





ABOUT PHPA

(Pakistan Hang Gliding & Paragliding Association)

Pakistan Hang gliding & Paragliding Association (PHPA) is a company not for profit registered under Section 42 of Companies Ordinance 1984 in the year 2003, to promote hang gliding, paragliding and parasailing in Pakistan



Chairman

Pakistan International Paragliding Cup 2019

Syed Sajjad Hussain Shah was Pakistan's first paraglider pilot. He learnt this sport from Patrick and Manu two French enthusiasts. He is promoting Paragliding Adventure Sports in Pakistan for last couple of decades



PROPOSED DATE, VENUE & ITS SIGNIFICANCE

- a. Proposed dates are from **27th September till 1st October, 2019**
- b. Opening ceremony on **27th September on World Tourism day** which is a significant day for tourism activities Worldwide
- c. Biggest international Event in **Pakistan** will add the value to Rapid Tourism Growth, specially inbound tourism for Adventure Sports



ABOUT THE EVENT

- The event will contain more than 35 nations throughout the world. Adventure Tourism of Pakistan will be on high elevation by orchestrating this event.
- Pakistan's wonderful and one of a kind rocky geography draws in paragliding fans from around the globe, where they can appreciate dreamlike pictures of rich green fields, valleys, frigid slants and ice sheets.
- The sky for paragliding is boundless with high dissipated mists and various pinnacles extending from 6000 - 8000 meters

DATE: SEP 27-October 1

VENUE: MUZAFF ARABAD

PARTICIPATING COUNTRIES



DATE: SEP 27-October 1

VENUE: MUZAFF ARABAD

CATEGORIES



**CROSS COUNTRY
COMPETITION MALE**

PRIZE MONEY

1st: 10,000 USD

2nd: 7,000 USD

3rd: 5,000 USD



**CROSS COUNTRY
COMPETITION FEMALE**

PRIZE MONEY

1st: 10,000 USD

2nd: 7,000 USD

3rd: 5,000 USD



**PAKISTAN
CHAMPIONSHIP
ACCURACY LANDING**

PRIZE MONEY

1st: 3,000 USD

2nd: 2,000 USD

3rd: 1,000 USD



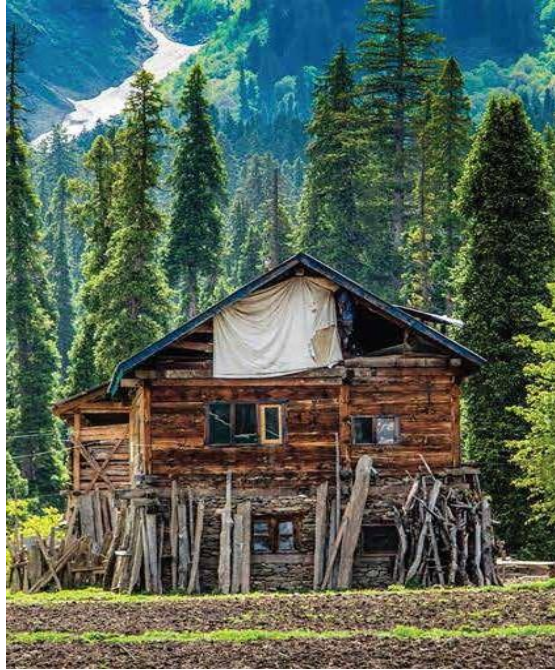
PAKISTAN INTERNATIONAL PARAGLIDING CUP | 2019

THE VENUE | MUZAFFARABAD

- The striking locus, with an elevation of 2924 meters over the ocean level, Peer Chanasi is found eastbound of Muzaffarabad. Because of its colossal picturesque magnificence, velvet green levels and great atmosphere, it wins appreciation of nature lovers.
- It is the ideal escape from the every day rushing about of life in boisterous and overpopulated metropolitan urban communities.

DATE: SEP 27-October 1

VENUE: MUZAFFARABAD



POINTS OF ATTRACTION

1. Luxury Tent Villages for the Foreign Players at Peer Chanasi
2. Luxury Tent Village for the Public on Rental Basis at Muzaffarabad Airport
3. More than 50 Food Brands will Showcase various types of Dishes at Muzaffarabad Airport
4. Activities for Children at Muzaffarabad Airport Etc.
5. 5 to 10 International Observers from different parts of world
6. International Jewry will conduct the GPS based Results, Locals will be attached for learning
7. Horse Dancing Show and much more

