



GOVERNMENT OF
KHYBER PAKHTUNKHWA,
SPORTS, TOURISM, ARCHAEOLOGY, YOUTH AFFAIRS & MUSEUMS
DEPARTMENT.
13-A, KHYBER ROAD, PESHAWAR CANTT:
PHONE # 9211243
FAX # 9212635.

Dated Peshawar the 7th January, 2021

NOTIFICATION:

NO.POCTSCY&MYYouthSOPs/2020-21: The Competent Authority has been pleased to approve the following SOP's regarding Sponsorships for activities of various nature and category under ADP, MAs and AIP schemes of Directorate of Youth Affairs Khyber Pakhtunkhwa:

STANDARD OPERATING PROCEDURE/ GUIDELINES FOR AWARDING SPONSORSHIP

1. SPONSORSHIP OF INDIVIDUAL (FOREIGN & LOCAL):

- a) The applicant must submit his application along with the following documents:
 - i. Nomination or Invitation letter received from foreign/local entity/agency;
 - ii. Copy of Air ticket and passport (in case of foreign sponsorship);
 - iii. Academic/extra-curricular profile of the individual; and
 - iv. Copy of CNIC or Form B as the case may be.
- b) Age of the applicant must be between 15-29 years. The age can however be relaxed by Director Youth Affairs in special cases for government officials upon their nomination by a government department, for participation in an event or activity;
- c) The individual may be asked to deliver a presentation, where deemed appropriate by Directorate of Youth Affairs, clearly highlighting his/her role in the event and importance of the event for his personal academic grooming or projection/ development of the province or country;
- d) The applicant must submit an affidavit to the effect that he will provide following documents after participation in the event:
 - i. Post event report;
 - ii. Air ticket/boarding pass; and
 - iii. Proof the event held in form of Pictures or videos or print or social media coverage on the official page(s) of the Directorate of Youth Affairs or the organization concerned;
- e) Payment will be released according to the discretion of the Director Youth Affairs.

2. SPONSORSHIP OF YOUTH LEAD ORGANIZATIONS:

- a) Sponsorship application/request/proposal should be submitted on official letter head of the entity;
- b) The applicant entity (other than the religious minority organizations) must be registered with concerned government department;
- c) The proposed event must be non-commercial/ non-profit;
- d) The applicant organization/ society shall deliver presentation of the proposed event in case where deemed appropriate by the Directorate of Youth Affairs;
- e) CNIC copy of the applicant shall be annexed with the application/request/ proposal;
- f) Fresh Youth lead organization will be given preference;
- g) The proposal may be scrutinized/ evaluated by the committee concerned in case it falls in its purview according to the budgetary limit mentioned in the PC-I;

- h) The applicant entity must send Invitation letter for officers/officials of Directorate of Youth Affairs to attend the event as an observer;
- i) Name and logo of Directorate of Youth Affairs shall be used in the branding/ promotional material; and
- j) The applicant shall be bound to provide following documents upon completion of the event:
 - a. Post event report; and
 - b. Proof the event held in form of Pictures or videos or print or social media coverage on the official page(s) of the Directorate of Youth Affairs or the organization concerned.
- k) Payment will be released according to the discretion of the Director Youth Affairs.

3. SPONSORSHIP OF DISTRICT YOUTH OFFICES:

- a) District Youth Officers may submit activity/ event proposal to the Directorate for sponsorship of the event(s), clearly mentioning the details of the proposed event(s) such as purpose, intended audience, estimated cost and others;
- b) The proposal (s) may be scrutinized/ evaluated by the committee concerned in cases falling under its purview according to the budgetary limit mentioned in the PC-I;
- c) Upon approval of the proposal(s) payment will be made in form of cross cheque in the name of District Youth Officer concerned; and
- d) District Youth Officer concerned shall be bound to provide following documents upon completion of the event:
 - a. Post event report; and
 - b. Proof the event held in form of Pictures or videos or print or social media coverage on the official page(s) of the Directorate of Youth Affairs.

4. SPONSORSHIP OF SPORTS, CULTURAL, TOURISM, HUMAN RIGHTS, HERITAGE, YOUTH, STUDENT AND OTHER SUCH SOCIETIES, CLUBS, ASSOCIATIONS ETC.:

- a) Directorate of Youth Affairs may provide sponsorship to Sports, Cultural, Tourism, Human Rights, Heritage, Youth, Student and other such Societies, Clubs, Associations etc. for youth related events/ activities;
- b) The payment would be made through cross cheque;
- c) Name and logo of Directorate of Youth Affairs shall be used in the branding/ promotional material; and
- d) The applicant entity shall be bound to provide following documents upon completion of the event:
 - a. Post event report; and
 - b. Proof the event held in form of Pictures or videos or print or social media coverage on the official page(s) of the Directorate of Youth Affairs or the entity concerned.

5. SPONSORSHIP OF DIVISIONAL/ DISTRICT ADMINISTRATION:

- a) Directorate of Youth Affairs may provide sponsorship to Divisional/ District Administration for youth related events/ activities upon receipt of request from the administration concerned.
- b) The payment would be made through cross cheque;
- c) Name and logo of Directorate of Youth Affairs shall be used in the branding/ promotional material; and
- d) The applicant entity shall be bound to provide following documents upon completion of the event:
 - a. Post event report; and
 - b. Proof the event held in form of Pictures or videos or print or social media coverage on the official page(s) of the Directorate of Youth Affairs or the administration concerned.

Note: In addition to the above categories, Directorate of Youth Affairs may award cash prizes to the top performing youth in different categories such education, sports, research, entrepreneurship, community service, social work etc. The Directorate of Youth Affairs, may sponsor the semester/annual admission/tuition and hostel fee of university/college/institute students, in special cases, on need basis.

6. GENERAL GUIDELINES: -

- a. Directorate of Youth Affairs shall ensure implementation of this SOP in accordance with the approved PC-Is.
- b. Accounts section of Directorate of Youth Affairs shall maintain record of all the sponsorships and shall ensure collection of required documents from the applicants.

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SECRETARY

Endst: No. & Date Even

A copy for information is forwarded to the:

1. Director, Directorate of Youth Affairs, Govt. of Khyber Pakhtunkhwa.
2. Section Officer (Youth Affairs), Sports, Youth Affairs, Culture, Tourism, Archaeology & Museum, Govt. of Khyber Pakhtunkhwa, Peshawar
3. PS to Secretary Sports, Youth Affairs, Culture, Tourism, Archaeology & Museum, Govt. of Khyber Pakhtunkhwa, Peshawar.


Planning Officer-II