

• P R O P O S A L •



# Sponsorship

P A C K A G E

*Proposal by:*



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# Sponsorship PACKAGE

## RAKAN SARAWAK DESTINY MOVERS SPONSORSHIP PACKAGES

	<b>Titanium</b> (RM1,000,000 & above)	<b>Platinum</b> (RM500,000 – RM999,999)	<b>Gold</b> (RM250,000 – RM499,999)	<b>Silver</b> (RM100,000 – RM249,999)	<b>Bronze</b> (RM50,000 – RM99,999)	<b>In-kind Services</b>
<b>Naming Rights</b>	✓	–	–	–	–	–
<b>Logo Placement</b>	Top-tier logo placement (on all campaign materials)	Premium logo placement (on all campaign materials)	Medium logo under platinum (on selected campaign materials)	Small logo under gold (on selected campaign materials)	Small logo under silver (on selected campaign materials)	Name listing only under “supported by” section
<b>Feature documentary video or editorial article</b>	Feature documentary video	Feature editorial article	–	–	–	–
<b>CSR Collab Article</b>	✓	✓	–	–	–	–
<b>Advertorial(s) (physical &amp; online publications)</b>	<b>Physical:</b> 6, full page <b>Online:</b> 6, min. 900 words	<b>Physical:</b> 5, full page <b>Online:</b> 5, 900 – 1000 words	<b>Physical:</b> 3, half page <b>Online:</b> 3, 700 – 800 words	<b>Physical:</b> 1, quarter page <b>Online:</b> 1, 500 – 700 words	–	–
<b>Advertisement</b>	Homepage top header, up to 6 months (static or animated, selected sites)	Side bar (all pages), up to five months (static, selected sites)	Side bar (all pages), up to three months (static, selected sites)	After posts (all article), up to two months (static, selected sites)	Footer (all pages), up to a month (static, selected sites)	–
<b>Bunting display placement (provided by sponsors)</b>	✓	✓	✓	✓	✓	✓
<b>Certificate of Appreciation</b>	✓	✓	✓	✓	✓	✓
<b>“Thank you” post on social media</b>	✓	✓	✓	✓	✓	✓

## TITANIUM (NAMING RIGHTS) SPONSOR

- **Duration:** 12 months
- Covers **all four events** (Miri, Sibul, Sri Aman, and Kuching) within the annual cycle. The sponsor's name appears on every event title, publication, and promotional material throughout the year. Example: "*insert title*" 2025, Presented by [Sponsor Name]". Offers **maximum, year-round visibility** and CSR continuity
- Name attached to the series/campaign throughout the year
- Logo and tagline on a dedicated page on FMM's website
- Top-tier logo placement on all campaign materials:
  - Event backdrops
  - Venue banner
  - Brochure/ activity map
  - Posters
  - Flyers
  - Welcome arch banner
  - Feedback box/station (Logo on signage + form header)
  - Program e-Book (if any)
  - Event promotional video(s)
  - Directional signage
- Premium bunting display placement
- Feature documentary/video on YouTube and/or Instagram Reels, and/or TikTok
- Up to 6 months homepage top header advertisement (static or animated) on relevant online publications (**Rakan Sarawak, Rakan Sarawak Community, Sarawak Impact, SMART Sarawak, SarawakYes!**)
- A full-page advertorial article (provided by sponsor or written by FMM writers) for physical publication or a minimum of 900-word advertorial article (provided by sponsor or written by FMM) for online publication on selected sites (x6)
- Logo of the sponsor's company or brand will be included and featured at the end of the event's promotional video (if any) as FMM's key partner
- Certificate of appreciation

## PLATINUM SPONSOR

- **Duration:** 9 months
- Sponsors enjoy exposure across the majority of the campaign cycle, ensuring consistent mid- to long-term visibility. Recommended for brands seeking a sustained presence without full naming rights
- Logo on the event webpage, under “Partners and Sponsorships”
  - Event backdrops
  - Brochure/ activity map
  - Posters
  - Flyers
  - Welcome arch banner
  - Feedback box/station (Small logo on signage)
  - Program e-Book (if any)
  - Event promotional video(s)
  - Directional signage (selected signs only)
- Premium bunting display placement
- Feature editorial article on FMM’s publication(s)
- Up to 5 months sidebar (all pages) advertisement (either static or animated) on relevant online publications (**Rakan Sarawak, Rakan Sarawak Community, Sarawak Impact, SMART Sarawak, SarawakYes!**)
- A half-page advertorial article (provided by sponsor or written by FMM writers) for physical publication or a 900 to 1000-word advertorial article (provided by sponsor or written by FMM) for online publication on selected sites (x5)
- Logo of the sponsor’s company or brand will be included and featured at the end of the event’s promotional video (if any)
- A “thank you” post on FMM’s social media post-event
- Certificate of appreciation

## GOLD SPONSOR

- **Duration:** 6 months
- Offers moderate exposure for half the campaign cycle, ideal for brands testing media partnerships or targeting specific quarters
- Logo on the event webpage, under “Partners and Sponsorships”
- Medium-sized logo on selected campaign materials:
  - Event backdrops
  - Venue banner (medium logo)
  - Brochure/ activity map
  - Posters
  - Flyers
  - Welcome arch banner
  - Feedback box/station (grouped logos on poster next to the signage)
  - Program e-Book (if any)
  - Event promotional video(s)
  - Directional signage (selected signs only)
- Up to 3 months sidebar (all pages) (static) on relevant online publications (**Rakan Sarawak, Rakan Sarawak Community, Sarawak Impact, SMART Sarawak, SarawakYes!**)
- A half-page advertorial article (provided by sponsor or written by FMM writers) for physical publication or a 700 – 800 words advertorial article (provided by sponsor or written by FMM) for online publication on selected sites (x3)
- Logo of the sponsor’s company or brand will be included and featured at the end of the event’s promotional video (if any) as FMM’s key partner
- A “thank you” post on FMM’s social media post-event
- Certificate of appreciation

