



IIC 2024

INTERNATIONAL INNOVATION COMPETITION

**Reshaping Community for
Effective Social Impact**

18th March 2024 – 31st July 2024

**PARTNERSHIP & SPONSORSHIP
OPPORTUNITIES**



ABOUT UM-WALES

Universiti Malaya-Wales (UM-Wales) was established based on a mutual partnership between the University of Malaya (UM) & the University of Wales in 2013. Since then, the University has experienced tremendous growth and remains committed to developing students who are ready to contribute to the next industrial revolution.

ABOUT THE COMPETITION

Our innovation competition revolves around the theme **Reshaping Community for Effective Social Impact**, inviting participants to delve into sub-themes of Cultural Diversity and Inclusion, Technology for Future Society, Sustainability & Environmental Preservation, and Health & Well-Being. Participants will be from diverse fields such as Psychology, Business, Communication, Computer Science, Life Science, Arts and Humanities, and other relevant areas will showcase their innovative ideas through video and digital posters. This dual format allows for a comprehensive exploration of concepts, blending visual storytelling with academic rigor. Through this competition, we aim to cultivate a culture of innovation and collaboration, inspiring groundbreaking solutions to address pressing societal challenges and envisioning a brighter future for community.



SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

The Faculty of Arts & Science of UM-Wales is excited to extend an invitation to your organization to be a part of our upcoming innovation competition. This event, themed "Reshaping Community for Effective Social Impact," presents a unique opportunity for your organization to engage with a **diverse range of participants, marketing exposure, and networking** for your organization.

As a partner, your organization will play a crucial role in fostering creativity and innovation across various fields. Your support will enable us to provide a platform for participants to showcase their innovative ideas contributing to the advancement of knowledge and solutions for today's pressing societal challenges.

Partnering with UM-Wales for this event offers your organization a unique opportunity to align with our commitment to excellence in education and research. Your support will not only benefit the participants and the competition but also showcase your organization's dedication to social impact and innovation. We look forward to the possibility of working together to make an impactful event.

Together, let's explore solutions centered around the community, foster global collaboration, implement sustainable transformation, and encourage the sharing of knowledge.



OBJECTIVES

COMMUNITY- CENTRIC SOLUTION

Encourage participants to develop innovative projects that address specific challenges within communities, focusing on solutions with significant social impact.

ENCOURAGE GLOBAL COLLABORATION

Bring together people from different backgrounds to showcase and discuss on creative projects which would generate diverse perspectives and skills for groundbreaking solutions.

SUSTAINABLE TRANSFORMATION

Prioritize projects that propose sustainable and scalable solutions, aiming to create a lasting impact on communities over the long term, fostering resilience and positive social transformation.

PROMOTE KNOWLEDGE SHARING

Provide a platform for participants to share innovative ideas and best practices, fostering a collaborative environment that extends beyond the competition, contributing to the global development of innovation.



CATEGORY HIGHLIGHTS

THEME:

Reshaping Community for Effective Social Impact

SUB-THEME:

Cultural Diversity and Inclusion
Technology for Future Society
Sustainability & Environmental Preservation
Health & Well-Being

FIELD OF AREAS:

Psychology, Business, Communication, Computer Science, Life
Science, Arts and Humanities & other relevant areas

SUBMISSIONS CATEGORY:

INTERACTIVE POSTER



VIDEO



PARTICIPANTS

STUDENTS

SCHOOL EDUCATORS

LECTURERS

PROFESSIONALS



AWARD CEREMONY & EXHIBITION

Venue: UM-WALES, KUALA LUMPUR, MALAYSIA

Date: 31ST JULY 2024



Award Ceremony



Workshops



Networking Session



Exhibition





INCREASED VISIBILITY

Reach new audiences and increased visibility with existing customers.



DIRECT ACCESS TO YOUR TARGET MARKET

Event sponsorship can bring your target audience directly to you.



COMPETITION EXPOSURE AND EXTENSIVE DURATION

Around 5 months.



NETWORKING OPPORTUNITIES:

Excellent opportunity for sponsors to make valuable connections.



POSITIVE ASSOCIATION:

Create a positive image and reputation for the organization



COMMUNITY INVOLVEMENT:

Demonstrate a company's commitment to the community.

TARGET SUBMISSION
50 Submissions

Target viewership size
Youtube Platform
1000

Promotion Time-Frame:

MARCH 2024 to JULY 2024

Promotion items include:

- Social media
- Website
- Blogs
- Exhibition
- Newsletter
- Launch event
- Media Coverage
- Bunting on campus
- Talk Slots Opportunity

PARTNERSHIP / SPONSORSHIP FORM

I/We confirm partnership/sponsorship for the International Innovation Competition (IIC 2024)

Name:

Position:

Company name:

Company address:

Phone Number:

Email:

Choose Category & Package (tick one):

Partnership (Institutions):

SILVER

☐

GOLD

☐

PLATINUM

☐

Sponsorship (Company):

SILVER

☐

GOLD

☐

Sign & Company Stamp

Remarks

Please email this form to: faseventadmin@umwales.edu.my
Do not hesitate to contact us for further inquiries.

PARTNERSHIP CATEGORIES

SCHOOLS & HIGHER LEARNING INSTITUTIONS

BENEFITS	SILVER RM1,000	GOLD RM2,000	PLATINUM RM5,000
LOGO BRANDING FEATURE Partner's name will be tagged along with the whole duration of promotion & event	✓	✓	✓
WAIVE FEES Fee participation waive for the competition (all categories)	✓ 5 Submissions	✓ 10 Submissions	✓ 15 Submissions
WEBSITE ADVERTISEMENT Partner will feature on the event webpage with logos and direct link to the company	✓	✓	✓
PHYSICAL EVENT CEREMONY Two representative from partner to attend the competition ceremony		✓	✓
SPACE FOR COMPANY BOOTH Partner will be allocated a space for booth to promote company		✓	✓
MOA OPPORTUNITIES Opportunity for Memorandum of Agreement between institutions .MYRA			✓
KEYNOTE SPEAKER Opportunity for a time slots during physical ceremony			✓

SPONSORSHIP CATEGORIES

COMPANIES PACKAGES

BENEFITS	SILVER RM3,500	GOLD RM5,000
LOGO BRANDING FEATURE Company's logo will be tagged along with the whole duration of promotion & event	✓	✓
WEBSITE ADVERTISEMENT Company will feature on the event webpage with logos and direct link to the company	✓	✓
PHYSICAL EVENT CEREMONY Two representative from company to attend the competition ceremony	✓	✓
SPACE FOR COMPANY BOOTH Partner will be allocated a space for booth to promote company	✓	✓
KEYNOTE SPEAKER Opportunity for a time slots during physical ceremony for company promotion		✓
BLOG FEATURE Feature through out promotion duration and post event		✓