

# EXCLUSIVE SPONSORSHIP PROPOSAL



Joint Organizers

**Money**  
MAGAZINE

**ASN**  
COMMERCE

**MyMALAYSIA**  
*Tourism Awards 2023*  
**(MMTA 2023)**

**"Recovery of the Tourism Industry..."**

**11 MAR 2023**  
**6PM-10PM**

**Venue:**  
**Kompleks Kraf**  
**Kuala Lumpur**

(Kompleks Kraf Kuala Lumpur, Seksyen 63,  
Jalan Conlay 50450 Kuala Lumpur)

## Organizer Contact:

ASN Commerce Sdn Bhd (1483696-X)

38-1, Jalan Metro Pudu 2, Fraser Business Park, 55200 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur  
Tel: 03-9223 3777

Ms. Amy Seok, Founder & CEO of ASN Commerce

H/P: 012-300 5633

Email: [amy.seok70@gmail.com](mailto:amy.seok70@gmail.com)

# PROJECT PROPOSAL

## 1. SCENERIO & PROJECT INTRODUCTION

The MyMALAYSIA Tourism Awards 2023 (MMTA 2023) is jointly organised by the ASN Commerce Sdn Bhd and Money Compass Media supported by various tourism associations. The MyMALAYSIA Tourism Awards 2023, the most anticipated event which will be organized to make Malaysia Tourism Brands revive after pandemic, stay competitive and make known to all domestic and foreign tourists.

The event is proposed to be held at Perbadanan Kemajuan Kraftangan Malaysia, Panggung Sari KKKL on 16 March 2023. The objective of this event is to accelerate the rapid growth, recovery and bounce back of tourism industry in Malaysia and also to recognize the emerge of strong Malaysians Tourism Brands.

With the theme of "Explore, Discover & Experience Malaysia!", the event will be awarded to the most favorable and attractive Malaysia tourism brands from Airlines, Hotels, Theme-parks, Tourist Spots, Tourist Restaurants, Shopping Complexes, Museum, Travel Agency, Tourism Board and etc.

## 2. ORGANISER

### ASN COMMERCE (M) SDN BHD



ASEAN Declaration states that the aims and purposes of the Association are to accelerate economic growth, social progress and cultural development in the region. It is an intergovernmental organization of ten Southeast Asian countries: Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam.

The ASEAN (ASN) Commerce is a new incorporated platform to organize events for ASEAN Entrepreneurs and business associations. This platform aims to organize events, award ceremonies, cross border visitations, business matching and etc. The ASN Commerce platform is committed to accelerate the economy of ASEAN region.

ASN Commerce is one of the subsidiaries of Money Compass Media group which provide business, event management for ASEAN Regions. The scopes involve as below:

- Online And Offline Event Management
- Conferences
- Awards
- Competitions
- Seminars
- Webinar
- Business Matching

## A. EVENT SPECIFICATION

1	EVENT/PROJECT TITLE	<b>MyMalaysia Tourism Awards 2023</b>
2	DATE	11/3/2023 (Saturday) (Bring forward from 16/3/2023)
3	VENUE	Panggung Sari Kraftangan Malaysia, Jalan Conlay, Kuala Lumpur
4	TIME	6.30PM-10.30PM
5	OBJECTIVES	<ul style="list-style-type: none"> <li>To accelerate the rapid growth and recovery tourism industry in Malaysia</li> <li>To recognize the emerge of strong Malaysians Tourism Brands</li> </ul>
6	JOINTS ORGANIZER	ASN Commerce SDN BHD & Money Compass Media Group
7	ADVISORS	<ol style="list-style-type: none"> <li>Dr. Sri Ganesh Michiel, National President of Malaysia Budget &amp; Business Hotel Association (MyBHA)</li> <li>Tan Sri Dato' Sri Dato' Richard Koh, President Malaysian Association of Themepark &amp; Family Attractions (MATFA)</li> <li>Datin Dorothea Justin, President of Malaysian Association of Wellness &amp; Spa (MAWSpa)</li> <li>Ms Erina Loo, Chairwomen of Malaysia Women Tourist Guide Association (MWTGA)</li> <li>Mr. Jimmy Leong Wie Kong, President of Malaysian Tourist Guides Council (MTGC)</li> </ol>
8	EVENT PLANNER	ASN Commerce Sdn Bhd
9	SUPPORTING ORGANIZATION	<ol style="list-style-type: none"> <li>Malaysia Budget &amp; Business Hotel Association (MyBHA)</li> <li>Malaysian Association of Themepark &amp; Family Attractions (MATFA)</li> <li>Malaysian Association of Wellness &amp; Spa (MAWSpa)</li> <li>Malaysia Women Tourist Guide Association (MWTGA)</li> <li>Persatuan Pengurusan Kompleks Malaysia (PPK)</li> </ol>
10	TARGET AUDIENCE	Food & Travel, Theme Parks, Hotel, Airline, Restaurant, Shopping Centre, Tourist Spot, Homestay, Travel Agency, Tour Guide, Promotion Agency and etc.
11	THEME	<b><i>Explore, Discover &amp; Experience Malaysia!</i></b>
12	PROPOSED CATEGORIES FOR 100 AWARDS	<ol style="list-style-type: none"> <li>Preferred Airline</li> <li>Preferred Hotel Accommodation</li> <li>Preferred Promotion Agency</li> <li>Preferred Theme Park</li> <li>Preferred Tourist Destination</li> <li>Preferred Wellness &amp; Spa</li> <li>Preferred Homestay</li> <li>Preferred Travel Agency</li> <li>Preferred Tour Guide</li> <li>Preferred Authentic Restaurant</li> <li>Preferred Homestay</li> <li>Preferred Eco-Tourism</li> <li>Preferred Shopping Complex</li> <li>Etc</li> </ol> <p>(TBC)</p>
13	CONTACT	Amy Seok- 012-3005633 Mandy- 012-463 0231/ Mathi-011-11492682 ASN Commerce Sdn Bhd (0123005633- Amy) 38-1, Jalan Metro Pudu 2, Fraser Business Park, Kuala Lumpur



