



# SPONSORSHIP OPTIONS





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## NATIONAL BOOK AWARDS / ANUGERAH BUKU NEGERA

“Writers should be given the encouragement and recognition for their efforts via a platform that awards achievements and excellence. In this context, encouragements should be given to these groups – writers' association, interpreters' association, linguistics' association, historians' association and the universities to reward those efforts. “

Item 2(C), Local writers' movement

National Book Development Foundation

There are a lot of awards and recognition organized to reward the efforts made in the entertainment and music industry every year. As the purveyor of books, the national book development foundation aims to recognize and reward the efforts made by the movers and shakers in the book and publishing industry in Malaysia.

The National Book Awards is an annual gala event that is organized to recognize and reward efforts made by those who work behind-the-scenes and those who fronts all activities and processes involved in publishing books.

This in turn, will give encourage industry players in the country to produce quality books that are at par with imported books and fulfill the global market demands and standard.

The National Book Awards is also aiming to create awareness for the public to know the people in the industry such as writers, illustrators, graphics designers, photographers and all those involved in the creative publishing process and ecosystem.





## MALAYSIA BOOK EXPO

This 5-days event provides a platform for local and international publication houses and book retailers to showcase their products and services to the intended public as part of our effort to lift the standard of the local books and publishing industry in Malaysia.

Exhibitors consist of:

- Local and international publishers and book distributors
- Higher-learning institution and universities
- Government agencies
- Government-linked companies and corporate companies

Objectives:

- To promote books and the publishing industry, desktop publishing (DTP) and provide a learning platform for the public
- To showcase the services of the industry players
- To exhibit and provide exposure for the printing industry
- To create a platform for the regional and international publishers

## INTERNATIONAL BOOK CONFERENCE

The International Book Conference organized in conjunction to the 1Malaysia Book Expo; gather together the experts in the industry to provide an educational, learning platform for aspiring writers and the public.

INTERNATIONAL  
**BOOK** 2013  
CONFERENCE W





## INITIATIVES

AKADEMI BUKU MALAYSIA

MALAYSIA WRITING COMPETITION

I LOVE BOOKS CAMPAIGN





# TUN SRI LANANG SPONSORSHIP PACKAGE

## 1. CO-BRANDING OPPORTUNITY FOR STATE AND REGIONAL WRITING COMPETITION

- Co-branding opportunity for our state and regional level writing competition in 2014 to be organized in collaboration with the Ministry of Education.

## 2. BOOK OPTION

### A PERSONALITY AND A CORPORATE BIOGRAPHY

- A team consisting of a writer, an editor and a photographer will be assigned to undertake the scope from writing the manuscripts to printing and publishing your biographies.
- 1,000 printed copies each title of your corporate AND personal biography. Copies will be submitted for indexing and archiving at Perpustakaan Negara and affiliated university / higher learning institution libraries.
- E-book version to be made available on our online store in collaboration with Kota Buku, enabling profit-sharing or fund raising options for the sponsor.
- Eligibility for awards nomination.

## 3. SPECIAL VVIP PLUS ONE INVITATION TO OUR KL BOOK AWARDS 2013 GALA.

- VVIP and guest get to mingle with our circle of VVIP partners from the government and corporate sector and dine with our honorable guests for the night the likes of Tun Dr Mahathir Muhamad, Malaysia's father of modernization, HRH Tuanku Sultanah Hajjah Haminah, Malaysia's Permaisuri Agong, celebrities, top corporate figures and royal family members.





4. ONE VIP TABLE AT KL BOOK AWARDS 2013 GALA DINNER.

5. 20 VIP PASSES FOR THE INTERNATIONAL BOOK CONFERENCE 2013.

- VIP passes allow access to book reading sessions, book signings and learning workshops conducted by experts and leaders in the industry. Final program will be shared with sponsors and partners as we progress.

6. ONE PREMIUM BOOTH AT THE MALAYSIA BOOK EXPO 2013.

7. MEDIA LEVERAGE

- Highlight as our key sponsor on marketing communications materials, advertising and PR initiatives for our three key events: 1 Malaysia Book Expo, National Book Awards and International Book Conference. That includes press releases, print advertisement, event backdrops, events collaterals, website, social media sites, corporate video and stage time as presenters of awards at the upcoming National Book Awards.
- Highlight as our key sponsor for 2014 state and regional writing competition in all advertising and PR initiatives across the board.

