



SPONSORSHIP PROPOSAL

ASEAN INNOVATION ON SOCIAL SCIENCES EXHIBITION & CONFERENCE (11-12 OCTOBER 2016)

**"Towards an Integrated ASEAN Community through
Innovation"**

UNIVERSITI UTARA MALAYSIA, SINTOK, KEDAH, MALAYSIA

11-12 OCTOBER 2016

Secretariat

ASEAN INNOVATION ON SOCIAL SCIENCES EXHIBITION & CONFERENCE
(AISEC'16)

Student Development and Alumni Office
College of Arts and Sciences
Universiti Utara Malaysia

06010 UUM Sintok, KEDAH DARUL AMAN, MALAYSIA

Telephone: +604-9285304/5305 Fax: +604-9285310

[http://www , E-mail: aisecuum16@gmail.com](http://www.aisecuum16@gmail.com)

“ASEAN INNOVATION ON SOSIAL SCIENCES EXHIBITION & CONFERENCE (AISEC’16)”

1.0 SPONSORSHIP INVITATION AIMS

The aim of the Sponsorship Invitation is to cover the cost of organizing AISEC’16. At the same time giving the opportunity to our committee members and students to apply their knowledge in event management, marketing as well as managing expenditure.

2.0 WHEN AND WHERE?

AISEC’16 will be held in UNIVERSITI UTARA MALAYSIA on the 11-12 OCTOBER 2016. Please refer to the website <http://aisecum16.wix.com/aisec16> for further information on AISEC’16.

3.0 BACKGROUND

In concert with efforts to intensify high-impact and high performance activities in conjunction with UUM's 30th Anniversary Celebration, the Student Development & Alumni Office (PPA) UUM CAS intends to organize the exhibition and conference at the international level to provide a platform for student development at institutions of higher learning, particularly in the Asian region, while, at the same time, fostering security, peace, and prosperity among ASEAN member countries.

As a neighboring country, Malaysia's relationship with the ASEAN member countries encompasses various areas of human enterprise ranging from entrepreneurship, education, culture, and so on, right up to relations imbued with a sense of family. The prosperity that a country enjoys almost always transfers to another country, especially a neighboring one. The same applies in instances of unrest and turmoil.

In order to disseminate further afield the concept of cross-border prosperity among neighboring nations, the PPA UUM CAS plans to hold the exhibition and conference on social sciences expressly for the edification of students of institutions of higher learning in ASEAN countries.

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4.0 OBJECTIVE OF AISEC’16

The objectives of AISEC’16 are as follows:

- to provide space for open showcases innovative project and papers among students, mentors, and representatives of the institutions of higher learning from the four ASEAN member countries, premised on the theme of towards an integrated ASEAN’16 community through innovation
- to provide a platform for students of institutions of higher learning in Malaysia and other ASEAN member countries to explore the innovations and share information and understanding concerning the best direction to take that will shape the future of industry
- to create a social space for building and strengthening relations imbued with a sense of family among Malaysian students in particular, and students of ASEAN member countries, in general
- to give a clear picture of good leadership and governance practices through the perspective of students
- to provide a platform for cooperation among institutions of higher learning in ASEAN member countries, in the areas of entrepreneurship, education, and research for the purposes of holistic student development

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5.0 TARGET GROUP

The conference targets the participation from various groups especially members of the academics, communication practitioners, government and non-government bodies, interested students and individuals. Keynote speakers and the main paper presenters will be invited from the communication and media industry's practitioners, policy makers as well as academics.

6.0 CONTRIBUTION CATEGORIES

Gold Sponsor – RM20, 000*

- The company's logo will be printed on the front page of the conference's souvenir booklets, proceedings and files.
- An A4 size (11 inches x 8.5 inches) colored advertisement at the back of the conference's souvenir booklets (advertisement artwork prepared by the company)
- The company's logo will be placed on each backdrop of the Conference Hall and the plenary rooms.
- The company's logo will be placed on each promotional banners of the conference.
- Verbal note of appreciation during the conference.
- The company's logo and website will be linked to the conference's website.
- The rights of distributing brochure on the company's product and services during the conference.
- **Free** participation of 4 of the company's representative in the conference.

Silver Sponsor – RM15, 000*

- The company's logo will be printed on the front page of the conference's souvenir booklets, proceedings and files.

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- An A4 size (11 inches x 8.5 inches) colored advertisement on the inner front page of the conference's souvenir booklets (advertisement artwork prepared by the company)
- The company's logo will be placed on each backdrop of the Conference Hall and the plenary rooms.
- The company's logo will be placed on each promotional banners of the conference.
- Verbal note of appreciation during the conference.
- The company's logo and website will be linked to the conference's website.
- **Free** participation of 3 of the company's representative in the conference.