## B. EVENT OBJECTIVES

- To accelerate the rapid growth and recover tourism industry in Malaysia
- To recognize the emerge of strong Malaysians Tourism Brands

## D. PROPOSED AGENDA

- 5.00 PM**      ***Registration of Invited Guests , Networking Session (Cocktail at Foyer)***
- 6.00 PM**      **The Dinner Begins (at the dining room), Photo Session at Foyer**
- 8.00 PM**      **Event Starts (proceed to theatre area)**  
- *National Anthem*  
- *Doa Recital*  
- *Video of the Juries Speech, MyMalaysia Tourism Awards 2023*
- 8.15 PM**      **Welcoming Speech by the organization of MyMalaysia Tourism Awards 2023**  
- *Opening Speech by Amy Seok, CEO and Founding Chairman of ASN Commerce*  
- *Inauguration keynote by Dr. Sri Ganesh Michiel, National President of Malaysia Budget & Business Hotel Association (MyBHA)*  
- *Inauguration keynote by YB Dato Seri Tiong King Sing, Minister of Tourism, Arts & Culture (TBC)*  
- *Presentation of souvenirs to YB Dato Seri Tiong King Sing and Dr. Sri Ganesh Michiel*
- 8.30 PM**      - **Launching Gimmicks of the MyMalaysia Tourism Awards 2023**  
- **Presentation of Certificate of Appreciation to the Juries & Main Sponsor**
- 8.40 PM**      **Performance 1**
- 8.50 PM**      **Lucky Draw Session 1**
- 9.00 PM**      **Presentation of MyMalaysia Tourism Awards- Session 1**
- 9.30 PM**      **Performance 2**
- 9.40 PM**      **Presentation of MyMalaysia Tourism Awards- Session 2**
- 10.10 PM**      **Lucky Draw Session 2**
- 10.15 PM**      **Group Photo Session with all the awardees**
- 10.30 PM**      **End of MyMalaysia Tourism Awards 2023**



## D. SPONSORSHIP PACKAGE

### SPONSORSHIP BENEFITS

**MyMALAYSIA Tourism Awards 2023**  
**Sponsorship Package**

Joint Organizers: Money, ASN COMMERCE

**GOLD PACKAGE - RM30,000**

1. Logo at event backdrop & all promo items, backdrop, Photo Booth, bunting, souvenirs book, digital marketing, billboard.
2. 1 Dinner table
3. 3 minutes video airtime
4. Emcee announcement
5. Souvenir Book - 2 pages premium position
6. Booth
7. Goodies Bag & Voucher Give Away
8. Media Interview
9. 1 VVIP Seat at the Premium Stage (only 30 Seats Available)

**DIAMOND PACKAGE - RM50,000**

1. Logo at event backdrop & all promo items, backdrop, Photo Booth, bunting, souvenirs book, digital marketing, billboard.
2. 2 Dinner table. 20 seats
3. 3 minutes video Airtime
4. Emcee announcement
5. Souvenir Book - 2 pages adv premium position
6. Premium Booth
7. Goodies Bag & Voucher Give Away
8. Media Interview
9. Sponsor message in souvenir book - 1 page
10. 2 VVIP Seat at the Premium Stage (only 30 Seats Available)
11. Digital Billboard for 1 month
12. Social Media by Influencers (Tik Tok - up to 5 Videos)
13. Sponsor speech on stage and joint launching with minister and organiser.

