

AFT International
SPORTS
FITNESS
FESTIVAL



A
PARTNERSHIP
INVITATION

16-17 August 2025



Kuala Lumpur

**Sustainable Planetary
Health Walkathon &
Hackathon**

ORGANISER



MEDIA PARTNERS



FESTIVAL IMPACT

3-TRACKS

Sports, Fitness & Health for All

Sustainable Planetary Health

Capacity Building via Media



THE PURPOSE



Be a part of a groundbreaking innovation challenge!

An impact program to find solutions together for our planet, working with communities across all layers of society, leaving no one behind.

What will we achieve?

Impact solutions for the sustainability of our planet.

Why?

Using the power of media advocacy, we foster a culture of inclusivity in empowering individuals from all walks of life to work together to create a more equitable future, benefit our planet and make sustainable choices.



MAKING IMPACT TOGETHER!

BENEFITS WHEN YOU PARTNER WITH US:

- **Pledge Your Brand to Make Impact:** Commit to promoting inclusiveness.
- **Engage Your Employees:** Offer your employees the opportunity to make a positive impact while fostering teamwork & creativity in problem solving for community.
- **Elevate Your Brand Visibility:** Gain significant exposure to a diverse audience through enhanced brand communication.
- **Make an Enduring Impression:** We believe in collaborations that strengthen our collective impact on society.



3 GOOD HEALTH AND WELL-BEING



Sponsors up to 20 youth beneficiaries to access sports for 12 months.

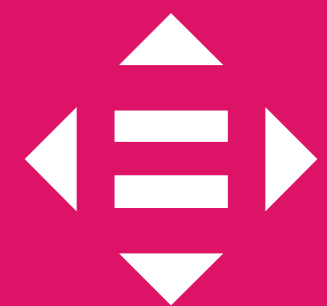
Build capacity to benefit up to 3 community groups.

11 SUSTAINABLE CITIES AND COMMUNITIES



Fight against Health Inequalities (HI) by empowering communities.

10 REDUCED INEQUALITIES



Your company can send employees to participate and be a part of the team.



