

**A SPONSORSHIP REQUEST PROPOSAL FOR**

**MALAYSIA'S INAUGURAL  
PUBLIC RELATIONS SUMMIT  
&**



**PUBLIC RELATIONS CONSULTANTS' ASSOCIATION OF MALAYSIA**

**Appointed Events & Conference Manager:**

***CRITERIA & CONNECTIONS***

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## OVERVIEW

- **About PRCA Malaysia**

Founded in 1999, the Public Relations Consultants' Association of Malaysia is an independent, non-profit organisation representing public relations practitioners either working in-house or in consultancies.

PRCA Malaysia is dedicated to fostering public relations excellence, contributing effectively to organisational goals nationwide, and becoming a model for effective communication.

The Association serves as a platform for the exchange of information and views, while striving to set industry standards, develop young consultants and provide a unified voice for practitioners.

- **Malaysia PR Summit 2012**

The PR Summit is a full day event focusing on key issues relating to the practice, purpose and process of modern Public Relations, Corporate Communications and Corporate Affairs targeting approximately 150 - 200 delegates.

The Summit will gather key influencers in the profession, coupled with a powerful industry driven agenda. The theme for PR Summit 2012 is 'Transformational Communication'

Who Should Attend :

~ *Department Managers/Heads of Corporate Communications and Corporate Affairs*

~ *Public Relations Managers/Brand Communication Professionals, Executives*

~ *Academia Professionals as well as graduating Public Relations/Communications majors from Government/Private-Owned Universities and Public Institutions of Higher Learning*

~ *Non-Governmental Organizations (NGOs)*

- **Malaysia PR Awards 2011**

The MPRA is the ONLY local public relations awards for consulting firms and was designed to recognize consultancies, campaigns and individuals that define cutting-edge of work in the public relations arena.

The Awards Ceremony is indeed the platform in which the PR firms and consultancies showcase and share their award-winning entries with the industry.

The Awards has since grown in strength from the first awards ceremony held in Year 2007.

# SPONSORSHIP OPPORTUNITIES

## SPONSORSHIP CATEGORIES & BENEFITS

### MAIN SPONSOR @ RM25,000

*(Opportunity is for 1 exclusive sponsor only)*

Being the main sponsor at Malaysia PR Summit 2012 & Awards 2011, you will receive the following benefits:

- High branding visibility throughout PR Summit & Awards program duration
- Logo mention in publicity materials (PR Summit registration brochures)
- Logo mention in PR Summit hand-out pack
- Opportunity to participate as an exhibitor (table-top counter) at Malaysia PR Summit 2012
- Logo mention in PR Summit & Awards' buntings & backdrop at award ceremony
- Complimentary delegate passes (4 passes) to Malaysia PR Summit 2012
- Exclusive VIP Invitations (2 persons) to Malaysia PR Awards 2011 dinner & announcement ceremony
- Complimentary A4-size (Color) advertisement page on Back Cover (BC) of Malaysia PR Awards 2011 programme book worth RM5,000
- Complimentary insertion of 1-item collateral into overall press kit (subject to PRCA Malaysia committee's review)
- Main sponsor mention in all press releases

## **SPONSORSHIP CATEGORIES & BENEFITS**

### **CO-SPONSOR @ RM15,000**

*(Opportunities for 2 exclusive sponsors only)*

As a co-sponsor at Malaysia PR Summit & Awards 2012, you will receive the following benefits:

- High branding visibility throughout PR Summit & Awards program duration
- Logo mention in publicity materials (PR Summit registration brochures)
- Logo mention in PR Summit hand-out pack
- Opportunity to participate as an exhibitor (table-top counter) at Malaysia PR Summit 2012
- Logo mention in PR Summit & Awards' buntings / backdrop at award ceremony
- Complimentary delegate passes (2 passes) to Malaysia PR Summit 2012
- Exclusive VIP Invitations (1 person) to Malaysia PR Awards 2011 dinner & award ceremony
- Complimentary A4-size (Black & White) advertisement page on Inside Front (IFC)/Back Cover (IBC) of award programme book worth RM3,000 (advertisement placement (IFC/IBC) is subject to first-come-first confirmed basis)
- Complimentary insertion of 1-item collateral into overall press kit (subject to PRCA Malaysia committee's review)
- Main sponsor mention in all press releases

## **AWARD CATEGORY SPONSORS**

### **AWARD CATEGORY SPONSOR @ RM2,000**

*(Sponsorship availability across a total of 16 categories)*

As one of the category sponsors at Malaysia PR Awards 2011, you will receive the following benefits:

