Abhishek Wagle
Choreographer

STEP INTO SUCCESS
Runway
Career Connect

www.runwayconnect.com

Runway
STEP INTO SUCCESS
Career Connect

1.6 crore+ views and counting

Thank You !

A milestone achieved in our digital journey







www.runwayconnect.com

Collaboration Strategy

How We Achieve Together

- Co-created branding & storytelling
- Dedicated sponsor zones & engagement booths
- Ambassador-facilitated student interactions
- Digital content collaboration
- Post-event lead nurturing & visibility



Result: Partnership beyond logos but measurable outcomes.

Sponsorship Mileages & Benefits

Title Sponsor – NPR 18,00,000

Brand Positioning :

- Designation as '**Title Sponsor**' across all official communications

- First logo placement in all materials (print and digital logos) and attach in top left corner of mnemonics

Stage & Runway Visibility :

- Branding on main Runway backdrop and stage elements

- Verbal acknowledgements during key moments

On-Ground Presence :

- Prime counseling & networking booth (12m x 3m) at highest footfall zone

- Dedicated Corporate Networking Stall (3m x 2m)

- Exclusive branded Photo Booth (3m x 3m)

Digital & Content :

- 5 custom creative reels and continuous story produced and published by Runway Team

- Continuous display of institutional promo video across LED & audiovisual zones

VIP & Protocol :

- 14 VIP seating and full access to VIP lounge

- Priority entry to networking sessions

Merchandise & Recall :

- Branding on Merchandise distributed to all organizers and associates

Post-Event :

- Featured in post-event emailers, newsletters, recap videos, and social media

Runway
STEP INTO SUCCESS
Career Connect

Inspired By – NPR 15,00,000

Brand Positioning :

- Designation as '**Inspired by**' across all official communications

- Second logo placement in all materials (print and digital logos)

Stage & Runway Visibility :

- Branding on main Runway backdrop and stage elements

- Verbal acknowledgements during key moments

On-Ground Presence :

- Prime counseling & networking booth (9m x 3m) at high traffic area

- Dedicated Corporate Networking Stall (3m x 2m)

- Exclusive branded Photo Booth (3m x 3m)

Digital & Content :

- 3 custom creative reels and continuous story produced and published by Runway Team

- Continuous display of institutional promo video across LED & audiovisual zones

VIP & Protocol :

- 12 VIP seating and full access to VIP lounge

- Priority entry to networking sessions

Merchandise & Recall :

- Branding on Merchandise distributed to all organizers and associates

Post-Event :

- Featured in post-event emailers, newsletters, recap videos, and social media

Runway
STEP INTO SUCCESS
Career Connect

In Association With – NPR 12,00,000

Brand Positioning :

- Designation as '**In association with**' across all official communications

- Third logo placement in all materials (print and digital logos)

Stage & Runway Visibility :

- Branding on main Runway backdrop and stage elements

- Verbal acknowledgements during key moments

On-Ground Presence :

- Prime counseling & networking booth (6m x 3m) at highest footfall zone

- Dedicated Corporate Networking Stall (3m x 2m)

Digital & Content :

- 3 custom creative reels and continuous story produced and published by Runway Team

- Continuous display of institutional promovideo across LED & audiovisual zones

VIP & Protocol :

- 10 VIP seating and full access to VIP lounge

- Priority entry to networking sessions

Merchandise & Recall :

- Branding on Merchandise distributed to all organizers and associates

Post-Event :

- Featured in post-event emailers, newsletters, recap videos, and social media

Runway
STEP INTO SUCCESS
Career Connect

Powered By – NPR 9,00,000

Brand Positioning :

- Designation as '**Powered by**' across all official communications

- Fourth logo placement in all materials (print and digital logos)

Stage & Runway Visibility :

- Branding on main Runway backdrop and stage elements

- Verbal acknowledgements during key moments

On-Ground Presence :

