



SPONSORSHIP PROPOSAL

PROGRAM

**ASEAN UNIVERSITY CONFERENCE ON PUBLIC
RELATIONS AND COMMUNICATION (APRC 2020)**

**“Establishment of Destructive Innovation: Reshaping Society
Behaviors Through Strategic Communication”**

VENUE

UNIVERSITI UTARA MALAYSIA

DATE

26th – 28th August 2020

ORGANIZED BY:

**THE INSTITUTE OF PUBLIC RELATIONS MALAYSIA
STUDENT ASSOCIATION (IPRMSA-UUM CHAPTER)**

1.0 SPONSORSHIP INVITATION AIMS

The aim of the Sponsorship Invitation is to cover the cost of organizing APRC 2020. 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 BACKGROUND

This international seminar entitled the "ASEAN University Conference on Public Relations and Communication" (APRC) will be organised for the fifth time in the year 2020. When it was first organised in the year 2015, The Institute of Public Relations Malaysia Student Association – UUM Chapter (IPRMSA – UUM Chapter) collaborated with PPA UUM CAS and has been registered as very successful due to the total sponsorship and participation of international students. When this event was organized for the second time in 2016 there was a gradual increase in participation of international students, twice that of the year 2015. This conference is capable of becoming a platform for dialogues and discussions between students from higher education institutions in Southeast Asia in learning, understanding and sharing knowledge/opinions, especially among students in the field of public relations and communication.

As a neighbor country, Malaysia and the other countries in Southeast Asia that covers various fields such as trade, education and culture can strengthen the bond and increase the relationship among one another. Inspired by the slogan of the ASEAN Community, ASEAN University Conference "Conference on Public Relations and Communication 2020 (APRC 2020)" with the (**“Establishment of Destructive Innovation: Reshaping Society Behaviors Through Strategic Communication”**) will provide an opportunity to students from the ASEAN continent for discussing and finding the point of equality as a community.

Destructive innovation, driven by new technology, has always been integral to human progress. It has moved humanity forward by creating new opportunities, building great wealth, and opening unexplored frontiers, from the vastness of space to the world of particle physics. This trend requires a thought about the strategy of improving public relations and communication network among ASEAN countries.

Thus, it is important for Public Relations students who are interested in being practitioners of Public Relations and Communication to contribute suggestions and to formulate activities of Public Relations in reshaping society behaviors through strategic communication.

Through the paper presentation session and discussion, students are able to build self-confidence in communicating and also test their minds in discussing critical issues related to public relations and communications at the ASEAN University Conference. These skills are the highly demanded soft skills among students of higher education institutions today.

This seminar will be able to introduce to participants from the ASEAN member countries as well as those who have not had the opportunity to get to know this university. Universiti Utara Malaysia (UUM) has been recognized as the 76th world's best university in the UI GreenMetric World University Ranking 2018. This is an opportunity for UUM to promote its greenery relocated that reflects a University in a jungle full of greenery. UUM is known of the beauty for its flora and fauna.

3.0 WHEN AND WHERE?

APRC 2020 will be held in Universiti Utara Malaysia, Kedah on the 26th – 28th August 2020. Please refer to the website APRC 2020 (<https://aprc2020uum.wixsite.com/aprc2020>) for further information.

4.0 OBJECTIVE

The objective of this seminar is to:

- Provide dialogues, presentations and open sessions between students of higher education institutions in the ASEAN region.
- Build cooperation and close relationship among students of Public Relations and Communication in ASEAN with the **“Establishment of Destructive Innovation: Reshaping Society Behaviors Through Strategic Communication”** in the ASEAN region.

- Provide a platform for students in Malaysia and other ASEAN countries to discuss and share their knowledge concerning the development in the field of public relations and communication.
- Expose socio-cultural experiences among students at institutions of higher learning in Malaysia as well as students in the ASEAN region.
- Create a vision of peace, harmony and cooperation among higher education institutions in the ASEAN region.

5.0 ORGANIZED

The Institute of Public Relations Malaysia Student Association (IPRMSA-UUM Chapter). A192 Session 2019/2020 Universiti Utara Malaysia.

6.0 TARGET GROUP

Participation is open to all students of Communication and Public Relations students worldwide. Approximately 100 participants will participate in the seminar.

7.0 CONTRIBUTION CATEGORIES

Platinum Sponsor – RM30, 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** booth at the conference.
- **Free** participation of 5 of the company's representative in the conference.

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.

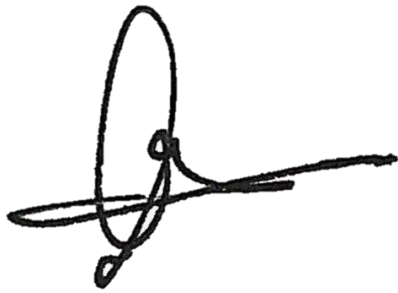
Product/Service Based Sponsorship*

- 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 contact or mailed to:



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MUHAMMAD ISKANDAR BIN SHAMSULAMRAN

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8.5 Inches



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***EDC HOTELS & RESORTS, UNIVERSITI UTARA
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11. Inches

8.27 INCHES



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5.85 INCHES

4.14 INCHES



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5.85 INCHES

4.14 INCHES



**ASEAN CONFERENCE ON PUBLIC
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2.8 INCHES