Bronze Sponsor – RM10, 000*

- The company's logo will be printed on the front page of the conference's souvenir booklets, proceedings and files.
- An A4 size (11 inches x 8.5 inches) colored advertisement on the inner page of the conference's souvenir booklets (advertisement artwork prepared by the company)
- The company's logo will be placed on each backdrop of the Conference Hall and the plenary rooms.
- The company's logo will be placed on each promotional banners of the conference.
- Verbal note of appreciation during the conference.
- The company's logo and website will be linked to the conference's website.
- **Free** participation of 2 of the company's representative in the conference.

Advertisement Based Sponsorship*

- **RM5,000** - An A4 size (11 inches x 8.5 inches) colored advertisement inside the conference's souvenir booklets (advertisement artwork prepared by the company)
- **RM3,500** - An A4 size (11 inches x 8.5 inches) black and white advertisement inside the conference's souvenir booklets (advertisement artwork prepared by the company)
- **RM2,000** - A half page size (5.85 inches x 8.27 inches) black and white advertisement inside the conference's souvenir booklets

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- **RM1,000** - A quarter page size (5.85 inches x 4.14 inches) black and white advertisement inside the conference's souvenir booklets
- **RM500** - A business card size (2.8 inches x 4.14 inches) black and white advertisement inside the conference's souvenir booklets
- Any contribution **less than RM500** – the contributor's name will be listed in the **ACKNOWLEDGEMENTS**.

Product/Service Based Sponsorship*

- Product/Service Based Sponsorship that **exceeds the amount of RM8,000** will received a **FREE** A4 size (11 inches x 8.5 inches) colored advertisement inside the conference's souvenir booklets (advertisement artwork prepared by the company)
- Product/Service Based Sponsorship that **exceeds the amount of RM5,000** will received a **FREE** A4 size (11 inches x 8.5 inches) black and white advertisement inside the conference's souvenir booklets (advertisement artwork prepared by the company)
- Product/Service Based Sponsorship that **exceeds the amount of RM3,500** will received a **FREE** a half page size (5.85 inches x 8.27 inches) black and white advertisement inside the conference's souvenir booklets
- Product/Service Based Sponsorship that **exceeds the amount of RM2,500** will received a **FREE** quarter page size (5.85 inches x 4.14 inches) black and white advertisement inside the conference's souvenir booklets
- Product/Service Based Sponsorship that **exceeds the amount of RM1,500** will received a **FREE** business card size (2.8 inches x 4.14 inches) black and white advertisement inside the conference's souvenir booklets
- Product/Service Based Sponsorship **less than RM1,500** – the contributor's name will be listed in the **ACKNOWLEDGEMENTS**.

(Among suggested products needed for the conference are stationeries, files, conference's bag, caps, books, t-shirt, printing materials and services, souvenirs, drinking water and other relevant products. Products/services contributions are not eligible for the tax deduction.)

*NOTES:

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- For all financial contribution towards the conference, cheques and money orders should be made payable to **‘UNIVERSITI UTARA MALAYSIA’** and mailed to:

**The Secretariat
ASIAN Innovation on Social Sciences Exhibition & Conference
(AISEC’16)
Student Development & Alumni Office
College of Arts and Sciences
Universiti Utara Malaysia
06010 Sintok
Kedah Darul Aman
Malaysia
(Attention: Dr. Mazida Ahmad)**

SPONSORSHIP CONFIRMATION FORM

Organisation Name:

Organisation Contact :

Address:

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Telephone: **Facsimile:**

Mobile: **E-Mail:**

Website:

I have read the Sponsorship Proposal of ASEAN Innovation on Social Sciences Exhibition & Conference (AISEC'16) and agreed with terms and conditions.

I'm interested in sponsoring AISEC'16 as a:
(You can choose more than one category)

GOLD SPONSOR RM20,000

SILVER SPONSOR RM15,000

BRONZE SPONSOR RM10,000

ADVERTISEMENT BASED SPONSOR VALUE OF RM

PRODUCT/SERVICE BASED SPONSOR VALUE OF RM

Enclosed herewith our cheque/postal order/money order for RM being payment to ASEAN Innovation on Social Sciences Exhibition & Conference (AISEC'16). Please make cheque or money order payable to 'UNIVERSITI UTARA MALAYSIA'

Signature: **Date:**

Please forward the completed Sponsorship Confirmation Form via email, facsimile or mail to:

SECRETARIAT AISEC'16, Student development and Alumni Office, College of Arts and Sciences, Universiti Utara Malaysia, 06010 UUM Sintok Kedah. Facsimile: +604-9285310
Email: aisecuum16@gmail.com

8.5 inci



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Universiti Utara Malaysia, KEDAH

11 – 12 October 2016

11.0 inci

8.27 inci



5.85 inci

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4.14 inci



5.85 inci

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4.14 inci



2.8 inci

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