

IWFCIM INVESTMENT FORUM 2024 (IIF2024)

30th APRIL 2024

**KUALA LUMPUR GOLF AND COUNTRY
CLUB (KLGCC)**

SPONSORSHIP PROSPECTUS

About Us

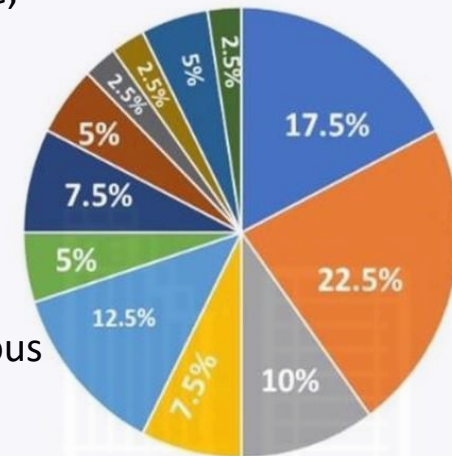


International Women’s Federation of Commerce and Industry Malaysia (IWFCIM) is the Malaysia Chapter of the global member based non-profit NGO, IWFCI, headquartered in Melbourne Australia. Our mission is to support the development of women in business, despite origin, religion or culture; through education, encouragement and representation, in a conducive environment; to enable self-confidence, economic opportunities, advancement and security.

The vision of the IWFCIM is to be a socially responsible one stop center supporting women entrepreneurs to prepare, promote and position their businesses from inception to global market players and leaders.

Our members are founders, business owners and business professionals representing various industries as depicted in the enclosed chart.

We provide a platform and programs for our members to engage, network, process entrepreneurial issues, develop skills, invest and raise funds within three key pillars – (1) being socially responsible by developing programs supporting SDG #1, SDG #5 and SDG #13 (2) supporting entrepreneurs and business professional especially via two key programs – the Global Women’s Trade Summit (GWTS) and the PurpleTree initiative – providing support for our members from planning to funding and (3) creating a healthy and cohesive support system through monthly circle meet to address entrepreneurial challenges.



- Training and Consulting – 22.5%
- Food and Beverages – 17.5%
- Banking and Finance – 12.5%
- Information Technology – 10%
- Health & Wellness – 7.5%
- Retail & Distribution – 7.5%
- Manufacturing – 5%
- Plantation / Agriculture – 5%
- Construction – 2.5%
- Hotel – 2.5%
- Education – 5%
- Other – 2.5%



Key attendees

- Women founders and business owners
- Business professionals
- Investors
- Fund raisers
- Social enterprises
- Social impact investors
- Educators
- Statutory bodies
- Government agencies



Key topics include



- **Keynote from a major sponsor**
- **Fireside chat: Fund raising unplugged.**
 - ✓ Sharing experiences of fundraising through the various stages of business. Unplugged, back story of founders on what it takes in each stage of the fundraising -- from startups which could be in the form of grants or alternative financing to Series A, B and C types of fund raising.
- **Panel Session 1: The Way Forward In Addressing The Gender Parity In Investments For Women**
 - ✓ Line up of speakers to engage in a discourse on gender parity in investment with only 2 percent of investment given to the women founders. Investors' evaluation and engagement with women founders have always been typical on the gender stereotypes that limiting women roles in building businesses. Many efforts are underway to enhance awareness among the investors community to shift the conversation to a much more neutral ground. One key aspect as well that needs to be emphasized is women founders need to know how to respond to the stereotypical questions that investors typically pose to them. Smart answers that enhance their capabilities in preparing the company to grow without depending on just 'one person'. How far have we come? What's the benchmark in Malaysia? What can we learn from the top winners? How do we create aggressive pipelines of women founders seeking for funds? How can we balance the supply and demand?

Key topics include



- **Panel Session 2: Measuring Social Impact As A Business Success**
 - ✓ Social enterprises need to demonstrate the values that they deliver to its beneficiaries and society. Such clarity will help them to access finance and showcase how well they run their organization which will appeal to donors and investors. And now, the same measurements are also expected from common businesses that used to measure profit contribution as their sole reason of existence. Where do you begin to measure social impacts? How can you elevate the importance of social impact to the same pedestal as profit contribution? How can you shift the mindsets of your employees, stakeholders, and shareholders to place an equal weight on social impact as they value profit. What are the factors that matter to investors when measuring social impact?
- **Pitching Session: 5 companies**
 - ✓ 5 companies will be pitching their business cases to secure investment from potential investors.
- **Closing keynote: Inclusive investment – the way forward**
 - ✓ Recommendations on the way forward from multi-levels of perspectives to close the gender parity gap in investment

