shapargullay

Media kit · October 2026

media kit.

The events-only ticketing platform for Pakistan. For brands, sponsors and press.



● Launching in 2026: early partners get founding rates.

shapargullay.com · partners@shapargullay.com · @shapargullay

nights out, sorted.

shapargullay is an events-only ticketing platform for Pakistan. No movies, no buses, no flights: just nights out, from concerts and qawwali to comedy, theatre, workshops, food festivals, kids' days and online sessions.

- One account across the website and four apps: buyer, organizer, gate scanner and admin, on Android and iPhone.
- Organizers list events themselves, and every listing is reviewed by a person before it goes live.
- One flat 4% fee on each side, shown up front. Free events have no fees.
- Built in Pakistan, for how Pakistan goes out: girls-only and family nights, qawwali under the stars, tickets that work with no signal.

13

cities on the city picker

Plus Near me, and organizers can list in any town in Pakistan.

4 + web

apps and a website

Buyer, organizer, gate scanner and admin apps for Android and iPhone.

8

kinds of events

Concerts, Qawwali, Comedy, Theatre, Workshops, Food, Kids, Online.

100%

of listings checked by a person

Nothing goes live until someone on our team has reviewed it.

02 — Who we serve

built for how pakistan goes out.

Starting in Lahore, Karachi and Islamabad, with 13 cities on the city picker and listings from any town in Pakistan.

01

Young urban event-goers

Students and young professionals in Lahore, Karachi and Islamabad who find their weekend on Instagram and TikTok and pay on their phones.

02

Families and women attendees

Family passes, girls-only nights and safety tools like Share my night and a direct line to event security.

03

Organizers, venues and promoters

Independent promoters, venues, comedy collectives, qawwali and theatre groups who list, sell and scan with us, and the promoters who share their events.

Cities on the city picker

Karachi · Lahore · Islamabad · Rawalpindi · Faisalabad · Multan · Peshawar · Hyderabad · Gujranwala · Quetta · Sialkot · Bahawalpur · Abbottabad

Event categories

Concerts · Qawwali · Comedy · Theatre · Workshops · Food · Kids · Online

what people get.

A few of the things on shapargullay today. The full list is at shapargullay.com/features.

01
Share my night
A no-login family link: when you arrive, which gate you enter by, when you leave and, only if you choose, a live pin. Optional low-battery alert to your emergency contact.

02
Tickets with no signal
Open My tickets once and your QR still shows in airplane mode, on the website and in the app.

03
Gift tickets with a code
Your friend gets a gift email with a code and claims the tickets into their own account. Resend it or fix the email once.

04
Final-hours deals and deal alerts
Organizers fill the last seats with a timed deal; fans who ask get one alert when it starts, a price drops or an early bird is ending.

05
Upgrade, pay the difference
Move up from General to VIP until 24 hours before, paying only the difference plus 4% on it. Fresh QR included.

06
Shappy AI
Answers from live events, prices and your own orders, explains every feature, and coaches organizers while they list.

07
Sponsor report
A branded PDF after the event: sales, attendance, arrivals and feedback. Totals only, no personal data.

08
Honest badges
“Few left”, “Selling fast”, “Last chance” and “Deal” are calculated from real sales and real prices, never typed in.

09
Crew codes
Make 6-digit codes. Volunteers type a code and their name: no account, your events only.

10
Weekly payouts with proof
To your bank, JazzCash or Easypaisa. Each payout comes with the payment screenshot.

ways to partner.

Options, not packages. We'll shape them around your brand and your budget.

01 — Arranged by our team

Featured placement

Your event or campaign in the spotlight at the top of the shapargullay home page.

Our team sets the home page spotlight by hand, for the dates we agree.

02 — Arranged by our team

Event or category sponsorship

Your brand named on an event page as a "Supported by" line, or across a whole category, like comedy nights in Lahore.

Organizers add sponsors when they list; we connect brands with the right organizers. Category deals are arranged by our team.

03 — Built in

Co-branded giveaways

Discount codes and ticket giveaways for your customers, staff or followers.

Coupon codes with limits and expiry, gift tickets and deals, set up with the organizer.

04 — Built in

Sponsor reports

A branded PDF after the event: sales, attendance, arrival times, ticket types, audience mix where asked and feedback scores.

Totals only, never personal data.

05 — On request

Our weekly email

A mention in "This week in your city", our Sunday email and push with each week's events.

There is no paid slot built in yet; ask us and we'll see what fits.

06 — On request

Social content

Posts, stories and reels on @shapargullay made with your brand.

Planned with you, in our own look.

07 — On request

Custom partnerships

Venues, payments, telecoms, food and drink, fashion, student societies: if it helps people go out, let's talk.

Tell us what you have in mind.

Pricing

on request.