- Brand association with the Malaysia PR Awards 2011 as a sponsor of a relevant award category
- Company mention as a 'Category Sponsor' in Malaysia PR Awards 2011 programme book
- Exclusive VIP Invitation (1 person) to Malaysia PR Awards 2011 dinner & award ceremony

*\*\* See list of this year's contested award categories in enclosed REPLY FORM (Appendix A).*

## **ADVERTISEMENT PACKAGE**

*(Advertisement opportunities available in the Malaysia PR Awards 2011 program book)*

<b>PLACEMENT</b>	<b>RATE (RM)</b>
<input type="checkbox"/> Back Cover, Color (not available if Main sponsorship is taken)	5,000
<input type="checkbox"/> Inside Front Cover, Black & White (not available if Co-sponsorship is taken)	3,000
<input type="checkbox"/> Inside Back Cover, Black & White (not available if Co-sponsorship is taken)	3,000
<input type="checkbox"/> Run-of-Page (Full page in black & white)	1,500
<input type="checkbox"/> Run-of-Page (Half page in black & white)	800

## **ADDITIONAL SPONSORSHIP ACTIVITIES**

### **Hosted Lunch Reception @ Malaysia PR Summit 2012**

Interested sponsors may sponsor the lunch reception for all delegates of the Malaysia PR Summit 2012. Sponsor will be given a 30-minute presentation/speaking slot during the lunch reception. Presentation content in slides/video format needs to be reviewed and approved by the IPRCA committee prior to confirmation of the presentation slot.

***A minimum investment of RM15,000 is required to sponsor this lunch reception***

### **Hosted Pre-Dinner Cocktail Reception @ Malaysia PR Awards 2012**

A pre-dinner cocktail reception can be arranged to be held just before the evening's PR Awards 2012 dinner begins. A special corner will host the invited judges for this year's awards as well as special guests from the industry.

Sponsor may choose to sponsor FOOD or BEVERAGE or BOTH at this pre-dinner reception.

***A minimum investment of RM15,000 is required to sponsor this pre-dinner cocktail reception***

Please approach The Sponsorship Marketing Team at [sponsors@criteria.com.my](mailto:sponsors@criteria.com.my) for a full list and estimated cost of sponsorship for both the above associated events.

Confirm your sponsorship earliest to The Sponsorship Marketing Team at [sponsors@criteria.com.my](mailto:sponsors@criteria.com.my) on or before/by 10 December 2011.

Sponsorship opportunity is subject to venue considerations, space availability and on a first-come-first-confirmed basis.

## **ADDITIONAL SPONSORSHIP ACTIVITIES**

### **Merchandise/In-Kinds Sponsorship**

Interested organisations/companies not signed up as a sponsor, may leverage on further brand exposure at the Malaysia PR Summit 2012 by sponsoring Conference Bags, Conference Badge Tags & Lanyards or Conference Writing Pads.

Any of below merchandise/in-kinds sponsorship is available between **RM3,000 - RM5,000 sponsorship value investment** only.

Conference Bags (300 pcs)	@ RM4,500
Conference Badge Tags & Lanyards (250 pcs)	@ RM5,000
Conference Writing Pads (250 pcs)	@ RM3,000

Please confirm your sponsorship earliest to The Sponsorship Marketing Team at [sponsors@criteria.com.my](mailto:sponsors@criteria.com.my) on or before/by 31 December 2011. Sponsorship opportunity is subject to first come first confirmed basis and subject to the organisers' terms & conditions.

## **CONTACT INFORMATION**

Should you require a further in-depth discussion of your sponsorship participation, please do not hesitate to contact:

SUSAN CHEE (Director, Marketing Services)  
CRITERIA & CONNECTIONS  
5-3B, Jalan PJU 1/3F  
Sunway Mas Commercial Centre  
47301 Petaling Jaya, Selangor

E-MAIL: [sponsors@criteria.com.my](mailto:sponsors@criteria.com.my)  
MOBILE: + (6012) 2888 193  
FAX: + (603) 7880 2319

**CRITERIA & CONNECTIONS** is the appointed events manager for  
**THE INAUGURAL MALAYSIA PR SUMMIT &  
MALAYSIA PR AWARDS 2011**

**PARTICIPATION REPLY FORM ('THE AGREEMENT')**

*I hereby agree to participate as a Sponsor as per indicated or ticked in the category/categories listed in Appendix A and/B.*

**Name:** \_\_\_\_\_

**Job Title/Designation:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**Contact Number:** \_\_\_\_\_ *(office tel)*