Previous sponsors and partners (IIF2023)



Sponsorship options



	Diamond * (1X)	Platinum (2X)	Gold (3X)	Silver (3X)	Exhibitor(10X)
Sponsorship Benefits	RM50,000.00	RM30,000.00	RM20,000	RM10,000	RM2,000
Speaking slots	Main keynote	Ten-minute slot	N/A	N/A	N/A
Exhibition booth (1 table, 2 chairs and wi-fi)	Yes	Yes	Yes	Yes	Yes
Booth passes for staff	4	2	2	2	2
Conference tickets	20	15	10	5	N/A
Clickable banner on online event site	Yes	Yes	N/A	N/A	N/A
Company logo on online event site	Yes	Yes	Yes	Yes	Yes
Product and services promotion on online event site	Yes	Yes	Yes	Yes	N/A
Branding in conference event guide . Logo and company overview	Yes – 300 words	Yes – 250 words	Yes – 200 words	Yes - 150 words	N/A
High level branding / logo on: IIF website, conference backdrop, sponsor listing, event communications	Yes – most visible location	Yes	Yes	Yes	Yes
Video promo throughout the event	Yes	Yes	Yes	Yes	N/A
Verbal and social media mentions on sponsorship	Yes	Yes	Yes	Yes	Yes
Social media bundle promo	3 FB, 1 LinkedIn, 3 IG	3 FB, 1 LinkedIn, 3 IG	2 FB, 2 IG	1 FB, 1 IG	N/A

Other sponsorship packages



- **NGO Package – RM5,000. Two available.**
 - Group NGO conference passes for 10 pax (to provide list of delegates)
 - Meet either the Opening Keynote or the Closing Keynote speaker – 15 minutes (to submit official request)
 - Recognition as “supporting peers” on IIF2024 conference website
- **Lunch Break Sponsor – RM20,000. One available.**
 - 10-minute speaking slot
 - Ability to display a banner or similar temporary display
 - Naming rights to the lunch event
 - Conference passes – 4X (to provided list of delegates)
 - Company logo featured on conference marketing
 - Recognition as ‘lunch sponsor’ with company logo on the sponsors holding slide
 - Listing on IIF2024 conference website

Other sponsorship packages



- **Coffee Break Sponsor – RM6,000. Two available.**
 - Ability to display a banner or similar temporary display
 - Naming right to your sponsored session
 - IIF conference passes – 2X (to provided list of delegates)
 - Company logo featured on conference marketing
 - Recognition as Coffee Break Sponsor with company logo on the sponsors holding slide
 - Listing on IIF2024 conference website

- **Goodie bag sponsor – 250 pieces.**
 - 1 x IIF2024 conference pass.
 - Ability to display a banner or similar temporary display.
 - Company logo features on IIF conference marketing
 - Listing on IIF2024 conference website

Booking form



Please complete and submit this application form to president@iwfcimalaysia.net

CONTACT DETAILS:

Contact name: _____

Company name: _____

Email: _____

Website: _____

Sponsorship packages:

- Diamond
- Platinum
- Gold
- Silver
- Exhibitor
- NGO package
- Lunch break sponsor
- Coffee break sponsor
- Goodie bag sponsor

Payment:

All invoice will be forwarded to the listed contact upon receipt of a signed booking form.

Terms and conditions



1. Receipt of a booking form confirms your intention to sponsor / exhibit.
2. Confirmation is subject to approval by the IIF2024 organizing committee.
3. Payment must be made within 30 days of invoice with all payments finalized at least 14 days prior to the event.
4. Cancellation policy.
 - ✓ Cancellation 60+ days prior to the event will incur payment of 25% of contracted amount.
 - ✓ Cancellation 0-59 days prior to the event will incur payment of 100% of the contracted amount.
 - ✓ All cancellations must be made in writing to president@iwfcimalaysia.net.
5. The sponsor / exhibitor shall not damage any of the provided items or the venue. Any resulting damages must be paid to the supplier or venue by the sponsor/exhibitor directly.
6. The IIF2024 organizing committee or any of its staff / volunteers shall not be held responsible for any loss, damage or theft of the exhibitor stand or products.
7. Sponsors / exhibitors may be required to provide copies of insurances relevant to the exhibition including public liability.