8. CUSTOMIZABLE PREMIUM ITEMS / GIFTS

- 5,000 units of premium items/gifts to be selected from our premium items catalogue, customizable to incorporate your company's branding.

9. A FEATURE EDITORIAL AND ONE PAGE FULL COLOUR ADVERTISEMENT IN THE EVENT'S PROGRAM BOOK

SPONSORSHIP

RM1,000,000

IPSO FACTO: SPONSORSHIP VALUE IS ENTITLED TO A TAX EXEMPT FROM LHDN



# MUNSYI ABDULLAH SPONSORSHIP PACKAGE

## 1. BOOK OPTION

### A PERSONALITY AND A CORPORATE BIOGRAPHY

- A team consisting of a writer, an editor and a photographer will be assigned to undertake the scope from writing the manuscript to printing and publishing your biographies.
- 1,000 printed copies each title of your corporate AND personal biography. Copies will be submitted for indexing and archiving at Perpustakaan Negara and affiliated university / higher learning institution libraries.
- E-book version to be made available on our online store in collaboration with Kota Buku, enabling options of profit-sharing or fund-raising for the sponsor.
- Eligibility for awards nomination.

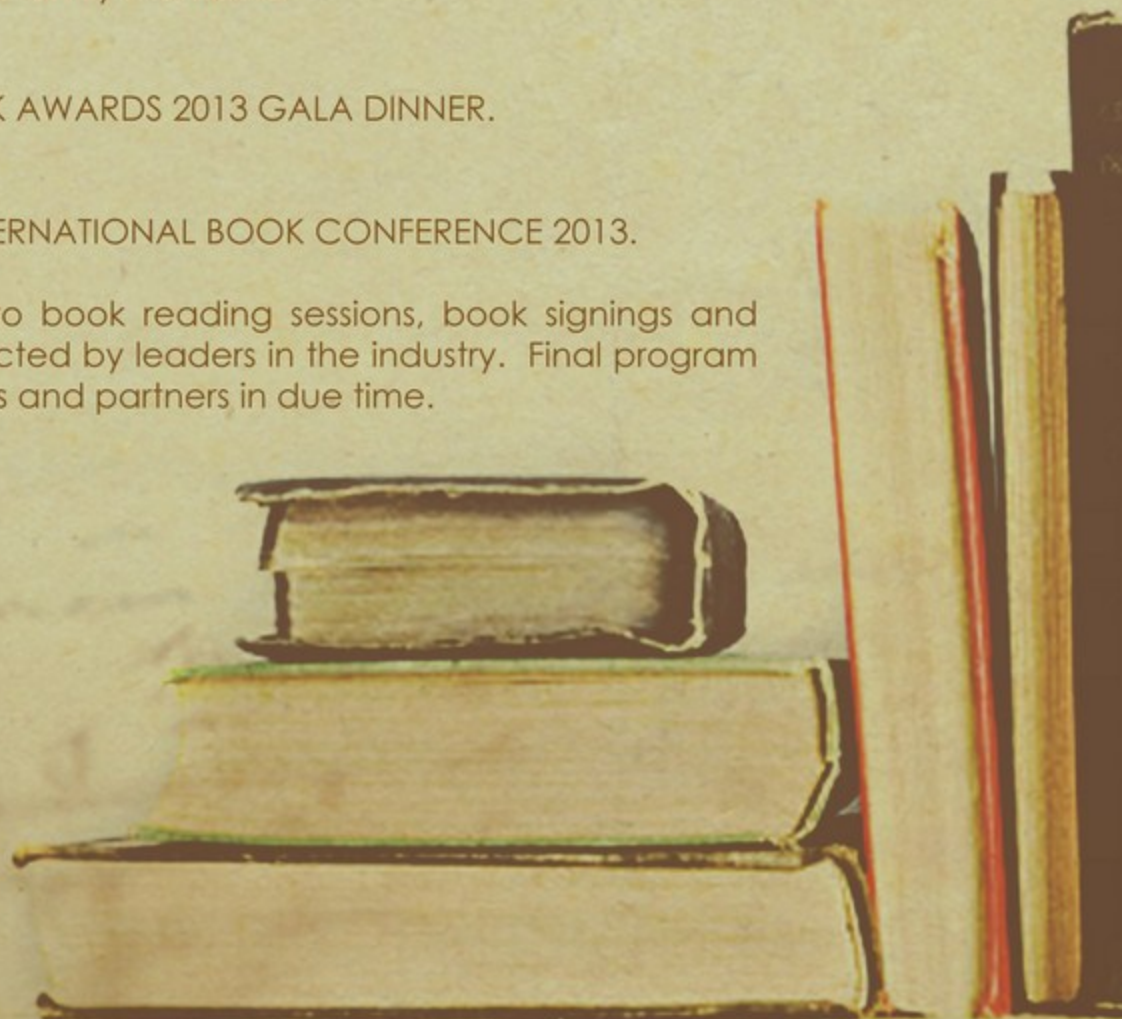
## 2. SPECIAL VVIP PLUS ONE INVITATION TO OUR KL BOOK AWARDS 2013 GALA.

