



KUALA LUMPUR RAT RACE® 2010
SPONSORSHIP PROPOSAL

24 May 2010

THE EDGE™-BURSA MALAYSIA KUALA LUMPUR RAT RACE® 2010
INVITATION TO BE SPONSOR

The Kuala Lumpur Rat Race® has long been regarded as a must-attend event amongst corporate Malaysia, as evident in its 11th year running since the inaugural Kuala Lumpur Rat Race® back in 2000. This year's Kuala Lumpur Rat Race®, scheduled for **Tuesday, August 3rd**, will once again call upon Corporate Malaysia to don their running shoes for charity. As in previous years, the host, Yayasan Bursa Malaysia, will be responsible for channeling all contributions raised from this Race to 20 selected beneficiaries.

This year, we are offering three Sponsorship Packages, Gold, Silver or Bronze. Please view the attached for further details on the sponsorship categories.

We look forward to a favorable reply from you in joining us to raise funds for charity. Please do not hesitate to contact Ms. Lim Shiew Yuin (The Edge) at 03 7721 8138 or Puan Aidura Haron (Bursa Malaysia) at 03 2034 7464 for any clarification.

Together, let's run the good Race.

Yours truly,

.....
DOROTHY TEOH

Advisor, Kuala Lumpur Rat Race® 2010
Acting Editor-in-Chief, *The Edge*

.....
DATO' YUSLI MOHAMED YUSOFF

Chief Executive Officer
Bursa Malaysia Berhad



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Sponsorship Packages

By selecting this option, you will be entitled to the following based on the package of your choice.

Package	Gold (Value: RM80,000)	Silver (Value: RM50,000)	Bronze (Value: RM30,000)
Entitlement			
No. of teams	3 teams	2 teams	1 team
No. of complimentary buntings - Inclusive of Designing, Printing, Installation and Dismantling	15 buntings	10 buntings	5 buntings
Credit mentions in the Kuala Lumpur Rat Race® website	Yes	Yes	Yes
Company's website linked to Kuala Lumpur Rat Race® website	Yes	Yes	Yes
Ad in the Official Souvenir Programme (creative to be provided by sponsor)	1 Full Page Full Colour ad	1 Full Page Full Colour ad	1 Full Page Full Colour ad
Write-up in The Edge Weekly/Financial Daily regarding participation/contribution towards Kuala Lumpur Rat Race®	Yes	Yes	Yes
Logo placement to be featured in PR materials	Yes	Yes	Yes
Entitled to 1 collateral item (please select only 1 item) - Inclusive of Designing, Printing & Fabrication - Choice of collateral item will be on a first-come first-serve basis *Dinner entitlement includes: <ul style="list-style-type: none"> • "Dinner Sponsored by" printed on menu on VIP tables and 1 unit banner displayed at the dinner area. • Sponsor is entitled to bring in their own buntings, but restricted to the dinner area only. 	*Dinner, OR Goodie Bags, OR Start/Finish Solid Arch.	Caps, OR Lanyards.	Towels, OR Water Bottles.
Tax Exemption Benefits for the Total Amount of Sponsorship	Yes	Yes	Yes



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Please return by hand, post email or fax to:

Ms. Lim Shiew Yuin(RAT RACE)

The Edge Communications Sdn Bhd

W3A06 Level 3A, West Wing, Metropolitan Square, No. 2 Jalan PJU 8/1, Damansara Perdana, 47820 Petaling Jaya, Selangor, Malaysia.

Tel: 03 7721 8000

Fax: 03 7721 8080

E: shiewyuin.lim@bizedge.com

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Reply Slip for Sponsorship Package

I/We accept and confirm the Sponsorship Package offered as below: *(Mark [x] in the relevant box provided)*

Sponsorship Package	Amount (RM)	Collateral Item Selected <i>(pls select only 1)</i>
<input type="checkbox"/> Gold	80,000	<input type="checkbox"/> Dinner <input type="checkbox"/> Goodie Bags <input type="checkbox"/> Start/Finish Solid Arch
<input type="checkbox"/> Silver	50,000	<input type="checkbox"/> Caps <input type="checkbox"/> Lanyards
<input type="checkbox"/> Bronze	30,000	<input type="checkbox"/> Towels <input type="checkbox"/> Water Bottles

Name : _____

Designation : _____

Company Name : _____

Address : _____

Tel : _____ Fax : _____

Email: _____

Cheques should be made payable to YAYASAN BURSA MALAYSIA.