

SPONSORSHIP PACKAGES & BENEFITS

We humbly seek your generous support to enable the success of our project. Any form of support from you will make a huge difference to the communities. You may express your support for this event by contributing to one or more of the following options. Once selected, kindly fill in the Sponsorship Reply Form. Thank you.

1. Cash Sponsorship:

BENEFITS	DIAMOND SPONSOR RM30,000 & ABOVE	PLATINUM SPONSOR RM20,000 – RM29,999	GOLD SPONSOR RM10,000 – RM19,999	SILVER SPONSOR RM5,000 – RM9,999	BRONZE SPONSOR RM1,000 – RM4,999
THANK YOU NOTE ON IMU CARES AND CHAR-IOFARE SOCIAL MEDIA	✓	✓	✓	✓	✓
SPONSOR LOGO ON BANNERS AND POSTERS	✓	✓	✓	✓	✓
SPONSOR LOGO ON WEBSITE	SPECIAL MENTION AS DIAMOND SPONSOR	SPECIAL MENTION AS PLATINUM SPONSOR	SPECIAL MENTION AS GOLD SPONSOR	LOGO APPEAR AS SPONSOR	LOGO APPEAR AS SPONSOR
DISCOUNTED PARTICIPATION FEE FOR THE CHAR-IOFARE RUN (Suitable for individual/ office/department/ team activity)	✓	✓	✓	✓	✓
COMPLIMENTARY PARTICIPATION IN THE CHAR-IOFARE RUN (A set team of 5)	UP TO 3 TEAMS	UP TO 3 TEAMS	UP TO 2 TEAMS	UP TO 1 TEAM	-
SPONSOR LOGO ON EVENT PROMOTIONAL VIDEO	SPECIAL MENTION AS DIAMOND SPONSOR	SPECIAL MENTION AS PLATINUM SPONSOR	SPECIAL MENTION AS GOLD SPONSOR	-	-
COMPLEMENTARY SPONSORS BOOTH AT THE CHAR-IOFARE CARNIVAL	✓	✓	✓	-	-
EXCLUSIVE SPONSORS LOGO PLACEMENT ON MEDALS / TROPHY / RUNNERS T-SHIRTS / CERTIFICATES	✓	-	-	-	-
SPONSORS TO BE INVITED ON STAGE DURING PRIZE GIVING CEREMONY AT THE CARNIVAL	✓	-	-	-	-

2. In-kind Sponsorship:

You may contribute in a form of products of your own company or items / merchandise of the event. Please note that this list only serves as a guide for the items that can be sponsored by potential sponsors. We, by no means restrict any other sponsorship that has not been listed above.

Should you have any items that you wish to sponsor, we would be happy to get in touch with you or your representatives at your convenience.

IN-KIND SPONSORSHIP SUGGESTIONS			
GIFT VOUCHERS	DISCOUNT VOUCHERS	CERTIFICATE PRINTING	FASHION APPAREL
HAMPERS	PRIZES FOR WINNERS OF THE RUN	PA SYSTEM	HEALTH PRODUCTS / SUPPLEMENTS
LARGE RUN TIMER	TROPHY / MEDAL	ECO-FRIENDLY PACKAGING FOR APPAREL	RUNNER APPAREL
E-VOUCHERS FOR ENTERTAINMENT SITES (E.G. NETFLIX, AMAZON, CINEMA)	SUSTAINABLE SHOPPING BAGS	FIRST AID	ARRANGEMENT OF DELIVERY OF PRODUCTS
BALLOONS	FITNESS EQUIPMENTS	HYDRATION	FLOWERS

The value of the in-kind sponsorship will receive the following benefits:

BENEFITS	DIAMOND SPONSOR In-kind worth RM30,000 & ABOVE	PLATINUM SPONSOR In-kind worth RM20,000 – RM29,999	GOLD SPONSOR In-kind worth RM10,000 – RM19,999	SILVER SPONSOR In-kind worth RM5,000 – RM9,999	BRONZE SPONSOR In-kind worth RM1,000 – RM4,999
THANK YOU NOTE ON IMU CARES AND CHARIOFARE SOCIAL MEDIA	✓	✓	✓	✓	✓
SPONSOR LOGO ON BANNERS AND POSTERS	✓	✓	✓	✓	✓
SPONSOR LOGO ON WEBSITE	SPECIAL MENTION AS DIAMOND SPONSOR	SPECIAL MENTION AS PLATINUM SPONSOR	SPECIAL MENTION AS GOLD SPONSOR	LOGO APPEAR AS SPONSOR	LOGO APPEAR AS SPONSOR
DISCOUNTED PARTICIPATION FEE FOR THE CHARIOFARE RUN (Suitable for individual/ office/department/ team activity)	✓	✓	✓	✓	✓
COMPLIMENTARY PARTICIPATION IN THE CHARIOFARE RUN (A set team of 5)	UP TO 3 TEAMS	UP TO 3 TEAMS	UP TO 2 TEAMS	UP TO 1 TEAM	-