\_\_\_\_\_ *(office fax)*

\_\_\_\_\_ *(mobile)*

**Email:** \_\_\_\_\_

**Signature & Company Stamp:**  
\_\_\_\_\_

Please complete all sections of the REPLY FORM ('THE AGREEMENT') and return to the MALAYSIA PR SUMMIT & AWARDS 2012 SPONSORSHIP MARKETING TEAM via

E-MAIL: sponsors@criteria.com.my or

FAX: + (603) 7880 2319

**PLEASE NOTE:**

- 1) Payment is to be made payable to 'Public Relations Consultants' Association of Malaysia' and must be received by CRITERIA & CONNECTIONS, the appointed events manager for Malaysia PR Summit & Awards 2011 by the time specified in the Terms & Conditions.
- 2) Delay in submission of the REPLY FORM may result in some pre-event publicity efforts or marketing benefits being missed.
- 3) Sponsorship category allocations are limited and will be distributed on a first-come first-serve basis.
- 4) Sponsors that submit their payment first will be given priority in media announcements.

## **PARTICIPATION REPLY FORM (APPENDIX A)**

Indicate your selected sponsorship category and/or Additional Participation Opportunities.  
***(Please tick ✓ where applicable)***

### **SPONSORSHIP CATEGORY:**

- |                          |  |   |          |
|--------------------------|--|---|----------|
| <input type="checkbox"/> | Main Sponsor of The Malaysia PR Summit & Awards 2011 | @ | RM25,000 |
| <input type="checkbox"/> | Co-Sponsor of The Malaysia PR Summit & Awards 2011   | @ | RM15,000 |
| <input type="checkbox"/> | Award Category Sponsor@ Malaysia PR Awards 2011      |   |          |
| <input type="checkbox"/> | Product/Brand Development Campaign of the Year       | @ | RM2,000  |
| <input type="checkbox"/> | Consumer Launch Campaign of the Year                 | @ | RM2,000  |
| <input type="checkbox"/> | Healthcare: Ethical Campaign of the Year             | @ | RM2,000  |
| <input type="checkbox"/> | Technology Campaign of the Year                      | @ | RM2,000  |
| <input type="checkbox"/> | Business-to-Business Campaign of the Year            | @ | RM2,000  |
| <input type="checkbox"/> | Employee Communication Campaign of the Year          | @ | RM2,000  |
| <input type="checkbox"/> | Corporate Branding Campaign of the Year              | @ | RM2,000  |
| <input type="checkbox"/> | Public Affairs Campaign of the Year                  | @ | RM2,000  |
| <input type="checkbox"/> | Financial Communication Campaign of the Year         | @ | RM2,000  |
| <input type="checkbox"/> | Crisis or Issues Management Campaign of the Year     | @ | RM2,000  |
| <input type="checkbox"/> | Corporate Social Responsibility Campaign of the Year | @ | RM2,000  |
| <input type="checkbox"/> | Environmental Campaign of the Year                   | @ | RM2,000  |
| <input type="checkbox"/> | Best Use of Digital                                  | @ | RM2,000  |
| <input type="checkbox"/> | Promotional Activity of the Year                     | @ | RM2,000  |
| <input type="checkbox"/> | Public Sector Campaign of the Year                   | @ | RM2,000  |
| <input type="checkbox"/> | Campaign of the Year (The Gold Award)                | @ | RM3,500  |

## **PARTICIPATION REPLY FORM (APPENDIX B)**

Indicate your selected sponsorship category and/or Additional Participation Opportunities.  
***(Please tick ✓ where applicable)***

### **ADVERTISEMENT PACKAGE:**

- Advertisement Placement Options in the Malaysia PR Awards 2011 program book:
  - Back Cover, Color @ RM5,000  
*(not available if Main sponsorship is taken)*
  - Inside Front Cover, Black & White @ RM3,000  
*(not available if Co-sponsorship is taken)*
  - Inside Back Cover, Black & White @ RM3,000  
*(not available if Co-sponsorship is taken)*
  - Run-of-Page (Full page in black & white) @ RM1,500
  - Run-of-Page (Half page in black & white) @ RM800

### **ADDITIONAL PARTICIPATION OPPORTUNITIES:**

- Hosted Lunch Reception at Malaysia PR Summit 2012 @ RM15,000  
*(minimum)*
- Hosted Pre-Dinner Cocktail Reception at Malaysia PR Awards 2011 @ RM15,000  
*(minimum)*
- Merchandise/In-Kinds Sponsorship
  - Conference Bags (300 pcs) @ RM4,500
  - Conference Badge Tags & Lanyards (250 pcs) @ RM5,000
  - Conference Writing Pads (250 pcs) @ RM3,000
  - Others, please specify: \_\_\_\_\_