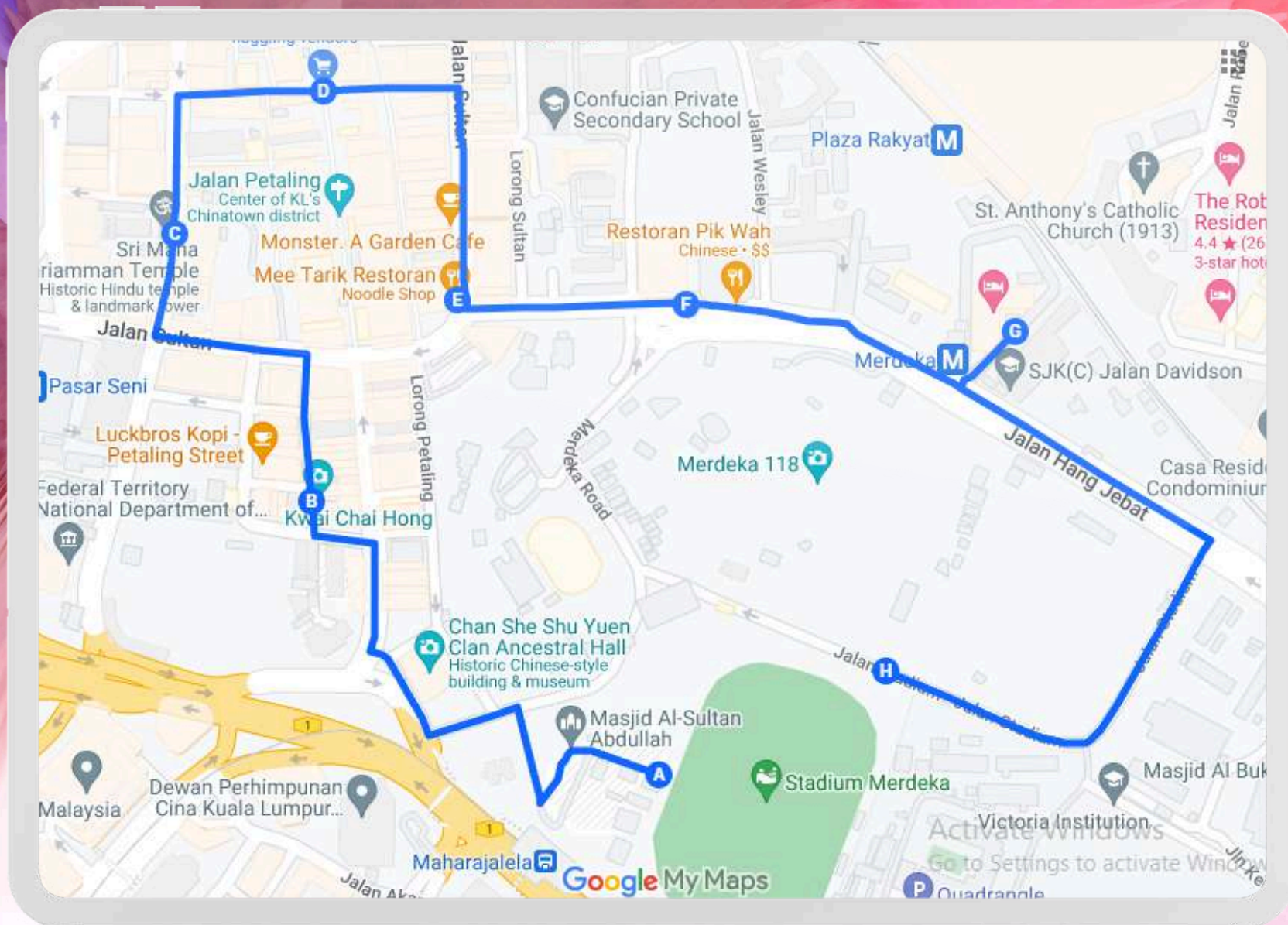
Benefits of Sponsorship

DAY ONE: WALKATHON PROGRAM*

<p align="center">Saturday, 16 August 2025 Kuala Lumpur*</p>	
<p align="center">9:00 AM - 10:30 AM</p>	<ul style="list-style-type: none"> • DJ & Warm Up • Welcome Speech • Group Networking
<p align="center">10:30 AM - 11:30 AM</p>	<ul style="list-style-type: none"> • Sports & Fitness Expo • Sports Try-outs • Teams Selection • Move8 Walk-a-Hunt Flag-off
<p align="center">11:30 AM - 1:00 PM</p>	<ul style="list-style-type: none"> • Lunch • Inclusion Open Mic & Concert

***PROPOSED**

3KM WALKING ROUTE*



EVENT: Move8 Walk-a-Hunt @ Merdeka 118 Precinct

DESCRIPTION: A 3KM walk to experience the city of Kuala Lumpur's Merdeka 118 Precinct, discovering stories behind local businesses and tourist attractions. Participants will be given a map and will "hunt" for clues to solve riddles to get to each of the 8 checkpoints.

DATE: Saturday 16 August 2025

LOCATION: Surrounding areas of Merdeka 118 Precinct:

- Jalan Panggong
- Jalan Sultan
- Jalan Hang Lekir
- Jalan Hang Jebat
- Jalan Stadium

***PROPOSED**

AFT International
SPORTS
FITNESS
FESTIVAL



Malaysia
Truly Asia



YOUTUBE.COM/@AFT-TV

SCAN TO REGISTER



In-person & Virtual

present

move &

VR

Walk-a-Hunt



**MENARA
MERDEKA 118
PRECINCT**



Supporting
Partners

MERDEKA 118

PNB Merdeka
Ventures

thinkCITY

STADIUM
MERDEKA
KUALA LUMPUR

THE 7KM WALKING ROUTE*



EVENT: Move8 Walk-a-Hunt @ Heritage Trails of KL

DESCRIPTION: An exciting 7KM self-guided walk around Kuala Lumpur's Heritage Trails working in collaboration with Kuala Lumpur City Hall's Sports, Tourism, Culture & Arts department. Participants will be thrilled with the challenge, while learning about Kuala Lumpur's rich history!