Launching in 2026: early partners get founding rates.

our brand.

shapargullay





Logo files (PNG and SVG): shapargullay.com/media-kit

Red	Night	Card	White	Grey	Green	Amber
#E50914	#0B0B0C	#141416	#FAFAFA	#9A9AA2	#22C55E	#FFB020
The mark, buttons, highlights	Backgrounds	Cards and panels	Text on dark	Secondary text	Sparing accent: success	Sparing accent: urgency

nights out, sorted.
Bricolage Grotesque · Headlines, always lowercase

Tickets for events across Pakistan
Geist · Everything you read and tap

Rs 3,500 · 10 Oct · 8:00 pm
Space Grotesk · Prices, dates and numbers

Do

- Write shapargullay as one lowercase word.
- Use the red mark on dark backgrounds, or the white mark on the red tile.
- Leave clear space around the logo, at least half the mark's height.
- Keep it dark, clean and a little playful.

Don't

- Don't write "Shapargullay", "Shapar Gullay" or SHAPARGULLAY.
- Don't stretch, rotate, recolour or outline the mark.
- Don't add glows, glitch effects or space out the letters.
- Don't put the red mark on red or on a busy photo.

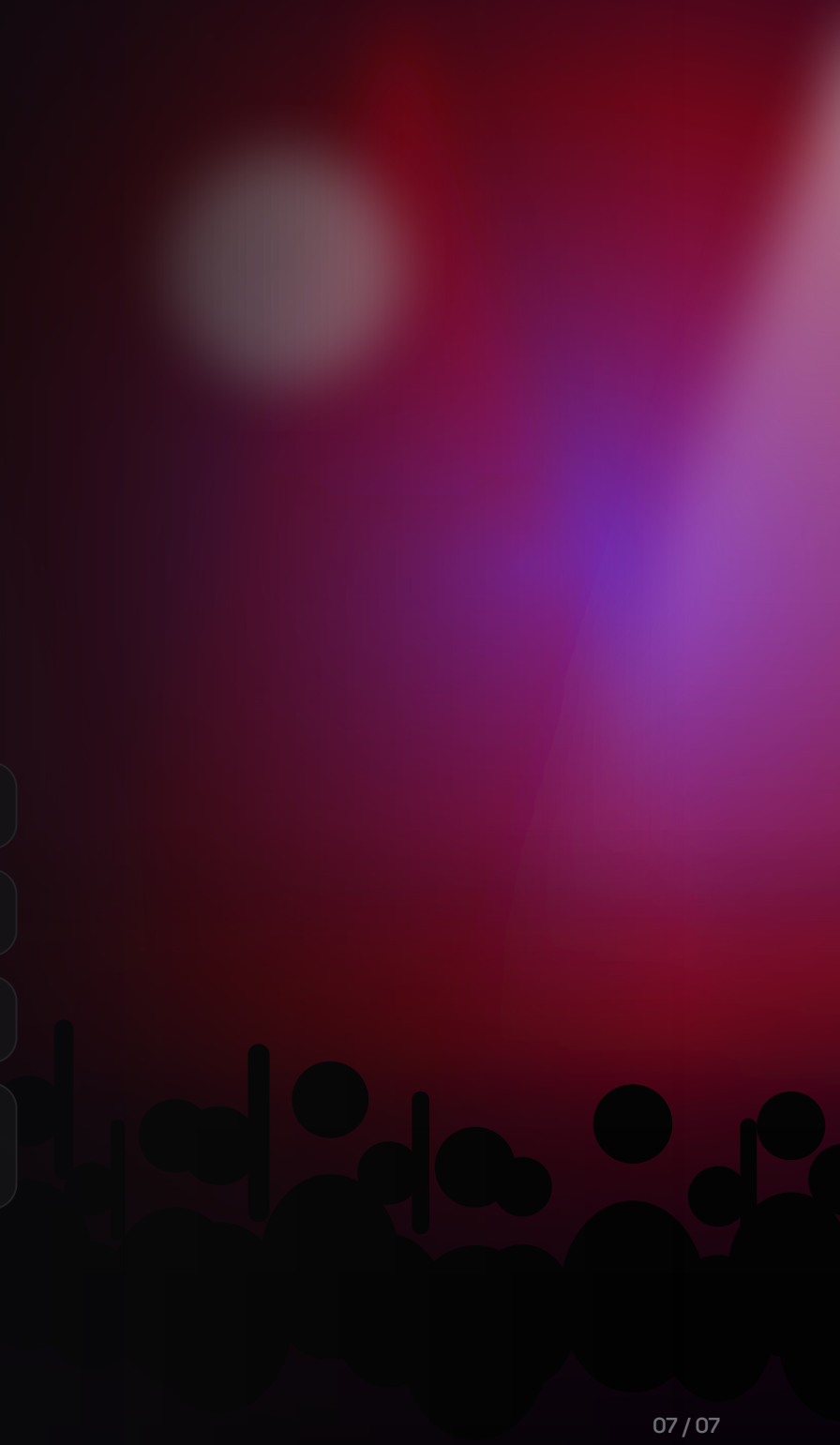
06 — Contact

let's talk.

Brands, sponsors and press: write to us and a real person replies.

Partnerships and press	**partners@shapargullay.com**
WhatsApp	**+92 322 777 4595**
Website	**shapargullay.com**
Social	**@shapargullay on Instagram, TikTok, Facebook, YouTube and X**

Pricing on request · Launching in 2026: early partners get founding rates.



93-B, Model Town B, Bahawalpur 63100, Punjab, Pakistan