

# SPONSORSHIP PROSPECTUS



## WHAT IS ACADEMIA FIESTA?

In the digital age, lecturers must provide innovative teaching materials to help students achieve their learning goals. Students also need to create self-study materials for exam preparation. The Centre for Development of Academic Excellence (CDAE) proposes the Teaching and Learning Innovation Competition (Academia Fiesta@USM), to foster creativity in education. This competition encourages USM lecturers and students to design innovative teaching materials and share best practices. It aims to recognize and promote creative and innovative efforts in the academic community.



## WHY ACADEMIA FIESTA?

- Identify T&L products and innovations that can be highlighted at the USM and national levels.
- Cultivate the production of T&L innovations in the design of T&L processes and developing T&L, in line with the mission to produce HEBAT-quality students.
- Share best practices of T&L projects and initiatives.
- Share best practices for creating learning materials.
- Encourage creative, innovative, and inventive ideas and thinking in T&L at USM.
- Address pedagogical challenges through creativity and innovation in T&L materials.
- Recognize academics who have taken proactive steps by developing quality MOOC and micro-credential courses.

## CONTACT US

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- 🌐 [cdae.usm.my](http://cdae.usm.my)
- 📍 Universiti Sains Malaysia



## SPONSORSHIP OPPORTUNITIES

### A. MAIN PARTNER

#### ✓ Platinum (RM20000)

- Advertisement: Brand visibility on all event signage, including entrance banners, stage backdrops, and registration desks.
- Logo Placement: Sponsor logos prominently displayed on event materials, banners, brochures, and website.
- Exhibition Booth: 2 booths space to interact with attendees, showcase products, and gather leads.
- VIP Access: Exclusive access to VIP areas, networking events, and receptions with key academic figures, speakers, and other sponsors.

#### ✓ Gold (RM10000)

- Advertisement: Brand visibility on all event signage, including entrance banners, stage backdrops, and registration desks.
- Logo Placement: Sponsor logos prominently displayed on event materials, banners, brochures, and website.
- Exhibition Booth: 1 booth space to interact with attendees, showcase products, and gather leads.
- VIP Access: Exclusive access to VIP areas, networking events, and receptions with key academic figures, speakers, and other sponsors.

## SPONSORSHIP OPPORTUNITIES

#### ✓ Silver (RM5000)

- Advertisement: Brand visibility on all event signage, including entrance banners, stage backdrops, and registration desks.
- Logo Placement: Sponsor logos are prominently displayed on event materials, banners, brochures, and website.
- VIP Access: Exclusive access to VIP areas, networking events, and receptions with key academic figures, speakers, and other sponsors.

#### ✓ Bronze (RM2000)

- Advertisement: Brand visibility on all event signage, including entrance banners, stage backdrops, and registration desks.
- Logo Placement: Sponsor logos prominently displayed on event materials, banners, brochures, and website.
- Access: Access to academic networking and receptions with key academic figures, speakers, and other sponsors.



## SPONSORSHIP OPPORTUNITIES

### B. IN-KIND SPONSORSHIP

#### PROMOTIONAL ITEMS

Inserts in the programme's bags

#### LUNCHEON

Lunch for Academia Fiesta

#### SCHOLARSHIP

Offer special education grant as an award to the winner

*Let's be the first sponsor to grab this opportunity!*

### HOW TO BE PART OF US?

- Step 1: Contact us to notify your interest towards this sponsorship
- Step 2: Fill in the form by scanning the following QR code



- Step 3: Transfer the sponsorship through the following CIMB account
  - Bank Account Name: Universiti Sains Malaysia
  - Account Number: 98986101403851