DATE: Sunday 17 August 2025

LOCATION: 10 Tangsi Tourism Information Centre

Surrounding areas of Kuala Lumpur's Heritage Trails.

***PROPOSED**

DAY TWO HACKATHON PROGRAM*

Sunday, 17 August 2025 Kuala Lumpur*

9:00 AM - 10:00 AM	<ul style="list-style-type: none"> • Keynote: Sustainable Planetary Health
10:00 AM - 12:00 PM	<ul style="list-style-type: none"> • Power of Storytelling - Capacity Building Workshop
12:00 PM - 2:00 PM	<ul style="list-style-type: none"> • Lunch and Learn - Sustainable Development Goals
2:00 PM - 4:00 PM	<ul style="list-style-type: none"> • Sustainable Planetary Health Hackathon Challenge
4:00 PM - 5:00 PM	<ul style="list-style-type: none"> • Final Pitch
5:00 PM - 6:00 PM	<ul style="list-style-type: none"> • Prize Presentation • Closing Ceremony

***PROPOSED**

WHO IS IT FOR?

TARGET AUDIENCE

University Students

Community Groups

Corporate Employees

DEMOGRAPHICS

IT & Creative Industry Faculties

Civil Society Organisations &
Changemakers

Corporate & Institutional partners



PARTICIPANTS **(Primary)**

Malaysia

300 participants
(in person)

International

30 participants
(live-streamed)

PURPOSE PARTNERS



MALAYSIA FEDERATION OF THE DEAF
<https://www.mymfdeaf.org/>



Malaysian Blind
Sports Association



Exercise
is Medicine[®]
Malaysia

YKPM Yayasan Kajian dan Pembangunan Masyarakat
"Building Fair Businesses for Fair Societies"

MARKETING STRATEGY

Public Relations

Editorials & Write-ups

Below the line (Street Billboards and Banners)

Digital Marketing (Social Media and Website Advertising, Email Blasts)

Partnerships with Government and Industry

Partnerships with Media & Social Media Influencers

Community Engagement, TVET, and University Involvement

Data Analysis (Google Analytics)

DIAMOND

MYR800,000

SPONSOR'S BENEFITS:

- Naming title & top positioning logo on backdrop
- Executive Producer titling for a Short Film Production valued at MYR250,000
- Outdoor Billboard package valued at MYR80,000
- ATL TV & Radio Advertising package MYR150,000
- Digital Advertising package valued at MYR100,000
- Video Production valued at MYR50,000
- Press conference host and VIP spokesperson
- Press release writing, translation (5 languages) and distribution services to APAC media (SINGAPORE, MALAYSIA, INDONESIA, AUSTRALIA/NZ) valued at MYR45,000.
- Vantage physical booth space 20' x 20' (6msq) with branded arch value MYR20,000.
- Leaderboard Banner Advertisement (3-months) in AsiaFitnessToday.com and AustraliaFitnessToday.com valued at MYR30,000.
- Logo on all marketing materials (flyers, website, promo videos, podcast mention).
- Analytics Report.

PLATINUM

MYR 450,000

SPONSOR'S BENEFITS:

- 1st tier logo on backdrop
- Outdoor Ads package valued at MYR100,000.
- ATL TV & Radio Advertising package MYR75,000
- Digital Advertising package valued at MYR50,000
- Press release writing, translation (5 languages) and distribution services to APAC media (SINGAPORE, MALAYSIA, INDONESIA, AUSTRALIA/NZ) valued at MYR45,000.
- Vantage physical booth space 20' x 20' (6msq) Expo value MYR20,000.
- MREC Box Advertisement Position 1 (3-months) in AsiaFitnessToday.com and AustraliaFitnessToday.com valued at MYR20,000.
- Logo on all marketing materials (flyers, website, promo videos, podcast mention).
- Analytics Report.