- VVIP and guest get to mingle with our circle of partners from the government and corporate sector and dine with our honorable guests for the night the likes of Tun Dr Mahathir Muhamad, Malaysia's father of modernization, HRH Tuanku Sultanah Hajah Haminah, Malaysia's Permaisuri Agong, top corporate figures and royal family members.

## 3. ONE VIP TABLE AT KL BOOK AWARDS 2013 GALA DINNER.

## 4. 20 VIP PASSES FOR THE INTERNATIONAL BOOK CONFERENCE 2013.

- VIP passes allow access to book reading sessions, book signings and learning workshops conducted by leaders in the industry. Final program will be shared with sponsors and partners in due time.





5. ONE PREMIUM BOOTH AT THE MALAYSIA BOOK EXPO 2013.

6. MEDIA LEVERAGE

- Highlight as our key sponsor on marketing communications materials, advertising and PR initiatives for our three key events: 1 Malaysia Book Expo, KL Book Awards and International Book Conference. That includes press releases, print advertisement, event backdrops, collaterals, website, social media sites and corporate video.

7. CUSTOMIZABLE PREMIUM ITEMS / GIFTS

- 3,000 units of premium items/gifts to be selected from our premium items catalogue, customizable to incorporate your company's branding.

8. A FEATURE EDITORIAL AND ONE PAGE FULL COLOUR ADVERTISEMENT IN THE EVENT'S PROGRAM BOOK

SPONSORSHIP

RM500,000

IPSO FACTO: SPONSORSHIP VALUE IS ENTITLED TO A TAX EXEMPT FROM LHDN





# SYED SHEIKH AL-HADI SPONSORSHIP PACKAGE

## 1. BOOK OPTION

### A PERSONALITY OR A CORPORATE BIOGRAPHY

- A team consisting of a writer, an editor and a photographer will be assigned to undertake the scope from writing the manuscript to printing and publishing your biography.
- 1,000 printed copies of your corporate OR personal biography. Copies will be submitted for indexing and archiving at Perpustakaan Negara and affiliated university / higher learning institution libraries.
- E-book version to be made available on our online store in collaboration with Kota Buku enabling profit-sharing or fund-raising options for the sponsor.
- Eligibility for awards nomination.

## 2. SPECIAL VVIP PLUS ONE INVITATION TO OUR KL BOOK AWARDS 2013 GALA.

- VVIP and guest get to mingle with our circle of partners from the government and corporate sector and dine with our honorable guests for the night the likes of Tun Dr Mahathir Muhamad, Malaysia's father of modernization, HRH Tuanku Sultanah Hajah Haminah, Malaysia's Permaisuri Agong, top corporate figures and royal family members.





3. ONE VIP TABLE AT KL BOOK AWARDS 2013 GALA DINNER.

4. 20 VIP PASSES FOR THE INTERNATIONAL BOOK CONFERENCE 2013.

