

12 September 2017

RE: PARTNERSHIP OF THE MDBC INNOVATION & SUSTAINABILITY AWARDS (MISA) 2017

After organizing 5 successful editions of the MDBC Sustainability Awards (MSA) since 2011, we are proud and excited to now present to you the **MDBC Innovation & Sustainability Awards 2017 (MISA '17)**!

The successful elements of MSA will continue to be presented in MISA:

- Organized in close cooperation with the Embassy of the Kingdom of The Netherlands;
- Encourage the sharing of best practices and give recognition to the innovation and sustainability efforts of participants (MDBC members and non – members);
- Award categories which are relevant and timely in today's business environment, and that give many organizations the opportunity to participate;
- Highly transparent judging format. Shortlisted nominees do an open, 'public' presentation on their submission in the presence of judges, competitors, and the audience;
- No 'bought awards': Competitors are not allowed to sponsors and vice versa;
- Led by the Chief Judge (The Netherlands Ambassador), the panel of Judges consists of qualified, independent, experts for each Award category.

New elements of MISA:

- *Award categories are open to all (MDBC members and non – members);
- Special attention to start – ups;
- An 'Audience Award' -> voted on by attendees at the MISA Dinner & Awards Ceremony;
- Further expansion with Speakers (Industry Experts & Leaders) for the Conference and Dinner Ceremony programs.

MDBC depends entirely on corporate sponsorship for financial support of this event; kindly have a look at the wide range of Partner / Sponsor / Advertiser packages that are available to underline your organisation's commitment to innovation and sustainability. We very much appreciate your consideration of support for MISA '17!

Please note: To avoid any conflict of interest, organizations that choose to compete in MISA are not allowed to also become a Sponsor! Nominees can however still be MISA ADVERTISER.

If you have any questions or comments, please feel free to contact us at misa@mdbc.com.my. We look forward to hearing from you with a positive response.

Yours sincerely,

Marco Winter
Executive Director
Malaysian Dutch Business Council

Her Excellency Karin Mössenlechner
Ambassador
Embassy of the Kingdom of The Netherlands

MDBC INNOVATION & SUSTAINABILITY AWARDS 2017 PARTNERSHIP / SPONSORSHIP PACKAGES

EXPOSURE / BENEFITS	MAIN PARTNER 'GOLD' RM13,000	CO-SPONSOR 'SILVER' RM8,000	SUPPORTER 'ORANGE' RM5,000
<p>PRE - EVENT: Company name / logo in pre - event announcements: e mails, social media, website, media releases</p>	Large / prominent	Medium	Medium
<p>EVENT: Company name / logo in event - day materials and announcements: backdrop, program book, menu, event buntings, sponsor wall</p> <p>Advertisement in MISA '17 program book (A5)</p> <p>Conference tickets ("Day-program")</p> <p>Exhibition (table) and bunting space</p> <p>Company representative to be included in the <u>panel of judges</u> and / or have a <u>speaking slot</u> (details to be discussed)</p> <p>Tickets to MISA '17 Awards Dinner & Ceremony</p> <p>Possibility of distributing promotional materials or merchandise in the MISA goodie bags</p>	<p>Large / prominent</p> <p>Full page</p> <p>6 persons</p> <p>✓</p> <p>✓</p> <p>1 seat VIP table 1 table (8 seats)</p> <p>✓</p>	<p>Medium</p> <p>Medium</p> <p>4 persons</p> <p>✓</p> <p>1 table (8 seats)</p> <p>✓</p>	<p>Medium</p> <p>Medium</p> <p>2 persons</p> <p>✓</p> <p>2 seats</p> <p>✓</p>
<p>POST – EVENT: Company name / logo in post - event materials, publications, and announcements: E mails, social media, website, media releases, MISA '17 magazine supplement</p> <p>Advertising in MISA '17 Supplement (A4)</p> <p>Opportunity to use the MISA '17 logo and text in company advertisements (Subject to approval by MDBC, who reserves editorial right)</p>	<p>Large / prominent</p> <p>Full Page</p> <p>✓</p>	<p>Medium</p> <p>Half page</p> <p>✓</p>	<p>Medium</p> <p>Quarter Page</p>

MDBC INNOVATION & SUSTAINABILITY AWARDS 2017 ADVERTISING PACKAGES

MISA ADVERTISER – RM 6,000 / RM 5,000 / RM 4,500

***Depending on ad size in MISA Supplement Magazine**

- * One full page (A5 sized), full color ad in the MISA Program Book
- * One full / half /quarter page, full color ad in the MDBC magazine MISA Supplement
- * Corporate Logo included in supporters panel in MISA event program book and Supplement
- * Two tickets for full MISA day (Conference and the Awards Dinner & Ceremony)

A LA CARTE SPONSOR

For more information about a la carte sponsorship opportunities and more, please contact MDBC directly. MDBC is open to discussing tailor made sponsorship packages for the MDBC Innovation & Sustainability Awards.

MDBC INNOVATION & SUSTAINABILITY AWARDS 2017 PARTNERSHIP / SPONSORSHIP / ADVERTISING CONFIRMATION

Please submit this form along with a cheque made payable to the Malaysian Dutch Business Council at the address below. (For in – kind and trade proposals: please include a description and estimated value of your barter with this form. In kind sponsorships and evaluations are subject to MDBC approval.)

I, (name) _____, on behalf of (organisation) _____ hereby confirm the following sponsorship or advertising:

Please note: To avoid any conflict of interest, organizations that choose to compete in MISA are not allowed to also become a Sponsor! Nominees can however still be MISA ADVERTISER.

<u>SUPPORT LEVEL</u>	<u>AMOUNT</u>
MAIN PARTNER (GOLD) – RM 13,000	
CO – SPONSOR (SILVER) – RM 8,000	
SUPPORTING SPONSOR (ORANGE) – RM 5,000	
OR:	
<u>ADVERTISING LEVEL</u>	<u>AMOUNT</u>
MISA ADVERTISER – RM 6,000 / RM 5,000 / RM 4,500 <i>*Depending on ad size in MISA Supplement (1/1, ½ or ¼ page respectively)</i>	

OR:

Please contact me to discuss an a la carte sponsorship

I confirm that we will pay the said amount duly within maximum 30 days upon receipt of invoice. Payments are due to “Malaysian Dutch Business Council”.

Name / Designation / Signature / Date / Company Stamp