GOLD
MYR88,000

SPONSOR'S BENEFITS:

- 2nd tier logo on backdrop ATL (Outdoor/Radio)
- Outdoor Ads package valued at MYR25,000.
- Press release writing, translation (5 languages) and distribution services to APAC media (SINGAPORE, MALAYSIA, INDONESIA, AUSTRALIA/NZ) valued at MYR45,000.
- Physical booth space 10' x 10' (3msq) valued at MYR10,000.
- MREC Box Advertisement Position 2 (6-months) in AsiaFitnessToday.com and AustraliaFitnessToday.com valued at MYR25,000.
- Directory Listing (24-months) in AsiaFitnessToday.com and AustraliaFitnessToday.com valued at MYR3,000.
- Full-page advertisement in conference program valued at MYR10,000.
- Logo on all marketing materials (flyers, website, promo videos, podcast mention).
- Analytics Report.

SILVER

MYR55,000

SPONSOR'S BENEFITS:

- 3rd tier logo on backdrop
- ATL Digital Ads package valued at MYR10,000.
- BTL 50,000 A5 Flyers Ad package valued at MYR8,000.
- Press release writing and distribution services to MALAYSIA/SINGAPORE media valued at MYR8,000.
- Physical booth space 10' x 5' (1.5msq) valued at MYR6,000.
- MREC Box Advertisement Position 3 (6-months) in AsiaFitnessToday.com and AustraliaFitnessToday.com valued at MYR30,000.
- Directory Listing (24-months) in AsiaFitnessToday.com and AustraliaFitnessToday.com valued at MYR3,000.
- Half page advertisement in conference program valued at MYR6000.
- Logo on all marketing materials (flyers, website, promo videos, podcast mention).
- Analytics Report.

BRONZE

MYR33,000

SPONSOR'S BENEFITS:

- 4th tier logo on backdrop
- ATL Digital Ads package valued at MYR5,000.
- BTL 50,000 A5 Flyers Ad package valued at MYR5,000.
- Press release writing and distribution services to MALAYSIA/SINGAPORE media valued at MYR10,000.
- Physical booth space 10' x 5' (1.5msq) valued at MYR10,000.
- Brand positioning with logo on all marketing materials (flyers, website, promo videos).
- Analytics Report.
- **Plus! Corporate Teambuilding & Inclusive Journeying with Community Groups**
- Empower your employees to be Fit for Good.
- 30 employee participant slots to join the 3KM Move8 Walk-a-Hunt!
- 10 persons from a community group to walk together.
- Delicious team lunch and a group photo session.
- Finisher T-shirt



CRYSTAL

MYR16,500

SPONSOR'S BENEFITS:

- BTL 10,000 Flyers Ad package valued at MYR4,000.
- Premium Expo Booth valued at MYR4,000 that includes:
- 6' x 6' (2msq) display space with Table, Chair & Branded Banner
- Brand positioning with logo in all marketing materials (flyers, website, promo videos)

Plus! Corporate Teambuilding & Inclusive Journeying with Community Groups

- Empower your employees to be Fit for Good.
- 15 employee participant slots to join the 3KM Move8 Walk-a-Hunt!
- 5 persons from a community group to walk together.
- Delicious team lunch and a group photo session.
- Finisher T-shirt

SPONSOR A COMMUNITY GROUP

MYR5,000

RETURN OF INVESTMENT

- Empower one Community Group to join the Walkathon & Hackathon challenge.
- One group of 8 pax will join!
- Delicious team lunch and a group photo session.
- Finisher T-shirt with your logo

CONTACT US

Event Secretariat:

Go International Group Dotcom Sdn Bhd.

Malaysia - Customer Service Tel / WA: +6011 6332 0288

Australia - Customer Service Tel / WA: +61426381741

www.gointernationalgroup.com | www.sportsfitnessfestival.com

NIKKI YEO co-founder/impact producer

HP: +6012 9898 288 EMAIL: nikkiyeo@gointernationalgroup.com

EVONNE YAP project consultant

HP: +60 17 878 6204 EMAIL: evonneyap@gointernationalgroup.com

JASMINE LOW co-founder/producer/director

HP: +61426 381741 EMAIL: jasminelow@gointernationalgroup.com

BELONGING
INCLUSION
DIVERSITY
EQUITY





BELONGING

INCLUSION

DIVERSITY

EQUITY



A FITNESS TODAY

A Fitness Today News Network

www.afitnessstoday.com