- VIP passes allow access to book reading sessions, book signings and learning workshops conducted by leaders in the industry. Final program will be shared with sponsors and partners in due time.

5. ONE PREMIUM BOOTH AT THE MALAYSIA BOOK EXPO 2013.

6. MEDIA LEVERAGE

- Highlight on your brand on marketing communications materials, advertising and PR initiatives for our three key events: 1 Malaysia Book Expo, KL Book Awards and International Book Conference. That includes press releases, print advertisements, event backdrops, event collaterals such as banners, buntings and posters.

7. CUSTOMIZABLE PREMIUM ITEMS / GIFTS

- 2,000 units of premium items/gifts to be selected from our premium items catalogue, customizable to incorporate your company's branding.

8. ONE PAGE FULL COLOUR ADVERTISEMENT IN THE EVENT'S PROGRAM BOOK

SPONSORSHIP

RM250,000

IPSO FACTO: SPONSORSHIP VALUE IS ENTITLED TO A TAX EXEMPT FROM LHDN



# ZAABA SPONSORSHIP PACKAGE

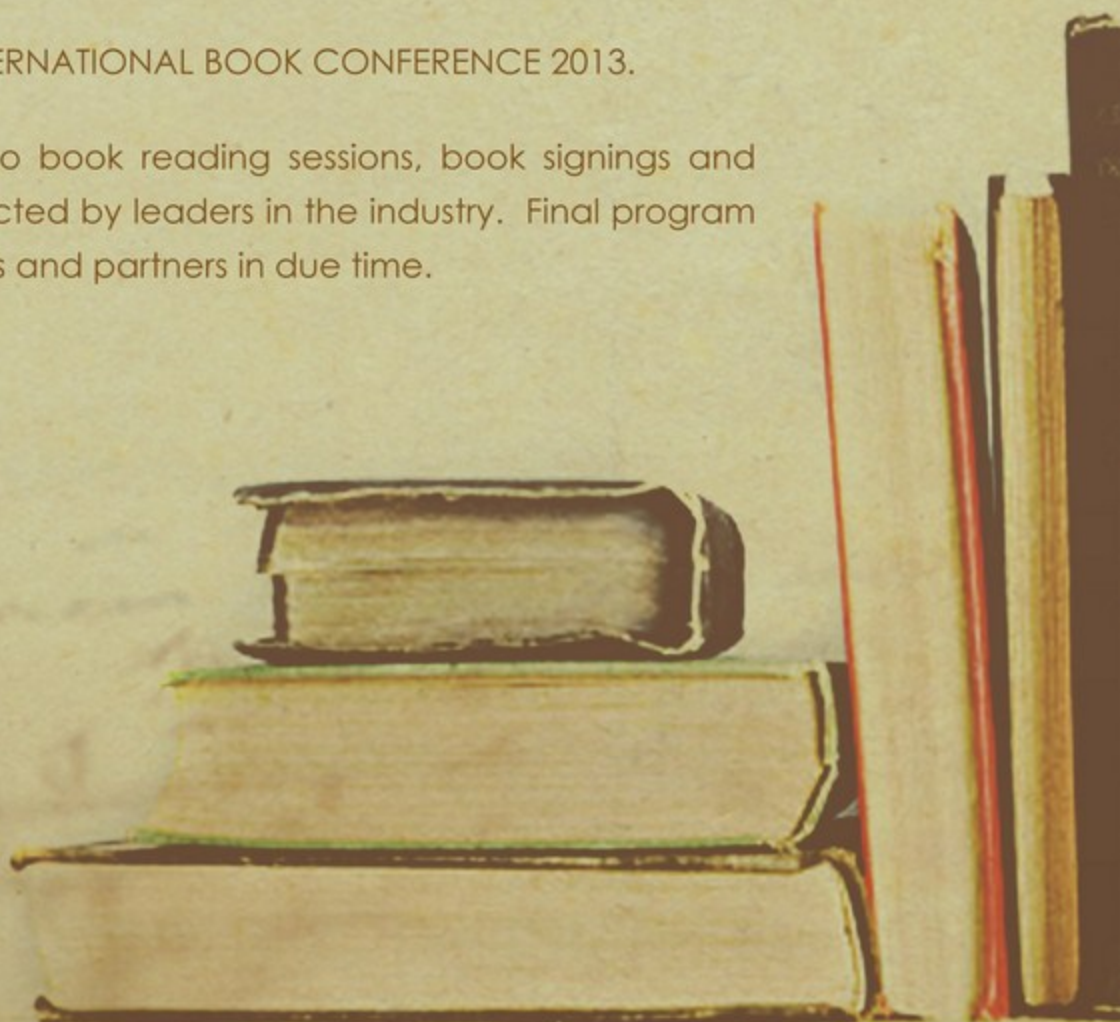
## 1. SPONSORSHIP OF A SERIES OF HERITAGE COFFEE TABLE BOOKS

- Sponsor's acknowledgment and credit pages in the heritage coffee table book series.
- A team consisting of a writer, an editor and a photographer will be assigned to undertake the scope from writing the manuscript to printing and publishing the series.
- Copies will be submitted for indexing and archiving at Perpustakaan Negara and affiliated university / higher learning institution libraries.
- E-book version to be made available on our online store in collaboration with Kota Buku, enabling profit-sharing or fund raising options for the sponsor.
- Eligibility for awards nomination.

## 2. ONE VIP TABLE AT KL BOOK AWARDS 2013 GALA DINNER.

## 3. 10 VIP PASSES FOR THE INTERNATIONAL BOOK CONFERENCE 2013.

- VIP passes allow access to book reading sessions, book signings and learning workshops conducted by leaders in the industry. Final program will be shared with sponsors and partners in due time.





4. ONE PREMIUM BOOTH AT THE MALAYSIA BOOK EXPO 2013.

5. MEDIA LEVERAGE