BENEFITS	DIAMOND SPONSOR In-kind worth RM30,000 & ABOVE	PLATINUM SPONSOR In-kind worth RM20,000 – RM29,999	GOLD SPONSOR In-kind worth RM10,000 – RM19,999	SILVER SPONSOR In-kind worth RM5,000 – RM9,999	BRONZE SPONSOR In-kind worth RM1,000 – RM4,999
SPONSOR LOGO ON EVENT PROMO- TIONAL VIDEO	SPECIAL MENTION AS DIAMOND SPONSOR	SPECIAL MENTION AS PLATINUM SPONSOR	SPECIAL MENTION AS GOLD SPONSOR	-	-

OTHER TERMS & CONDITIONS:

1. Cash Sponsorship:

- a) All sponsors will be acknowledged in IMU Cares and Chariofare social media platform, of which we have more than 5,000 followers in total.
- b) Under the Diamond Sponsor category, placement of your company's logo (medals/ certificates/ trophy/ packaging/ t-shirts) is subjected to changes by IMU.

2. In-kind Sponsorship:

- a) All sponsors will be acknowledged in IMU Cares and Chariofare social media platform, of which we have more than 5,000 followers in total.
- b) Under the Diamond Sponsor category, placement of your company's logo (medals/ certificates/ trophy/ packaging/ t-shirts) is subjected to changes by IMU.
- c) For sponsors who would like to provide discount or promotional vouchers, winners will be informed and given the discount code by the company through email.

3. Individual Sponsorship:

- a) Individuals not tied to a company are welcomed to sponsor, acknowledgement of sponsorship will be done at the sponsor's behest, subject to changes by IMU.
- b) Access to discounted marathon prices for non-team runners.

Please do not hesitate to contact us at imuchariofare@imu.edu.my to seek further clarification if you have any queries on the above. Thank you.

SPONSORSHIP REPLY FORM

Dear Organiser,

We are pleased to support CHARIOFARE 2023 in a form of sponsorship, to support the causes championed by CHARIOFARE 2023 namely, *Children with special needs, Victims of mental health issues, Women of domestic violence and abuse.*

CONTACT DETAILS

Kindly provide details of your organisation/company/individual:

ORGANISATION / COMPANY / DONOR NAME	
ORGANISATION / COMPANY / DONOR ADDRESS	
PERSON-IN-CHARGE / STAFF NAME	
PHONE NO.	
FAX NO.	
E-MAIL ADDRESS	

1. Cash Sponsorship:

SPONSORSHIP CATEGORY	AMOUNT	Please tick and state the amount that you wish to contribute
DIAMOND SPONSOR	RM30,000 AND ABOVE	<input type="checkbox"/> Amount: RM
PLATINUM SPONSOR	RM10,000 AND ABOVE	<input type="checkbox"/> Amount: RM
GOLD SPONSOR	RM5,000 AND ABOVE	<input type="checkbox"/> Amount: RM
SILVER SPONSOR	RM3,000 AND ABOVE	<input type="checkbox"/> Amount: RM
BRONZE SPONSOR	RM1,000 AND ABOVE	<input type="checkbox"/> Amount: RM

2. In-kind Sponsorship:

Kindly provide details of the product/items, quantity, and estimated value in total (RM):

NO.	DESCRIPTION/NAME OF PRODUCT	QUANTITY	VALUE IN TOTAL (RM)
1.			
2.			
3.			
4.			
5.			
6.			

Please return this form, together with your payment or your bank-in slip no later than:

MONDAY, 6th September 2023

via email: imuchariofare@imu.edu.my

The option of paying via Direct Credit can be made to:

IMU Education Sdn Bhd

Maybank Account Number: 5141 8742 7455

Reference: CHARIOFARE 2023

Please provide a bank-in slip for payment recognition (**COMPULSORY**). Please feel free to contact us for further details.

COMPANY LOGO AND DESCRIPTION FOR THE PURPOSE OF PUBLICITY

Please send the following documents to imuchariofare@imu.edu.my :

1. Company logos (that are applicable for both light and dark background) in PNG and ai format
2. Short description/profile of your company in word doc.
3. Links to website and social media pages of your company.

Please kindly take note that the usage of advertising materials from your company might vary across different platforms (kindly refer to the Sponsorship Packages and benefits attached for more details).

