**UCSI Family Carnival “SHAPING A HEALTHY FUTURE”**

14th May 2016 (Saturday) 6:30am – 4:00pm  
UCSI University, KL Campus (South Wing)

SPONSOR’S CONTRIBUTIONS AND PRIVILEGES

**Platinum Sponsors: Cash of RM15,000 and above**  
Platinum Sponsors’ benefits and privileges:

<table>
<thead>
<tr>
<th>Publicity Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Listed as main sponsor of the event</td>
</tr>
<tr>
<td>2. Logo of the sponsor will be displayed on Big Banners</td>
</tr>
<tr>
<td>3. Logo of the sponsor will be displayed on Posters that are distributed in UCSI University, selected secondary schools, and the Klang Valley</td>
</tr>
<tr>
<td>4. Logo of the sponsor will be displayed on Stage Backdrop</td>
</tr>
<tr>
<td>5. Logo of the sponsor will be displayed on 10,000 flyers that are distributed in UCSI University, selected secondary schools, and the Klang Valley</td>
</tr>
<tr>
<td>6. Logo of the sponsor will be displayed on buntings</td>
</tr>
<tr>
<td>7. Sponsor's brochures/samples in goody bags</td>
</tr>
<tr>
<td>8. Advertisement in Gazette magazine (free bi-monthly 10,000 copies in print)- Back Inside Cover Full Page Colour</td>
</tr>
<tr>
<td>9. Complimentary article in Gazette - Full Page</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Open Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Booth for Product Display and activities (Indoor)</td>
</tr>
<tr>
<td>2. Additional 5 Days of Open Space exposure in the Campus</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Online/Electronic Publicity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. UCSI University and 30th Anniversary websites - Logo at Banner, linked to company website</td>
</tr>
<tr>
<td>2. UCSI University Main Facebook (with 120,000 followers) - Logo at Banner, linked to company website - 3 X Sponsor's advertisement/banner</td>
</tr>
<tr>
<td>3. Email Blast to all UCSI's staff, students, &amp; alumni - Logo at Banner linked to company website - 2X Sponsor's advertisement/banner</td>
</tr>
<tr>
<td>4. Campus Electronic Board Display (10 units) - Logo at Banner - 2X Sponsor's advertisement/banner</td>
</tr>
</tbody>
</table>
**Others**

1. Certificate of Appreciation
2. Emcee’s announcement throughout the event
3. Name of the sponsor will be mentioned in the post event write-up that will be sent to all media.
4. Distribution of post events information
5. *Press Conference*
6. Calculation of PR value

**Gold Sponsors’ benefits and privileges:**

**Gold Sponsor:** Cash of RM10,000

**Publicity Materials**

1. Logo of the sponsor will be displayed on Big Banners
2. Logo of the sponsor will be displayed on Posters that are distributed in UCSI University, selected secondary schools, and the Klang Valley
3. Logo of the sponsor will be displayed on Stage Backdrop
4. Logo of the sponsor will be displayed on 10,000 flyers that are distributed in UCSI University, selected secondary schools, and the Klang Valley
5. Logo of the sponsor will be displayed on buntings
6. Sponsor's brochures/samples in goody bags
7. Advertisement in Gazette magazine (free bi-monthly 10,000 copies in print)- Full Page Colour
8. Complimentary article in Gazette - Half Page

**Open Space**

1. Booth for Product Display and activities (Indoor)
2. Additional 4 Days of Open Space exposure in the Campus

**Online/Electronic Publicity**

1. UCSI University and 30th Anniversary websites - Logo at Banner, linked to company website
2. UCSI University Main Facebook (with 120,000 followers) - Logo at Banner, linked to company website - 2 X Sponsor's advertisement/banner
3. Email Blast to all UCSI's staff, students, & alumni - Logo at Banner linked to company website - 1X Sponsor's advertisement/banner
4. Campus Electronic Board Display (10 units)
**Silver Sponsors’ benefits and privileges:**

**Silver Sponsor: Cash of RM5,000**

### Publicity Materials

1. Logo of the sponsor will be displayed on Big Banners
2. Logo of the sponsor will be displayed on Posters that are distributed in UCSI University, selected secondary schools, and the Klang Valley
3. Logo of the sponsor will be displayed on Stage Backdrop
4. Logo of the sponsor will be displayed on 10,000 flyers that are distributed in UCSI University, selected secondary schools, and the Klang Valley
5. Logo of the sponsor will be displayed on buntings
6. Sponsor's brochures/samples in goody bags
7. Advertisement in Gazette magazine (free bi-monthly 10,000 copies in print) - Half Page Colour