- Highlight on your brand on marketing communications materials, advertising and in PR initiatives. That includes press releases, print advertisement, event backdrops and events collaterals..

6. CUSTOMIZABLE PREMIUM ITEMS / GIFTS

- 1,000 units of premium items/gifts to be selected from our premium items catalogue, customizable to incorporate your company's branding.

7. ONE PAGE FULL COLOUR ADVERTISEMENT IN THE EVENT'S PROGRAM BOOK

SPONSORSHIP

RM150,000

IPSO FACTO: SPONSORSHIP VALUE IS ENTITLED TO A TAX EXEMPT FROM LHDN





## AMINUDIN BAKI SPONSORSHIP PACKAGE

1. ONE VIP TABLE AT KL BOOK AWARDS 2013 GALA DINNER.

2. 10 VIP PASSES FOR THE INTERNATIONAL BOOK CONFERENCE 2013.

- VIP passes allow access to book reading sessions, book signings and learning workshops conducted by leaders in the industry. Final program will be shared with sponsors and partners in due time.

3. ONE STANDARD BOOTH AT THE MALAYSIA BOOK EXPO 2013.

4. MEDIA LEVERAGE

- Highlight as our sponsor on marketing communications materials, advertising and PR initiatives for our three key events: 1 Malaysia Book Expo, KL Book Awards and International Book Conference. That includes press releases, print advertisement, event backdrops, and events collaterals.

5. CUSTOMIZABLE PREMIUM ITEMS / GIFTS

- 500 units of premium items/gifts to be selected from our premium items catalogue, customizable to incorporate your company's branding.

SPONSORSHIP

RM80,000

IPSO FACTO: SPONSORSHIP VALUE IS ENTITLED TO A TAX EXEMPT FROM LHDN





## KHALIL GIBRAN SPONSORSHIP PACKAGE

1. ONE VIP TABLE AT KL BOOK AWARDS 2013 GALA DINNER.

2. 10 VIP PASSES FOR THE INTERNATIONAL BOOK CONFERENCE 2013.

- VIP passes allow access to book reading sessions, book signings and learning workshops conducted by leaders in the industry. Final program will be shared with sponsors and partners in due time.

3. ONE STANDARD BOOTH AT THE MALAYSIA BOOK EXPO 2013.

4. MEDIA LEVERAGE

- Highlight on your brand on marketing communications materials, advertising and PR initiatives for KL Book Awards or 1 Malaysia Book Expo. That includes press releases, print advertisement, events' backdrops and events' collaterals.