TENTATIVE EVENT RUNDOWN

Date	Time	Activity
26 th September	--	Arrival of National and International Players
27 th September	10:00 am - 3:00 pm	Fun Flying by the players (More than 150 Players)
27 th September	4:45 pm – 5:00 pm	Guest to be seated for the Opening Ceremony
27 th September	5:00 pm – 7:00 pm	Opening Ceremony followed by the VVIP Speech
27 th September	7:00 pm – 9:00 pm	Music Concert and Cultural Show
28 th September	11:00 am – 4:00 pm	Cross Country Men Competition from Peer Chanasi to Muzaffarabad Airport
28 th September	7:00 pm – 9:00 pm	Cultural Show at Muzaffarabad Airport
29 th September	11:00 am – 4:00 pm	Cross Country Women Competition from Peer Chanasi to Muzaffarabad Airport
29 th September	7:00 pm – 9:00 pm	Cultural Show at Muzaffarabad Airport
30 th September	11:00 am – 4:00 pm	Pakistan Accuracy Landing Championship from Peer Chanasi to Muzaffarabad Airport
30 th September	7:00 pm – 9:00 pm	Cultural Show at Muzaffarabad Airport
1 st October	11:00 am – 4:00 pm	Power Gliding, Joy ride, jerry copter Flying for General Public
1 st October	12:00 pm – 5:00 pm	Fun Fair, Horse Dancing etc.
1 st October	5:00 pm – 7:00 pm	Awards Distribution and Closing Ceremony
2 nd October		Airport Transfer for International Players to Islamabad International Airport



MARKETING & EXECUTION

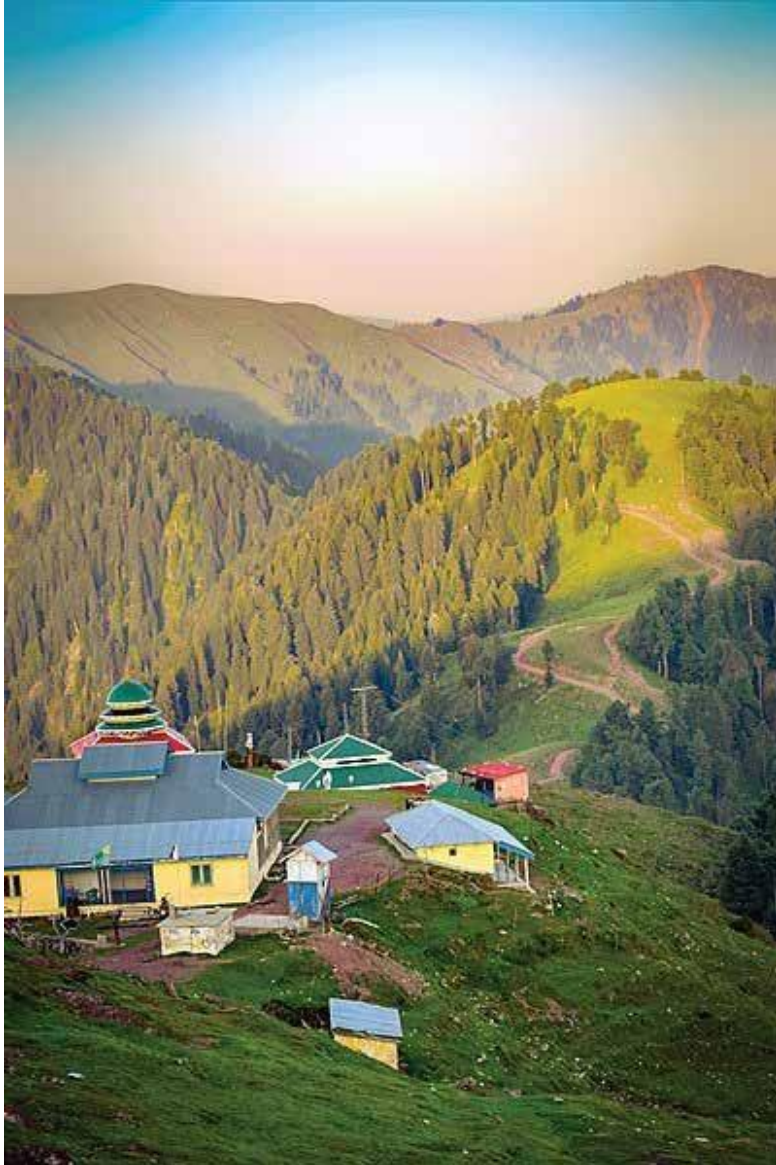
Marketing will be done with various mediums and performing the activities mentioned below

- Newspapers, magazines, TVs as well as internet, will be fed with multiple content from video through photo and text reports.
- For video production one of the best aerial paragliding videographer.

