

# **MCBC 6<sup>TH</sup> BUSINESS EXCELLENCE AWARDS 2010**

## **PRIME PARTNERSHIP PACKAGE**



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### **MALAYSIA CANADA BUSINESS COUNCIL**

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## BUSINESS EXCELLENCE AWARDS PRIME PARTNERSHIP PACKAGE

**RM 25,000**

### PRE-EVENT BENEFITS

- Prime Partner logo on all communication materials for the BEA event upon signing of the Prime Partnership Package Agreement.
- Invitation to the MCBC BEA launch event, with media exposure and introduction of Prime Partners (Date: TBC).
- Marketing:
  - Prime Partner name on MCBC Letterhead.
  - Prime Partner name on a sponsored BEA trophy.
  - Prime Partner name and web link on MCBC Website (2 Years).
  - Certificate of Appreciation, presented to the Prime Partner by the Canadian High Commissioner and Malaysia's Minister of International Trade & Industry during the BEA Gala.
  - Prime Partner name on banner during BEA Gala.
  - Prime Partner name on buntings at the BEA event launch and various sponsored events.
  - MCBC Premier Corporate Membership for 1 year (\*waiver of Premier Corporate membership fees if the Prime Partner is already an MCBC member).

Membership includes:

- One full page profile of the Prime Partner, or one full page write-up of the Prime Partner's choice in The Bridge magazine.
- Prime Partner's corporate logo on the cover of The Bridge magazine for four issues (1 year).
- Ongoing media exposure during interviews and media events at the BEA Gala, and at pre-BEA and post-BEA events.
- One full page colour ad in the BEA Souvenir Program.

### EVENT BENEFITS

- One seat at the VVIP Table at the BEA Gala.
- One (1) VIP table for 10 pax, adjacent and close to the VVIP Table at the BEA Gala.
- A personal invitation for one (1) person to attend the BEA pre-Gala cocktail reception with the Canadian High Commissioner and Malaysia's Minister of International Trade & Industry in the VVIP Holding Room.
- A photo opportunity with the Canadian High Commissioner and Malaysia's Minister of International Trade & Industry in the VVIP Holding Room.

**POST EVENT BENEFITS**

- Post-BEA Appreciation Cocktail Dinner for two (2) people with Prime Partners, the Canadian High Commissioner, gold trophy winners, and event volunteers.
- A professional photographer will be present throughout the BEA Gala, and CDs containing photos of the event will be presented to participants and BEA Partners at the Post-BEA Appreciation Cocktail Dinner.

**NOTE:** The MCBC BEA Committee will endeavour to provide Prime Partners with a one-on-one interview with the media, relating to the partnership of the selected BEA Award at some time prior to the BEA Gala.

**PRIME PARTNER RESPONSIBILITIES**

- Sign and return the Prime Partnership agreement.
- Prime Partnership benefits to commence upon the receipt of payment.
- Prime Partner's logo must be submitted in .eps format with outlines, before logo can be displayed on event stationery.

**PAYMENT SCHEDULE**

- Payment in full is due upon signing of the Agreement:

All cheques should be made payable to the **Malaysia Canada Business Council**.

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**END OF AGREEMENT**

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This agreement has been duly signed by a legal signatory of the company, group or organization that has elected to become a Prime Partner of one of the awards of the MCBC 6<sup>th</sup> Business Excellence Awards 2010, and they have accepted all of the terms and conditions of this agreement on the date below.

**SIGNATORIES:**

Signature: \_\_\_\_\_  
 Printed Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 for (COMPANY NAME)

IC (PP) No: \_\_\_\_\_  
 Date: \_\_\_\_\_

Signature: \_\_\_\_\_  
 Printed Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 for Malaysia Canada Business Council

IC (PP) No: \_\_\_\_\_  
 Date: \_\_\_\_\_

**WITNESS:**

Witness Signature: \_\_\_\_\_  
 Printed Name: \_\_\_\_\_

IC (PP) No: \_\_\_\_\_  
 Date: \_\_\_\_\_