5. CUSTOMIZABLE PREMIUM ITEMS / GIFTS

- 100 units of premium items/gifts to be selected from our premium items catalogue, customizable to incorporate your company's branding.

SPONSORSHIP

RM50,000

IPSO FACTO: SPONSORSHIP VALUE IS ENTITLED TO A TAX EXEMPT FROM LHDN



YAYASAN PEMBANGUNAN BUKU NEGARA

SPONSORSHIP COMMITMENT FORM 2013

SPONSORSHIP CATEGORIES

- |   |                          |
|---|--------------------------|
| TUN SRI LANANG SPONSORSHIP PACKAGE (RM1,000,000)    | <input type="checkbox"/> |
| MUNSYI ABDULLAH SPONSORSHIP PACKAGE (RM500,000)     | <input type="checkbox"/> |
| SYED SHEIKH AL-HADI SPONSORSHIP PACKAGE (RM250,000) | <input type="checkbox"/> |
| ZAABA SPONSORSHIP PACKAGE (RM150,000)               | <input type="checkbox"/> |
| AMINUDIN BAKI SPONSORSHIP PACKAGE (RM80,000)        | <input type="checkbox"/> |
| KHALIL GIBRAN SPONSORSHIP PACKAGE (RM50,000)        | <input type="checkbox"/> |
| KHALED HOSSENI SPONSORSHIP PACKAGE (RM20,000)       | <input type="checkbox"/> |
| -One VIP table at KL Book Awards 2013 Gala Dinner   | <input type="checkbox"/> |
| -One standard booth at the Malaysia Book Expo 2013  | <input type="checkbox"/> |
| LAT SPONSORSHIP PACKAGE (RM10,000)                  | <input type="checkbox"/> |
| -One VIP table at KL Book Awards 2013 Gala Dinner   |                          |

PLEASE MAKE CHEQUE(S) PAYABLE TO YAYASAN PEMBANGUNAN BUKU NEGARA OR BY DIRECT TRANSFER TO OUR ACCOUNT, MBB 514253312519 BY 1st NOVEMBER, 2013.

CORPORATE DETAILS

COMPANY NAME: \_\_\_\_\_

COMPANY ADDRESS: \_\_\_\_\_

\_\_\_\_\_

TELEPHONE NO: \_\_\_\_\_ FAX NO: \_\_\_\_\_

CONTACT PERSON : \_\_\_\_\_

CONTACT NUMBER : \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

SPONSOR'S PLEDGE

WE HEREBY PLEDGE OUR SUPPORT AND OUR ROLE AS THE CHAMPION OF YAYASAN PEMBANGUNAN BUKU NEGARA'S CAUSES BY OUR SPONSORSHIP CONTRIBUTION AS INDICATED ABOVE.

Authorized Signature & Official Stamp \_\_\_\_\_



YAYASAN PEMBANGUNAN BUKU NEGARA

NATIONAL BOOK AWARDS 2013 / ANUGERAH BUKU NEGARA 2013

AWARD NOMINEE SUBMISSION FORM

AWARD CATEGORY: \_\_\_\_\_

AWARD: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

COMPANY ADDRESS: \_\_\_\_\_

TELEPHONE NO: \_\_\_\_\_ FAX NO: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_ CONTACT NO: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

☐ SUBMISSION CHECK LIST

☐ PRINTED COPY

☐ DIGITAL VERSION

SUBMISSION FEE OF RM5,000, PAYABLE BY CHEQUE TO YAYASAN PEMBANGUNAN BUKU NEGARA (WAIVED FOR CORPORATE SPONSORS).

NOMINEE'S PLEDGE

WE HEREBY SUBMIT OUR PUBLICATION FOR AWARD CONSIDERATION AS SPECIFIED. WE PLEDGE OUR PARTICIPATION IN THE NATIONAL BOOK AWARDS 2013 CEREMONY AND COOPERATION TO THE COMMITTEE IN ENSURING RECOGNITION IS GIVEN TO DESERVING PARTIES.

Authorized Signature & Official Stamp

\_\_\_\_\_  
Name:

Date:



