MDBC INNOVATION & SUSTAINABILITY AWARDS (MISA)

SPONSORS & ADVERTISERS

The Malaysian Dutch Business Council (MDBC) Innovation & Sustainability Awards (MISA) is back for the 11th edition of this longstanding cornerstone event! Once again held concurrently with the Sustainable Action Conference (SAC) 3.0, the awards program will take place on Wednesday, 22 October 2025 at the Grand Hyatt Hotel Kuala Lumpur from 08:00 - 19:30 hrs. This year’s theme sees us delve into how "The Future is Now: Accelerating Sustainable Transformation".

Showcase your commitment to Innovation & Sustainability by becoming a MISA sponsor or advertiser. Let your customers and clients see your belief in Accelerating Sustainable Transformation and help us make this an event to remember. MISA '25 & SAC 3.0 aims to gather 300 physical invited attendees from across Malaysia and it will be live streamed to reach a broader audience - ensuring inclusive access to insightful discussions.

For this, our 11th edition, we’re stripping down all the fluff and going back to the roots of the awards program. We retain a focus on the Environmental, Social, and Governance (ESG) aspects of Innovation & Sustainability, as it steers us into the next ten editions with a laser focus on the fundamental themes driving a sustainable future.

The Future is Now. Be a part of the team in Accelerating Sustainability Transformation. We depend entirely on corporate sponsorship for financial support of this event and would very much appreciate your consideration for supporting MISA 2025. Through a range of sponsorship and advertising opportunities, MDBC offers your organization opportunities to match exposure wishes and benefits with varying levels of commitment. As a sponsor / advertiser of MISA 2025, you will also enjoy exposure opportunities at SAC.

SAC is a premier platform for leading industry players from both the private and public sectors to raise awareness, share knowledge, and engage in meaningful dialogues on the latest sustainability trends, challenges, solutions, and opportunities, while embracing the spirit of giving back. MISA, as a cornerstone, well recognized and respected awards program, integrates with SAC providing a symbiotic and mutually beneficial program for top businesses, organizations, and individuals who want to benchmark and showcase their green credentials. This collaboration elevates both programs and ensure a wider reach.

The different sponsorship levels (Main and Co - sponsor) provide for different levels of exposure for your organization. *Please note that to avoid any conflict of interest, organizations that choose to compete in MISA are not allowed to also become a Sponsor. Nominees, however, can still be MISA Advertisers.*

A La Carte

Do you want to support MDBC’s flagship event, but are looking for something outside the Gold / Silver / Orange sponsorship packages that are presented below? Please contact MDBC directly to discuss a tailor - made sponsorship package for MISA. We can, and will, be flexible!

Advertiser

Become a MISA Advertiser. This is an effortless and cost - efficient way to gain exposure for your organization and assist in making MISA an extraordinary event. Your organization will receive a full color, full page advertisement in the MISA program book (A5 sized), and a full color, full page / half page / quarter page advertisement (depending on advertiser level) in the MISA magazine supplement (A4 sized). Your corporate logo will be included in our supporter panel in both the program book and magazine supplement. Your organization will also receive two tickets for the full event (Conference Day Program and MISA Awards Presentation). Advertising packages are priced at RM 6,000 / RM 5,000 / RM 4,000 depending on full page, half page, or quarter page advertisement in the MISA magazine supplement.

If you have any questions or comments, please feel free to contact us at misa@mdbc.com.my.

**MISA ‘25 SPONSORSHIPS**

|  |  |  |  |
| --- | --- | --- | --- |
| Sponsorship Items | GoldRM 15,000 | SilverRM 9,000 | OrangeRM 6,000 |
| Representative on Panel of Judges (for one category)  | Can be discussed | / | / |
| Company Name / Logo on MISA Site | Large | Medium | Small  |
| Company Name / Logo on MISA Promotional E – mails | Large | Medium | Small  |
| Company Name / Logo on Event Materials at MISA | Large |  Medium  | Small  |
| Company Name / Logo on Post Event Announcements | Large |  Medium |  Small |
| Advertisement in MISA Program Book | Full Page | Half Page | Quarter Page |
| Bunting space at MISA | 1 in MDBC area | /  |  / |
| Complimentary Attendance at MISA Awards Presentation Cocktail Reception | 6 persons | 4 persons  | 2 persons  |
| Distribute Promotional Materials or Merchandise in MISA Goody Bags | Yes | Yes  | Yes  |
| Advertisement in MISA Magazine Supplement | Full Page |  Half page | Quarter page  |
| Inclusion of company name in MISA press releases | Yes |  Yes | /  |
| Use of MISA logo | Yes | Yes  | Yes  |

Each (cash) sponsor of MISA 2025 will also automatically and immediately be included as a Sustainability Advocate for Control Union’s Sustainable Action Conference 3.0, inclusive of:
- **Digital Pillar Advertisement**: strategically placed in the ballroom—ensuring your brand is visible to the audience throughout the entire event;

- Recognition as a Sustainability Advocate Sponsor.

MISA Sponsorship / Advertising Confirmation Form

I, (name) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ on behalf of (organisation) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ hereby confirm the following sponsorship / advertising package for the MDBC Innovation & Sustainability Awards.

|  |  |  |
| --- | --- | --- |
| MISA Sponsorship | Gold | RM 15,000.00 |
| Silver | RM 9,000.00 |
| Orange | RM 6,000.00 |
| A La Carte Sponsorship(Please include details) |  | RM \_\_\_\_\_\_.00 |
| MISA Advertiser*Full page, full color MISA Program Book & MISA Magazine* Supplement Size: | Full Page | RM 6,000.00 |
| Half Page | RM 5,000.00 |
| Quarter Page | RM 4,000.00 |
|  | Total: | RM \_\_\_\_\_\_.00 |

*For pricing details, please see the relevant pages above.*

I herewith declare that I am authorized to make this booking on behalf of my company and understand that we are liable for payment of this order as per the terms. I further confirm that we will pay the said amount duly within a maximum of 30 days upon receipt of invoice. Payments are due to “Malaysian Dutch Business Council”.

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

Designation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company Stamp: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_