

SPONSORSHIP PROPOSAL



UUM
Universiti Utara Malaysia

APRC 2016

ASEAN UNIVERSITY CONFERENCE ON PUBLIC RELATIONS AND COMMUNICATION

One Vision, One Identity, One Community:
Fostering Public Relations Network For ASEAN Communities



Sponsorship Proposal



Universiti Pengurusan Terkemuka
The Eminent Management University

Universiti di Rimba Hijau
The University in a Green Forest



November 18-20, 2016 - EDC Hotel & Residence, UUM

Organised by :



Supported by :



Secretariat – APRC '16

School of Multimedia Technology & Communication, Universiti Utara Malaysia, 06010

UUM Sintok, KEDAH DARUL AMAN, MALAYSIA

Telephone: +604-9285928 Fax: +604-9285804

aprc2016.weebly.com , E-mail: aprcuum16@gmail.com

1.0 SPONSORSHIP INVITATION AIMS

The aim of the Sponsorship Invitation is to cover the cost of organizing APRC'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?

APRC'16 will be held in Kedah on the 18-20 November 2016. Please refer to the website (aprc2016.weebly.com) for further information on APRC'16.

3.0 BACKGROUND

In concern with efforts to intensify high impact activities, the Institute of Public Relations Malaysia Student Association –Chapter UUM (IPRMSA-UUM Chapter) in collaboration with the Student Development and Alumni Office (PPA), College of Arts & Sciences, UUM intends to organize a second conference at the international level to provide a platform for students' dialogues and knowledge sharing, particularly among the ASEAN member countries.

Malaysia's relationship with the ASEAN member countries encompasses various areas ranging from developing entrepreneurship, enhancing education, embracing cultures to establishing close relations. In order to disseminate further cross-border prosperity among neighboring ASEAN nations, the IPRMSA-UUM Chapter plans to hold a conference for improving the edification of students of institutions of higher learning in ASEAN countries, particularly Public Relations and Communication students.

The ASEAN University Conference on Public Relations and Communication (APRC) aims to provide the avenue particularly for public relations and communication students of the institutions of higher learning institutions from ASEAN member countries to engage in a discussion focusing on the theme of "One vision, one identity, one community: Fostering public relations network for Asean communities".

The rapid process of globalization in the 21st century has created new challenges for the practice of public relations and communication. One of the challenges include the increasing amount of diversity and cross-cultural communication. This trend certainly necessitates a re-thinking in how professionals strategize public relations network and communication activities for a diverse world. As such, this conference is vital for students as future practitioners to contribute into thinking through networking strategies for the development of public relations and communication that must consider promotion of harmonious relationships in the world of diversity.

The ASEAN platform that is set for this conference offers opportunities for students with the interest in public relations and communication to discuss issues regarding ASEAN partnerships. Such discussion will benefit students in developing their potentials and intellectual capacity for the future.

4.0 OBJECTIVES OF APRC 2016

The objectives of APRC 2016 are as follows:

- To provide a platform for open dialogues between students as the representatives of higher learning institutions in the Asian region.
- To foster networking and collaboration among ASEAN members on public relations and communication activities by focusing on the theme, "One vision, one identity, one community: Fostering public relations network for Asean communities"
- To provide a platform for students in higher learning institutions in Malaysia and the Asian region to discuss and share knowledge regarding new strategies and the future development of public relations and communication.
- To develop positive intercultural relations among students in Malaysian higher learning institutions and students of ASEAN members.
- Creating a vision of peace, harmony and close relations between higher learning institutions in the Asian region.

5.0 TARGET GROUP

The conference targets the participation from various groups especially members of the academics, public relations practitioners, government and non-government bodies, interested students and

individuals. Keynote speakers and the main paper presenters will be invited from the public relations and communication 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.
- 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
- **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 receive 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 receive 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 receive 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 receive 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:

APRC 2016 Secretariat
IPRMSA UUM Chapter
School of Multimedia Technology and Communication
Universiti Utara Malaysia
06010 Sintok
Kedah Darul Aman
Malaysia
(Attention: Dr. Syarizan Dalib)

SPONSORSHIP CONFIRMATION FORM

Organisation Name:

Organisation Contact :

Address:

.....

Telephone: Facsimile:

Mobile: E-Mail:

Website:

I have read the Sponsorship Proposal of Asean University Conference on Public Relations and Communication (APRC'16) and agreed with terms and conditions.

I'm interested in sponsoring APRC'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 UNIVERSITY CONFERENCE ON PUBLIC RELATIONS AND
COMMUNICATION (APRC'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:

APRC 2016 SECRETARIAT, IPRMSA UUM Chapter, School of Multimedia Technology and
Communication, Universiti Utara Malaysia, 06010 UUM Sintok Kedah. Facsimile: +604-
9285804 Email: aprcuum16@gmail.com

8.5 inci

APRC 2016

APRC 2016

**ONE VISION, ONE IDENTITY, ONE COMMUNITY: FOSTERING
PUBLIC RELATIONS NETWORK FOR ASEAN COMMUNITIES**

**EDC Hotel & Residence
18 - 20 November 2016**

11.0 inci

8.27 inci

APRC 2016

5.85 inci

**ASEAN University Conference On
Public Relations and Communication (APRC)**

ONE VISION, ONE IDENTITY, ONE COMMUNITY: FOSTERING PUBLIC RELATIONS
NETWORK FOR ASEAN COMMUNITIES

EDC Hotel & Residence
18 - 20 November 2016

4.14 inci

APRC 2016

5.85 inci

**ASEAN University Conference On
Public Relations and Communication (APRC)**

ONE VISION, ONE IDENTITY, ONE COMMUNITY:
FOSTERING PUBLIC RELATIONS NETWORK
FOR ASEAN COMMUNITIES

EDC Hotel & Residence
18 - 20 November 2016

4.14 inci

APRC 2016

2.8 inci

**ASEAN University Conference On
Public Relations and Communication (APRC)**

ONE VISION, ONE IDENTITY, ONE COMMUNITY: FOSTERING PUBLIC
RELATIONS NETWORK FOR ASEAN COMMUNITIES