



The Malaysian Insurance Institute



SPONSORSHIP INVITATION



20 July 2008
Dataran Merdeka



BACKGROUND

MII Big Walk was initiated by MII in 2005, aimed to encourage people in the insurance industry to exercise and be conscious about living a healthy lifestyle. In 2005, the first MII Big Walk successfully gathered about 2000 walkers who were staff and agent of the insurance industry.

Due to the overwhelming response received from the members as well as comments received from the public, in 2007 the event was held in a bigger scale where participations were not limited to just members of the insurance industry but public and school children were also included.

In addition, to make the event more lively and interesting, a mini carnival which comprises of games, telematches, performances, magic shows and many others were organized to keep the crowd entertained and occupied.

The event was strongly supported and contributed mainly by the members of the insurance industry.

As we are promoting the event as a truly industry event, in 2008 the walk is now being rename as **Insurance WALK 2008**

CONCEPT

The event serves as a platform for members of the industry and public to interact, get to know and build closer relationship while enjoying outdoor exercise.

Apart from that, the event promotes charity spirit as part of the proceeds will be allocated for charity purposes. The administration of the donation is subjected to further discussion with the appointed committee members (comprises of members of the insurance industry).

Rest assured, Insurance WALK 2008 will be an event of high standards as the walk is endorsed by Federal Territory Amateur Athletic Association (FTAAA) and complimented with entertainment and games for the whole family.

OBJECTIVES

- To create an avenue amongst members of the industry and public to interact
- To create awareness and health conscious
- Raising fund for charity organizations

TARGET NUMBER OF PARTICIPANTS

- 2000 participants - members within insurance fraternity
- 1000 participants - public
- 1000 participants - school children

Apart from 4000 participants who will be participating in the walk, it is estimated another 2000 family members and friends will gather at the venue to not only support the walkers but also to participate in the mini carnival activities.

BENEFITS FOR SPONSORSHIP

Refer to Appendix 1 attached.

TERMS AND CONDITIONS

1. All sponsorships will be awarded on a first come, first served basis. The organizer retains the right to reject any sponsor that it deems inappropriate.
2. After written acceptance by the organizer, the sponsor must provide the sponsorship funds, logo image and other details required within 14 calendar days of receipt of acceptance.
3. Sponsorship pledges cannot be processed without payment. Funds must be payable in Ringgit Malaysia. All cheques should be made payable to **"The Malaysian Insurance Institute"**.
4. All sponsorship materials must be submitted before 30th May 2008 to ensure inclusion in the production schedule. Sponsorship pledges after this date may still be accepted with caveats.
5. The sponsorship fee does not include participants registration fee of the respective sponsoring company.
6. Sponsors may not sublet, assign or apportion any part of the items (s) sponsored nor represent advertise or distribute literature or materials for the products or services of any other firm or organization except as approved in writing.
7. The organizer will not be liable for damage or loss to sponsor's properties through fire, theft, accident, or any other cause, whether as a result of negligence or otherwise.
8. Sponsorship is not limited to financial basis only, but can also take the form of provision of any promotional material. Should your company be interested in the sponsorship package not listed in this brochure then please feel free to contact the organizer.
9. Sponsors are allowed to offer pledges for single or multiple items/events.

CONTACT PERSONS

Contact Person	Pn Sharifah Fazlina	Pn. Wahida Shariff	Pn. Siti Malina
Email	sharifah@mii.org.my	wahida@mii.org.my	malina@mii.org.my
Phone	03-2087 8882 ext 511	03-2087 8882 ext 220	03-2087 8882 ext 407
Fax	03-2093 9282	03-2093 9469	03-2093 9282
Website	www.insurance.com.my/insurancewalk2008		

The Malaysian Insurance Institute
 No. 5, Jalan Sri Semantan Satu
 Damansara Heights
 50490 Kuala Lumpur

TENTATIVE PROGRAMME

Date : **20 July 2008**
 Day : **Sunday**
 Venue : **Dataran Merdeka, Kuala Lumpur**

06:00 am Reporting Starts
 07:00 am Arrival of Invited Guests
 07:15 am Arrival of Guest of Honour (TBA)
 07:20 am Warm-up Session
 07:30 am Flag-off Insurance WALK 2008
 08:00 am Mini Carnival Commences
 09:30 am Presentation of Prizes
 Lucky Draw
 01:00 pm End of the Programme

REPLY FORM

(Please indicate your confirmation to sponsor the event by faxing the
reply form to **03 – 2093 9282**
by: **28 December 2007**)

We are pleased to contribute towards the Insurance WALK 2008 the following items:

(Please tick the appropriate box)

- | | | |
|--------------------------|--|-----------------|
| <input type="checkbox"/> | Platinum Sponsors | RM50,000 |
| <input type="checkbox"/> | Gold Sponsors | RM20,000 |
| <input type="checkbox"/> | Silver Sponsors | RM10,000 |
| <input type="checkbox"/> | Bronze Sponsors | RM5,000 |
| <input type="checkbox"/> | Others (please indicate the item) : | |

Organisation Details

Organisation Name: _____

Address : _____

Contact Person : _____
 Position : _____
 Telephone : _____
 Fax : _____
 Signature : _____
 Date : _____

APPENDIX 1

SPONSORSHIP BENEFITS

Benefits	Platinum Sponsors	Gold Sponsors	Silver Sponsors	Bronze Sponsors
Sponsorship Opportunity for Each Category	4	5	Unlimited	Unlimited
Sponsorship Fee	RM50,000	RM20,000	RM10,000	RM5,000
Temporary Billboards (inclusions of company logo's)	✓			
Press Advertisement (inclusions of company logo's) - 3 insertions in 1 month	✓			
Street Buntings (inclusions of company logo's) - 100 units	✓			
T-shirts (inclusions of company logo's) - 4,000 units	✓	✓		
Entry Forms (inclusions of company logo's) - 6,000 copies	✓	✓		
Certificates (inclusions of company logo's) - 4,000 copies	✓	✓		
Backdrop Main Event (inclusions of company logo's) - 8' x 30'	✓	✓		
Start / Finish Banner (inclusions of company logo's)	✓	✓		
Booth Space (inclusions of company logo's) - 10' x 10'	✓	✓	✓	
Banners (inclusions of company logo's)	✓	✓	✓	
Posters (inclusions of company logo's) - 500 copies	✓	✓	✓	
Souvenir Programme (inclusions of company logo's) - 500 copies	✓	✓	✓	✓

OTHER SPONSORSHIP OPPORTUNITIES AVAILABLE

- Sponsoring mineral water for walkers (4000 bottles)
- Sponsoring participant goodies bag (4000 units)
- Sponsoring participants bag inserts - brochures, promotion items, food & drinks (4000 units each)
- Any other contributions

The programme, venue & date are subjected to change at the organiser's discretion.