- Prime counseling & networking booth (6m x 3m) at highest footfall zone

- Dedicated Corporate Networking Stall (3m x 2m)

Digital & Content :

- 2 custom creative reels and continuous story produced and published by Runway Team

- Continuous display of institutional promovideo across LED & audiovisual zones

VIP & Protocol :

- 8 VIP seating and full access to VIP lounge

- Priority entry to networking sessions

Merchandise & Recall :

- Branding on Merchandise distributed to all organizers and associates

Post-Event :

- Featured in post-event emailers, newsletters, recap videos, and social media

Runway
STEP INTO SUCCESS
Career Connect

Main Sponsor By – NPR 7,50,000

Brand Positioning :

- Designation as '**Main Sponsor**' by across all official communications

- Fifth logo placement in all materials (print and digital logos)

Stage & Runway Visibility :

- Branding on main Runway backdrop and stage elements

- Verbal acknowledgements during key moments

On-Ground Presence :

- Prime counseling & networking booth (6m x 3m) at highest footfall zone

- Dedicated Corporate Networking Stall (3m x 2m)

Digital & Content :

- 1 custom creative reels and continuous story produced and published by Runway Team

- Continuous display of institutional promovideo across LED & audiovisual zones

VIP & Protocol :

- 6 VIP seating and full access to VIP lounge

- Priority entry to networking sessions

Merchandise & Recall :

- Branding on Merchandise distributed to all organizers and associates

Post-Event :

- Featured in post-event emailers, newsletters, recap videos, and social media

Runway
STEP INTO SUCCESS
Career Connect

Sponsored By – NPR 5,00,000

Brand Positioning :

- Designation as **'Sponsored by'** across all official communications

- Fifth logo placement in all materials (print and digital logos)

Stage & Runway Visibility :

- Branding on main Runway backdrop and stage elements

- Verbal acknowledgements during key moments

On-Ground Presence :

- Prime counseling & networking booth (6m x 3m) at highest footfall zone

- Dedicated Corporate Networking Stall (3m x 2m)

Digital & Content :

- 1 custom creative reels and continuous story produced and published by Runway Team

- Continuous display of institutional promovideo across LED & audiovisual zones

VIP & Protocol :

- 4 VIP seating and full access to VIP lounge

- Priority entry to networking sessions

Merchandise & Recall :

- Branding on Merchandise distributed to all organizers and associates

Post-Event :

- Featured in post-event emailers, newsletters, recap videos, and social media

Runway
STEP INTO SUCCESS
Career Connect

Supported By – NPR 1,50,000

- Designation as '**Supported**' **by** across all official communications
- Prime counseling & networking booth (3m x 3m)
- Continuous display of institutional promo video across LED & audiovisual zones
- Verbal acknowledgements during key moments
- 2 VIP seating and full access to VIP lounge

Note :
Custom benefits, bundled visibility, and negotiated enhancements are available based on partnership value and strategic alignment.

Category Partnership

Runway
STEP INTO SUCCESS
Career Connect

- Banking Partner
- Insurance Partner
- Digital Payment | Fintech Partner
- Telecommunication Partner
- IT Partner
- Motor Partner
- Travel Partner
- Food Partner
- Hospitality Partner
- Training Partner In Kind
- Gift Partner In Kind

Organizer Portfolio

The Rising Leaders (TRL) – Youth Fellowship & Leadership Platform

The Rising Leaders (TRL) is the organizer of Runway with its proven experience in delivering structured youth fellowship programs at national and international levels. Having successfully completed three batches and now launching its fourth, TRL has engaged youth aged 16 to 20 through mentorship, leadership training, and real-world learning beyond classrooms.

From hosting international delegates in its first batch to representing every province in later cohorts, TRL demonstrates strong geographic and cultural inclusion. Its diverse portfolio of workshops, creative platforms, sports, cultural activities, and graduation ceremonies reflects its ability to manage large scale, multidisciplinary youth programs.

