



## SPONSORSHIP PROPOSAL

# ASEAN UNIVERSITY YOUTH SUMMIT 2019 (AUYS 2019)



**UNIVERSITI UTARA MALAYSIA, SINTOK, KEDAH, MALAYSIA**

**24 - 27 August 2019**

### **Secretariat**

ASEAN University Youth Summit 2019 (AUYS 2019)  
Student Development and Alumni Office  
College of Arts and Sciences  
Universiti Utara Malaysia  
06010 UUM Sintok, KEDAH DARUL AMAN, MALAYSIA  
Telephone: +604-9285301 Fax: +604-9285310  
<https://auys2019.weebly.com/> , E-mail: [auys2019@gmail.com](mailto:auys2019@gmail.com)

## **“ASEAN UNIVERSITY YOUTH SUMMIT 2019 (AUYS 2019)”**

### **1.0 SPONSORSHIP INVITATION AIMS**

The aim of the Sponsorship Invitation is to cover the cost of organizing AUYS 2019. 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?**

AUYS 2019 will be held in UNIVERSITI UTARA MALAYSIA on the 24-27 August 2019. Please refer to the website (<https://auys2019.weebly.com/>) for further information on AUYS 2019.

### **3.0 BACKGROUND**

In line with efforts to intensify high-impact and high performance activities, the Student Development & Alumni Office (PPA), College of Arts & Sciences, UUM intends to organise a 5th youth summit. This international event provides 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.

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 always transfers to another country and same applies in instances of unrest and turmoil. In order to disseminate further afield the concept of cross-border prosperity among the South-east Asian nations, the PPA UUM CAS plans to hold a youth's summit expressly for the edification of students of institutions of higher learning in ASEAN countries.

The objective of the AUYS 2019 is to facilitate dialogue and cooperation across Southeast Asian region youth community with the theme of “Social Media Generation: Unleashing Youth Potential”. The summit is designed to encourage social interaction and networking in a cross-cultural learning environment by means of interrelated

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activities such as Roundtable Discussion, Community Engagement Program, ASEAN Cultural Showcase and Gala Dinner.

### **4.0 OBJECTIVE OF AUYS 2019**

The objectives of AUYS 2019 are as follows:

- to provide space for open dialogues among students, mentors, and representatives of the institutions of higher learning from the four ASEAN member countries, premised on the theme of peace and regional cooperation through knowledge sharing.
- to provide a platform for students of institutions of higher learning in Malaysia and other ASEAN member countries to discuss and share information and understanding concerning the best direction to take in student development in terms of entrepreneurship, education, and culture.
- 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

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entrepreneurship, education, and research for the purposes of holistic student development.

### 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.

## **“ASEAN UNIVERSITY YOUTH SUMMIT 2019 (AUYS 2019)”**

- 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

## “ASEAN UNIVERSITY YOUTH SUMMIT 2019 (AUYS 2019)”

- **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:

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

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**The Secretariat  
ASEAN University Youth Summit 2019  
Student Development & Alumni Office  
College of Arts and Sciences  
Universiti Utara Malaysia  
06010 Sintok  
Kedah Darul Aman  
Malaysia  
(Attention: Dr. Bahtiar Mohamad)**

## SPONSORSHIP CONFIRMATION FORM

Organisation Name: .....

Organisation Contact : .....

Address: .....

.....

Telephone: ..... Facsimile: .....

Mobile: ..... E-Mail: .....

Website: .....

I have read the Sponsorship Proposal of ASEAN University Youth Summit 2019 and agreed with terms and conditions.

I'm interested in sponsoring AUYS 2019 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 University Youth Summit 2019. 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 AUYS 2019, Student development and Alumni Office, College of Arts and  
Sciences, Universiti Utara Malaysia, 06010 UUM Sintok Kedah. Facsimile: +604-9285310**

**Email: [auys2019@gmail.com](mailto:auys2019@gmail.com)**



8.5 inci



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2019  
[AUYS 2019]**

**Social Media Generation: Unleashing Youth Potential**

**Universiti Utara Malaysia, KEDAH  
24 - 27 August 2019**

11.0 inci

8.27 inci



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**[AUYS 2019]**

**Social Media Generation: Unleashing Youth Potential**

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**24 - 27 August 2019**

5.85 inci

4.14 inci



**ASEAN UNIVERSITY YOUTH**  
**SUMMIT 2019**  
**[AUYS 2019]**

**Social Media Generation:**  
**Unleashing Youth Potential**

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5.85 inci

4.14 inci



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**[AUYS 2019]**

2.8 inci