## **TERMS & CONDITIONS OF PARTICIPATION:**

1. The Malaysia PR Summit & Awards 2011 is organized by Public Relations Consultants' Association of Malaysia (PRCA). PRCA used herein shall mean PRCA and agencies/vendors acting on their behalf regarding either events of The Malaysia PR Summit 2012 or The Malaysia PR Awards 2011.
2. **Qualifications** – Is open to all industry partners and members of PRCA.
3. **Use of Exhibition Space** – The space contracted for is to be used solely by the Exhibitor whose name appears on this Agreement, and it is agreed that the Exhibitor will not sublet or assign any portion of the same without the prior written consent of PRCA. Use of the exhibition space is subject to the terms and conditions of this Agreement.
4. **Payment Terms & Conditions** –
  - **Exhibitors will not be allowed to participate in Malaysia PR Summit & Awards 2011** if full payment (as per signed reply form) is not received **by 30 January 2012**.
5. **License to use Exhibitor Logo** - The Sponsor (a) grants to PRCA, for the purpose of the Malaysia PR Summit & Awards 2012 event, a non-exclusive royalty free license to use the Sponsor's Logo to promote and market the Conference; (b) warrants that it owns and/or is solely entitled to use the Sponsor's Logo in Malaysia; and (c) indemnifies PRCA in respect of any action that may be brought against PRCA arising out of or in connection with use of the Sponsor's Logo. "Sponsor's Logo" means the logo supplied by the Sponsor to PRCA in connection with this Agreement and both the Associated Events (PR Summit & Awards Ceremony).
6. **Cancellation / Withdrawal** – Liquidated damages of 100% of the total sponsorship participation cost shall be paid to PRCA in the case of cancellations after 30 January 2012. It is agreed that this is a reasonable pre-estimate of PRCA loss. All cancellation notices must be received in writing by PRCA at the contact details stated below. If PRCA cancels a Sponsor's participation after 30 January 2012, full amount of the Sponsor's participation fee will be refunded. PRCA will also reimburse the Sponsor for any expenses incurred by the Sponsor specifically on preparations for the event/(s) (supporting documents will be required).
7. **Termination by PRCA** – PRCA may terminate this Agreement immediately by providing written notice to the Sponsor if: (a) the Sponsor is affected by an Insolvency Conference; (b) the Sponsor commits a material breach of this Agreement and that breach has not been remedied within 14 days of receipt of written notification from PRCA of that breach; or (c) the Sponsor engages in conduct which, in the reasonable opinion of PRCA, reflects unfavourably on the goodwill, good name, reputation or image of the Malaysia PR Summit and Awards 2012 ceremony or PRCA.

8. **Installation and Dismantling** – Hours and dates for installing, exhibiting and dismantling during exhibition at the Malaysia PR Summit 2012 shall be those specified by PRCA at its sole discretion. Sponsor/Exhibitors shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the exhibit hall before the specified conclusion of the dismantling period set by PRCA.
9. **Damage to Property** – Sponsor/Exhibitor is liable for any damage caused by it, its servants, agents or contractors to buildings, floors, walls, or columns, or to standard booth equipment, or to other exhibitors' property. Sponsor may not apply paint, lacquer, adhesive, or any other coating or material to building column, floors or walls, or to standard booth equipment.
10. **Insurance and Hold Harmless Clause** – The Sponsor/Exhibitor is responsible for obtaining insurance covering (without invitation) its personnel, exhibit material and equipment for the duration of move-in, show days, and move-out including public liability, property damage, fire and theft.
11. **Use of Aisles, Overhead Rigging and Common Areas** – The aisles, overhead spaces and passageways remains strictly under the control of PRCA. No signs, decorations, banners, logo projection, advertising matter or special exhibits will be permitted in these areas.
12. **Flammable Materials** – No flammable fluids or material of any nature including decorative material that is prohibited by applicable national, state, or city fire regulations, may be used in any exhibition counters.
13. **Noise** – No noisy or obstructive work will be permitted during opening hours of the Summit as well as during the Awards Ceremony, nor will noisily operating displays be allowed. PRCA shall have the sole discretion of what is noisy, obstructing and objectionable. Full written submission will be required from any exhibitor intending to use any elements of Live Performance, Amplified Sound, Sporting or any other forms of noise creating activity. These will need to be approved by PRCA.
14. **Exhibitor Booth Personnel** – Sponsor/Exhibitor representative MUST register and obtain "Exhibitor Only" badges. Please take note that the "Exhibitor Only" registration will be offered by PRCA, which does not permit entrance to the Summit. PRCA reserves the right to restrict or limit the number of booth representatives.
15. **Exhibitor Registration** – All exhibiting sponsors will be issued with an allocation of exhibitor tags based on the sponsorship category selected. The allocations are as follows:
  - Main Sponsor : Total of 6
  - Co-Sponsor : Total of 4