By connecting thousands of high school graduates with verified mentors and practical skill building opportunities, TRL serves as a strong preparatory ecosystem, making it a natural and credible organizer of Runway.

KEC Education Pvt. Ltd. – Nepal's oldest career consultancy (est. 1992)

KEC Education Pvt. Ltd. brings decades of institutional experience and trust to Runway as Nepal's oldest career and educational consultancy. Established in 1992, KEC has spent over 32 years guiding high school graduates through career counseling, professional mentoring, and academic planning.

KEC actively promotes study in Nepal while supporting students in making informed education and career choices within the country. Alongside its academic role, KEC has been involved in organizing CSR based projects and youth focused initiatives that contribute to social development and responsible leadership.

With proven operational expertise, verified student engagement, and experience managing large scale youth programs, KEC adds credibility, structure, and execution strength to Runway.

Runway
STEP INTO SUCCESS
Career Connect

POCKET GURU
Learn Anytime, Anywhere

Pocket Guru – Dynamic E-Learning Platform by KEC (Production Stage)

Pocket Guru is a forward-looking digital learning platform developed and owned by KEC Education Pvt. Ltd., built around fun, engaging, and accessible digital learning. Designed for today's technology driven youth, it enables knowledge to move pocket to pocket through interactive and practical learning experiences.

Aligned with the learning ethos of Runway, Pocket Guru strengthens youth engagement by supporting academic growth and real-world skill development through structured content and experiential modules. As the platform continues to evolve, it contributes to a broader ecosystem that promotes modern, student friendly learning beyond traditional classrooms.

Events Managed By :

RASAM EVENTS
& Advertising

RASAM Events & Advertising - Co-organizer of The Runway Career Connect

Rasam Events and Advertising serves as the event management and execution partner for The Runway Career Connect, bringing strong technical and operational expertise to the platform. With experience managing over 10 high profile expo events and large scale productions across Nepal, Rasam ensures smooth and professional on ground delivery of Runway.

Specializing in event planning, audio visual production, and high footfall management, Rasam focuses on creating seamless and impactful event experiences. Its extensive expo portfolio reflects proven capability in handling complex event environments.

Through execution precision, creative support, and experiential event management, Rasam strengthens Runway by translating its vision into a well managed, high quality live experience.

How to Connect

STEP INTO SUCCESS
Runway
Career Connect

For Partnerships, Sponsorships & Collaborations:



Rajesh Pudashaini
CEO | Founder-KEC Education
Pocket Guru, Rasam Events & Advertising
Founder - Rising Leader
9867921689



Hem Bista
Managing Director - KEC Education
CO-Founder - Rising Leader
Director - Pocket Guru
9851104503



Samriddhi Sharma
Director - KEC Education
Chairperson - The Rising Leaders
Director - Pocket Guru
9822499640

runwaycareerconnect2026@gmail.com

Kathmandu, Nepal

www.runway connect.com

Closing Note :

Runway Career Connect 2026 is not just an event – it is a **national youth movement** that replaces confusion with clarity and exposure with meaningful engagement. We invite visionary institutions and brands to become part of a platform that shapes Nepal's future leaders at the exact moment their decisions matter most.

The Runway Career Connect Instagram

@RUNWAYCAREERCONNECT

The Rising Leaders Instagram

@THERISINGLEADERS

KEC Entrance Education Social Media

@KECENTRANCEEDUCATION



Runway
STEP INTO SUCCESS
Career Connect

Audio Visual Expo Gallery

www.runwayconnect.com

Runway
STEP INTO SUCCESS
Career Connect



Cultural Exchange and Award Program

Gallery

www.runwayconnect.com

Runway
STEP INTO SUCCESS
Career Connect

TRL Fellowship Project

Gallery











www.runwayconnect.com

Runway
STEP INTO SUCCESS
Career Connect

Nation wise Impact
Gallery













www.runwayconnect.com