SignUp will process all the rushes and photos and take care of the following:

- Full video processing of the daily imagery;
- Organising a Media Center producing daily rushes and feeds for TV's access through a dedicated server;
- Producing daily summaries for Webcasts;
- Live, on-location Webcasts on a daily basis with general images
- Interviews and comments;
- Photo material processing and follow up with daily photo-packs;

- Organising PR Office with daily production of
- Press-release and media distribution;
- Taking care of Journalist's management, reception and
- PR coordination for easy, full access to the event's action;
- Production of a final TV documentary to be broadcasted on national TVs as well as distributed throughout several countries.
- The daily produced contents, will be processed as soon it comes to the Media Center and immediately edited.
- Special care will be taken for international media partners as papers, magazines, websites, to will receive releases and media packs including Text, Photos and Movies available for download. All this media will be available in professional formats so could be used as plug and play files.
- Wrapping up the event, documentary movie will be produced with the primary goal to be internet streamed but also to be broadcasted on National and eventually International television.

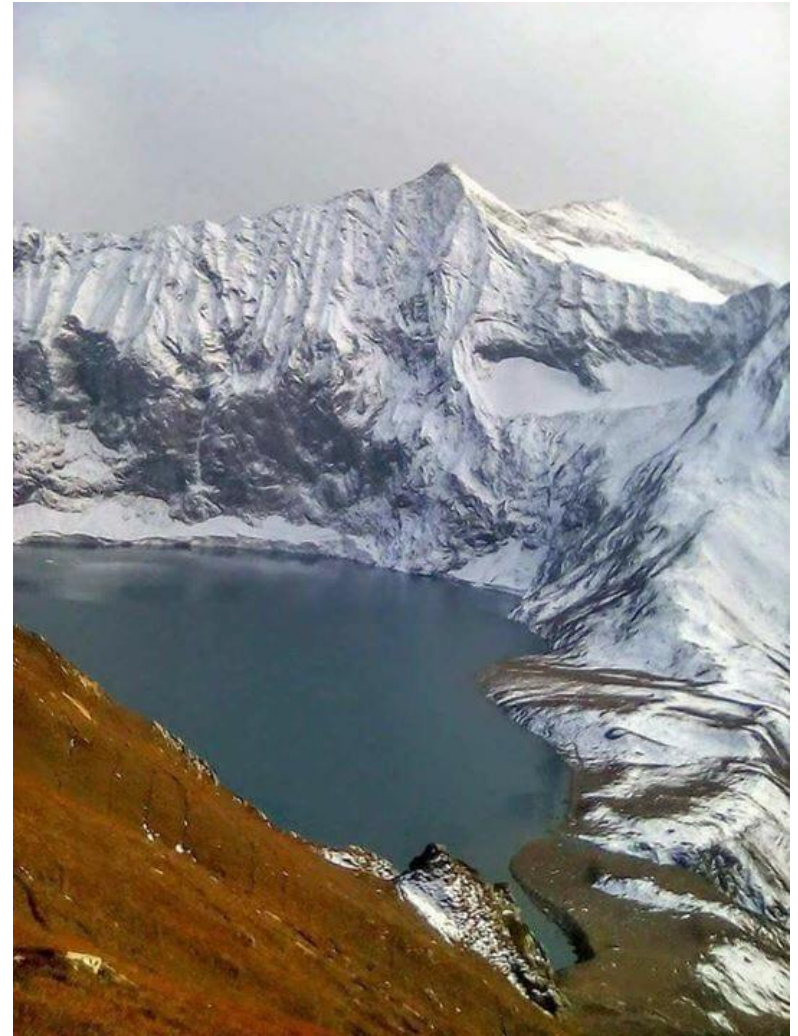


PRESS CONFERENCE 2nd week of JUNE 2019

- A press Conference will be held during the 2nd week of June 2019 which will be encompassing an introductory session of an event as well
- The dignitaries and officials from Pakistan & AJK will be a part of the conference alongside media personnel
- Test Flight will be Showcased by PM AJK and Federal Minister from Peer Chanasi to Muzaffarabad Airport to kick of this Grand Event followed by the Mega Press Conference at Muzaffarabad Airport

IMPACT

- PIP Cup 2019 will pave ways for the future adventure events in Pakistan
- It will glorify the scenic geography and the potential of Pakistan for such activities
- This event will open the gates for International Paragliders and other adventurers to Pakistan; hence promoting the tourism sector



Thank You