16. **Relocation and Floor plan revisions** – PRCA retains the exclusive rights to revise the exhibition hall floor plan and/or move assigned exhibitors as necessary.
17. **Exhibits Set-Up** – Exhibitors set-up staff are allowed on the show floor only during the published set-up and teardown schedule.
18. **Shipping, Labor, Furniture Rental and Other Services** – After the exhibit space is reserved, the official show contractor and decorator will be responsible for all furniture rentals, installation and dismantling labour, and various other services.
19. **Refreshments, gifts, contest etc** – PRCA reserves the right to prohibit, limit or discontinue the distribution of gifts, giveaways, hospitality suites or similar promotions. Exhibitors are allowed to distribute gifts or collaterals within their exhibition counter areas only. Contest, raffles and drawings, if permitted under state or local laws, will be subject to written approval by PRCA and Exhibitor must apply for all necessary licenses for such raffles or draws. No announcements of Exhibitors' contests, drawings or raffle winners will be permitted during the Conference without the permission of PRCA. Outside food & beverage are not allowed to be distributed at the booth area without the prior permission of PRCA.
20. **Malaysia PR Summit 2012 & Awards 2011 Agenda** – Exhibitors shall not plan any activities that will conflict with the Malaysia PR Summit 2012 & Awards 2011 event. This includes breakfast, receptions, hospitality suites or other conferences on 6 March 2012.
21. **Exhibition Space** – Please note only one table-top exhibition counter per Sponsor will be allowed unless permitted additional by PRCA.
22. **Compliance with local law** - The Exhibitor shall comply with all local laws and regulations.
23. **Indemnity** – The Exhibitor indemnifies and shall keep indemnified PRCA and its respective officers, agents and employees against all claims, damages, liabilities, costs and expenses (including any reasonable legal costs and expenses) arising out of, in connection with, or incidental to: (a) any breach by the Exhibitor of the terms of this Agreement; (b) any claim made relating to any Exhibitor product supplied by the Exhibitor or promotional material published or otherwise made available by the Exhibitor relating directly or indirectly to PRCA or the Conference; and (c) any loss, theft or destruction of hardware and other tangible goods, or for any injury, including death to employees, agents, or representatives and; or for any damage of any nature including damage to its business for failure to provide exhibits' space; or for failure to hold the exposition as scheduled; or for any action or mission by PRCA. The Exhibitor is solely responsible for its own exhibit material and products, and should insure exhibits and products from loss and damage from any cause whatsoever. It is understood that all properties of an exhibitor is in its care, custody and control in transit to, or from, or within the confines of the exhibit hall. PRCA shall bear no responsibility for the safety of the Exhibitor, its personnel, employees, agents, representatives or personal properties.
24. **Exclusion of Liability** - To the extent permitted by applicable law, under no circumstances shall PRCA be liable for any indirect, consequential, incidental, special or punitive damages

(including without limitation damages for loss of business profits, business interruption, loss of business information or other pecuniary loss) arising out the performance or non-performance of its obligations under this Agreement, even if PRCA has been notified of the possibility of such damage arising.

25. **Limitation of Liability** – PRCA’s liability for any breach of this Agreement, including any liability for indirect or consequential loss or damage which the Exhibitor may suffer or incur, shall not exceed the total amount of the paid by the Exhibitor to PRCA under this Agreement.
26. **General** – All matters and questions not covered by the General Information, Rules & Regulations or dispute concerning these Rules & Regulations, shall be determined by PRCA at its sole discretion. The General Information, Rules & Regulations may be amended and supplemented at any time by PRCA, and all amendments or additions shall, upon reasonable notice be as equally binding on all parties affected as the original General Information, Rules & Regulations.
27. **Governing Law** - This Agreement shall be governed by and construed in accordance with the laws of Malaysia and each party submits to the jurisdiction of the courts in Kuala Lumpur, Malaysia.

▪ END