## SILVER SPONSOR

- **Duration:** 3 months
- Provides short-term but focused visibility.
- Logo on the event webpage, under “Partners and Sponsorships”
- Small-sized logo on selected campaign materials:
  - Event backdrops
  - Venue banner (small logo)
  - Brochure/ activity map
  - Posters
  - Flyers (Name listing only)
  - Welcome arch banner
  - Feedback box/station (grouped logos on poster next to the signage)
  - Program e-Book (if any)
  - Event promotional video(s)
- Up to 2 months after posts (all pages) (static) on relevant online publications (**Rakan Sarawak, Rakan Sarawak Community, Sarawak Impact, SMART Sarawak, SarawakYes!**)
- A half-page advertorial article (provided by sponsor or written by FMM writers) for physical publication or a 700 – 800 words advertorial article (provided by sponsor or written by FMM) for online publication on selected sites (x3)
- Logo of the sponsor’s company or brand will be included and featured at the end of the event’s promotional video (if any) as FMM’s key partner
- A “thank you” post on FMM’s social media post-event
- Certificate of appreciation

## BRONZE SPONSOR

- **Duration:** 2 months
- Designed for small businesses or partners who wish to support one-time events and receive recognition for that specific cycle.
- Logo on the event webpage, under “Partners and Sponsorships”
- Small-sized logo on selected campaign materials:
  - Event backdrops
  - Venue banner
  - Brochure/ activity map
  - Flyers (Name listing only)
  - Program e-Book (if any)
  - Event promotional video(s)
- Up to 1 month of footer (all pages) (static) on relevant online publications (**Rakan Sarawak, Rakan Sarawak Community, Sarawak Impact, SMART Sarawak, SarawakYes!**)
- A quarter-page advertorial article (provided by sponsor or written by FMM writers) for physical publication or a 500 – 700 words advertorial article (provided by sponsor or written by FMM) for online publication on selected sites (x1)
- A “thank you” post on FMM’s social media post-event
- Certificate of appreciation

## IN-KIND SPONSOR

- **Duration:** per event or as negotiated
- Sponsors provide non-monetary contributions (e.g., products, services, media coverage, prizes, logistics, refreshments, venue, etc.). Duration depends on the value and scope of the contribution. In-kind sponsors receive proportional recognition – e.g., logo placement, thank-you mentions, or product integration during the supported event(s).
- Logo on the event webpage, under “Partners and Sponsorships”
- Name listing on selected campaign materials:
  - Venue banner
  - Brochure/ activity map
  - Flyers (Name listing only)
  - Program e-Book (if any)
  - Small logo on feedback box/station (if sponsor contributed to feedback box/station)
- A “thank you” post on FMM’s social media post-event
- Certificate of appreciation

## BENEFITS

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### TITANIUM SPONSORS

- **Exclusive Naming Rights**  
Sponsor's name integrated into the official project or campaign title
- **Maximum Brand Visibility**  
Featured prominently on all Faradale Media-M print, digital, and event platforms (one year)
- **Comprehensive Media Coverage**  
Continuous exposure through full-page advertisements, website banners, and campaign videos
- **CSR and Brand Storytelling**  
Dedicated feature article or video highlighting sponsor's initiatives and community impact
- **Long-Term Public Trust**  
Association with Faradale Media-M's reputation for quality and credibility
- **Lifetime Recognition**  
Permanent listing as a top-tier partner in Faradale Media-M publications and online archives

### PLATINUM SPONSORS

- **High-Impact Visibility**  
Prominent logo placement in all major campaign materials and digital platforms
- **Advertising Value**  
Full-page advertisements across multiple issues/online publications to reinforce brand identity
- **Editorial Feature Opportunity**  
One sponsored article or advertorial showcasing brand achievements
- **Positive Brand Association**  
Alignment with education, media, and youth development efforts
- **Enhanced Corporate Credibility**  
Recognition as a Platinum Partner in all campaign materials
- **Brand Longevity**  
Exposure sustained across six months of campaign activities

## GOLD SPONSORS

- **Strategic Brand Exposure**  
Featured on selected campaign visuals, media posts, and event materials
- **Advertising Advantage**  
½-page ads in four consecutive issues
- **Digital Presence**  
One branded highlight video or feature post on Faradale Media-M's social channels
- **Corporate Reputation**  
Publicly recognised as a key supporter of creative and educational initiatives
- **Strengthened Brand Image**  
Continuous four-month visibility among target audiences

## SILVER SPONSORS

- **Consistent Brand Recognition**  
Logo placement in the “Partners & Sponsors” section of print and online platforms.
- **Advertising Inclusion**  
¼-page advertisement in two Faradale Media-M issues, and selected publications up to two months
- **CSR Value**  
Recognition as a contributor to national and community development projects

## BRONZE SPONSORS

- **Entry-Level Brand Exposure**  
Logo or name featured in the “Supporters” section of print and digital publications
- **CSR Enhancement**  
Recognition as a participating partner in community engagement initiatives
- **Social Media Exposure**  
One thank-you post on official channels acknowledging sponsorship

## Applicable to All Tier

- **Public Acknowledgement**  
Mention in post-event reports and appreciation media coverage
- **Appreciation Certificate**  
Official e-certificate and thank-you mention on social media

FOR MORE INFO

# FARADALE MEDIA M

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[www.rakancommunity.com](http://www.rakancommunity.com)



S-Sarawak



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