### Open Space

1. Booth for Product Display and activities (Outdoor)
2. Additional 3 Days of Open Space exposure in the Campus

### Online/Electronic Publicity

1. UCSI University and 30th Anniversary websites - Logo at Banner, linked to company website
2. UCSI University Main Facebook (with 120,000 followers) - Logo at Banner, linked to company website - 1X Sponsor's advertisement/banner
3. Email Blast to all UCSI's staff, students, & alumni - Logo at Banner linked to company website
4. Campus Electronic Board Display (10 units) - Logo at Banner
Others

1. Certificate of Appreciation
2. Emcee’s announcement throughout the event
3. Name of the sponsor will be mentioned in the post event write-up that will be sent to all media.
4. Distribution of post events information
5. Calculation of PR value

Bronze Sponsors’ benefits and privileges:
Bronze Sponsor: Cash of RM2,000

Publicity Materials

1. Advertisement in Gazette magazine (free bi-monthly 10,000 copies in print)- Quarter Page Colour

Open Space

1. Booth for Product Display and activities (Outdoor)
2. Additional 2 Days of Open Space exposure in the Campus

Online/Electronic Publicity

1. UCSI University and 30th Anniversary websites - Logo at Banner, linked to company website
2. UCSI University Main Facebook (with 120,000 followers)
   - Logo at Banner, linked to company website
   - 1 X Sponsor’s advertisement/banner

Others

1. Certificate of Appreciation
**Ordinary Sponsors’ benefits and privileges:**

Ordinary Sponsor: Cash of RM500

### Open Space

1. Booth for Product Display and activities (Outdoor)
2. Additional 1 Day of Open Space exposure in the Campus

### Online/Electronic Publicity

1. UCSI University and 30th Anniversary websites - Logo at Banner, linked to company website
2. UCSI University Main Facebook (with 120,000 followers) - Logo at Banner, linked to company website

### Others

1. Certificate of Appreciation

Notes:

* Subject to media availability

**Note: The above sponsorship programme is subject to change according to any adverse changes in the organization of the event. Any updates will be published on the official website. Sponsors are permitted to withdraw with refund if changes has disadvantaged the sponsors.**
“SHAPING A HEALTHY FUTURE”
UCSI Family Carnival
14th May 2016 (Saturday)
6:30am – 4:00pm
UCSI University, KL Campus (South Wing)

SPONSOR’S REGISTRATION FORM

1. My organisation is interested to be one of your sponsors in UCSI Family Carnival Day: Shaping a Healthy Future

2. Organisation’s Information:

   Company/Organisation: ___________________________________________
   Contact name and title: ___________________________________________
   Mailing address: _________________________________________________
   _______________________________________________________________
   Telephone no.: __________________________________________________
   Fax no.: ________________________________________________________
   E-mail: _________________________________________________________

3. Sponsorship Information (fill in if relevant):

   Sponsorship type (please tick the relevant box):
   ( ) Platinum RM15,000 and above, actual: ______________
   ( ) Gold RM10,000
   ( ) Silver RM5,000
   ( ) Bronze RM2,000
   ( ) Ordinary RM500
   Other sponsorship amount: RM _______________/ US $ _______________
   Other non-monetary sponsorship: _________________________________

4. Payment Information:

   Total amount payable: RM _______________/ US $ _______________
Payment method (please tick relevant box):
(   ) Cheque/bank draft enclosed
    Bank name: _____________________________________________________________
    Cheque/bank draft no.: __________________________ Date of issue:__________
(   ) Telegraphic transfer
(   ) Cash

Payment information:
Account Holder : UCSI Education Sdn Bhd
Name of Bank : CIMB
Bank Account No : 80-0139786-0
Swift Code : CIBBMYKL
Address : 197 & 199, Jalan Sarjana, Taman Connaught, Cheras, 56000, KL.

5. Company/Organisation Logo:
(Please email and enclosed together with this form a copy of your company logo)

6. Submitted By:
Name: _______________________________________________________________
Designation: __________________________________________________________
Tel. No: _______________________ Mobile No.: _______________________
Signature: ____________________________ Date: _____________________

(Please fill in this form and email to stevegoh@ucsiuniversity.edu.my)

NOTE:
All advertisement design copies must be sent to UCSI University latest by 20 April 2016.