

# MCBC 6<sup>th</sup> BUSINESS EXCELLENCE AWARDS 2010

## PRIME PARTNERSHIP BENEFITS OUTLINE

The cost of a Prime Partnership package is **RM 25,000**. Following is a breakdown of the benefits included in the Prime Partnership package.

ITEM DESCRIPTION	VALUE (RM)
BEA Gala hosting	10,000
A BEA trophy in the partner's name.	1,550
A VIP Table for 10 pax, adjacent and close to the VVIP Table, at the BEA Gala.	7,000
One (1) seat at the VVIP (Head) Table, which also includes: <ul style="list-style-type: none"> <li>• A personal invitation for one person to attend the BEA pre-Gala cocktail reception with the Canadian High Commissioner and Malaysia's Minister of International Trade &amp; Industry in the VVIP Holding Room.</li> <li>• A photo opportunity with the Canadian High Commissioner and Malaysia's Minister of International Trade &amp; Industry in the VVIP Holding Room.</li> </ul>	1,500
Marketing Exposure:	13,750
1) Prime Partner name included on MCBC Letterhead. (Value RM1,500)	
2) Prime Partner name and web link on MCBC Website for 2 years. (Value RM 2,000).	
3) Certificate of Appreciation presented to the Prime Partner at the BEA Gala. (Value RM 250).	
4) Prime Partner name on banner during BEA Gala. (Value RM 500).	
5) Prime Partner name on buntings at the BEA event launch and various sponsored events. (Value RM 500).	
6) MCBC Premier Corporate Membership for 1 year (*waiver of Premier Corporate membership fees if the Prime Partner is already an MCBC member). (Value RM 2,000).	
Membership includes: <ul style="list-style-type: none"> <li>• One full page profile of the Prime Partner, or one full page write-up of the Prime Partner's choice in The Bridge magazine.</li> <li>• Prime Partner's corporate logo on the cover of The Bridge magazine for 4 issues (1 year).</li> </ul>	
7) Ongoing media exposure during interviews and media events	
<u>Pre-BEA:</u> <ul style="list-style-type: none"> <li>• BEA launch. (Value RM 1,000).</li> <li>• Interview with media (invaluable).</li> </ul>	
<u>During the BEA:</u> <ul style="list-style-type: none"> <li>• Multi-media presentation on the Prime Partner, along with other related media components. (Value RM 3,000).</li> </ul>	
<u>Post-BEA:</u> <ul style="list-style-type: none"> <li>• Media pull-out with selected media. (Value RM 1,500).</li> </ul>	
8) One full page colour ad in the BEA Souvenir Program. (Value RM 1,500).	
Post-BEA Appreciation Cocktail Dinner for two (2) people with BEA Partners, the Canadian High Commissioner, gold trophy winners, and event volunteers.	1,000
One CD containing photos from the BEA Gala.	200
<b>TOTAL PRIME PARTNERSHIP PACKAGE BENEFITS</b>	<b>35,000</b>