**PREMIUM PACKAGE - RM10,000**

1. Logo at event backdrop & all promo items, backdrop, Photo Booth, bunting, souvenirs book, digital marketing, billboard.
2. 2 Dinner seats at VIP room
3. Logo appears at event video
4. Emcee announcement
5. Souvenir Book - 1 page premium position
6. Booth
7. Goodies Bag & Voucher Give Away

**SILVER PACKAGE - RM20,000**

1. Logo at event backdrop & all promo items, backdrop, Photo Booth, bunting, souvenirs book, digital marketing, billboard.
2. 1 Dinner table at VIP room
3. Logo appears at event video
4. Emcee announcement
5. Souvenir Book - 1 page premium position
6. Booth
7. Goodies Bag & Voucher Give Away
8. Media Interview

**Note:** The Organizer and management of the event reserve the right to change, alter or amend any part of the "MMA Tourism Awards 2023" without the prior notice and at the discretion of ASN Commerce Sdn Bhd

## E. AWARDEES BRANDING PACKAGE



### MyMalaysia Tourism Awards 2023

**Address:** 38-1, Jalan Metro Pudu 2, Fraser Business Park, 55200, Kuala Lumpur, Malaysia.  
**T:** +60 3-9223 3777 | **W:** <https://mymalaysiaaward.com.my>



### MyMALAYSIA TOURISM AWARDS 2023 AWARDEES BRANDING PACKAGE COMPARISON TABLE

CATEGORY	AWARD BENEFITS	STANDARD (RM4,800)	PREMIUM (RM8,800)	SILVER (RM10,800)	GOLD (RM15,800)	DIAMOND (RM18,800)
A	1. Gold Plated Trophy	✓	✓	✓	✓	✓
	2. Award Certificate with Frame					
	3. Award Ceremony					
	4. 2 Dinner Seats					
	5. Award Logo to be used for promotional use 1 year					
B	6. Video Clip	✗	✓	✓	✓	✓
	7. e-photo (Soft Copy)					
	8. Souvenir Book (Adv + Intro) - 2pp					
C	9. 1 VIP Dinner Tables/ 10 Seats	✗	✗	✓	✓	✓
	10. Digital Media Promotion					
	11. e-Billboard for 1 Month at KL City Center					
	12. Goodies Bag & Voucher Give Away					
D	13. Business Networking Session	✗	✗	✗	✓	✓
	14. Media Coverage					
	15. Tourist Choice Participation Voting in Facebook					
	16. Booth					
E	17. 1 VVIP Seat at the Premium Stage (only 30 Seats Available)	✗	✗	✗	✗	✓
	18. Digital Billboard for 2 months					
	19. Social Media by Influencers (Tik Tok – up to 5 Videos)					

**Address:** 38-1, Jalan Metro Pudu 2, Fraser Business Park, 55200, Kuala Lumpur, Malaysia.  
**T:** +60 3-9223 3777 | **W:** <https://mymalaysiaaward.com.my/>

**Confirmation Slip** (Please email to [acc.moneycompass@gmail.com](mailto:acc.moneycompass@gmail.com) / [amy.seok70@gmail.com](mailto:amy.seok70@gmail.com) )

To,  
ASN Commerce Sdn Bhd  
38-1, Jalan Metro Pudu 2, Fraser Business Park,  
55200 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur

Date:

Dear Sir/ Madam,

**SUB: Sponsorship/ Participation in MMA Tourism Awards 2023**

We, \_\_\_\_\_ would gladly confirm our participation in the

**OPTION A: SPONSORSHIP**

- |                    |            |                          |
|--------------------|------------|--------------------------|
| A. Diamond Sponsor | (RM50,000) | <input type="checkbox"/> |
| B. Gold Sponsor    | (RM30,000) | <input type="checkbox"/> |
| C. Silver Sponsor  | (RM20,000) | <input type="checkbox"/> |
| D. Premium         | (RM10,000) | <input type="checkbox"/> |

**OPTION B: DINNER TABLE**

- |                 |           |                          |
|-----------------|-----------|--------------------------|
| A. Gold Table   | (RM5,000) | <input type="checkbox"/> |
| B. Silver Table | (RM3,000) | <input type="checkbox"/> |
| C. Dinner Seat  | (RM250)   | <input type="checkbox"/> |

**OPTION C: AWARDEES BRANDING PACKAGE**

- |             |            |                          |
|-------------|------------|--------------------------|
| A. DIAMOND  | (RM18,800) | <input type="checkbox"/> |
| B. GOLD     | (RM15,800) | <input type="checkbox"/> |
| C. SILVER   | (RM10,800) | <input type="checkbox"/> |
| D. PREMIUM  | (RM8,800)  | <input type="checkbox"/> |
| E. STANDARD | (RM4,800)  | <input type="checkbox"/> |

**TOTAL PAYMENT : RM\_\_\_\_\_**

(\*Payment is subject to 6% GST)

**Payment Details**

**Account Name:** ASNCOMMERCE SDN BHD  
**MAYBANK BERHAD (MBB):** 564409632129

(Kindly accept and acknowledge upon receiving of the confirmation. Thank You)

Yours Sincerely,

\_\_\_\_\_  
(Signature with Company Stamp)

Name :  
Designation :  
Email :  
HP :  
Date :