



Sustainable Planetary Health

HACKATHON



move



VR

Walk-a-Hunt

16 August 2025
15 & 16 November 2025
18 January 2026



Kuala Lumpur

ORGANISER



BENEFICIARY & CO-ORGANISER



MEDIA PARTNERS



Festival Impact

3-Tracks



Discovery Walkathon for All



Sustainable Planetary Health
Hackathon



Immersive Film Production

(separate proposal)



Making Impact Together!

PARTNER WITH US TO:

- **Make an Impact in Community:** Promoting inclusiveness.
- **Engage Employees:** Offer employees the opportunity to make an impact while fostering teamwork & creativity in problem solving for community.
- **Elevate Brand Visibility:** Gain exposure with impact stories.
- **Make an Enduring Impression:** We believe in long-term collaborations that strengthen our collective impact on society.



Partner: Malaysian Blind Sports Assoc.
2023-2025 AFT Int'l Sports Fitness Festival



Impact & Benefits

Sponsorship Programme



3 GOOD HEALTH AND WELL-BEING



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

Engage employees from your workplace to participate and make impact as changemakers.



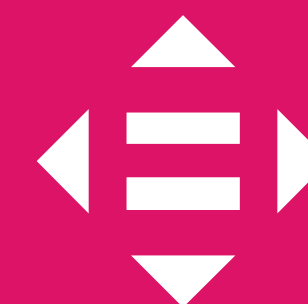
Build capacity to benefit up to 3 community groups.

11 SUSTAINABLE CITIES AND COMMUNITIES



Fight against Health Inequalities (HI) by empowering communities.

10 REDUCED INEQUALITIES



Who is this for?

Target Audience

PARTICIPANTS

University Students

Community Groups

Corporate Employees

DEMOGRAPHICS

IT & Creative Industry Faculties

Civil Society Organisations &
Changemakers

Corporate & Institutional partners



Track One

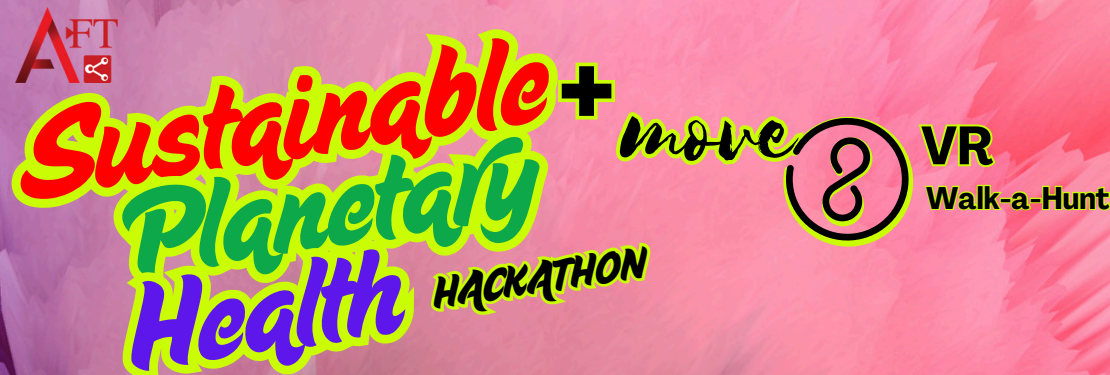
Walkathon Programme*



ANYONE CAN MOVE IT
MOVE8.ORG



by AFitnessToday.com



Campaign Launch

Walkathon Programme*

Saturday, 16 August 2025 Stadium Merdeka	
9:00 AM - 1:00 PM	<ul style="list-style-type: none">• Warm Up / Welcome Speech• Breakfast / Move8 Walk with Corporate Group Flag-off• Lunch
2:00 PM - 4:00 PM	<ul style="list-style-type: none">• ONLINE VIA LIVE STREAM (YOUTUBE.COM/@AFT-tv)• Launch of AFT International Sustainable Planetary Health Hackathon
6:00 PM - 8:00 PM	<ul style="list-style-type: none">• Merdeka Reflections" Interactive Zone. Live Vox Pops Filming of "What Merdeka Means to Me" short film.• Educational Booths• Record Attempt: 1 Million Steps around Stadium Merdeka!

***PROPOSED**

Walkathon Participants

Growth & Outreach

In-person in Malaysia

1,200 visitors (18 Jan 2025) ✓

**Projected 500 visitors
(16 Aug 2025)**

**Target 1,500 visitors
(18 Jan 2026)**

Virtual in Asia Pacific

10,000 viewers (Year 1) ✓

Online via YouTube Live on media partner websites such as Tourism Malaysia, RTM/TV3, Astro, AFT News Network.

Target 30,000 viewers (2026)



PRESENTED BY



16
Aug '25

&

18
Jan '26

SCAN TO RSVP



move & VR Walk-a-Hunt



WARISAN
Kuala Lumpur
HERITAGE

SPORTSFITNESSFESTIVAL.COM/RSVP

7KM

Walking Route*



EVENT: Move8 Walk-a-Hunt @ Warisan KL Heritage

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

DATE: Sunday 18 January 2026

LOCATION: Starting from 10 Tangsi Tourism Information Bureau walking to surrounding heritage attractions in Kuala Lumpur

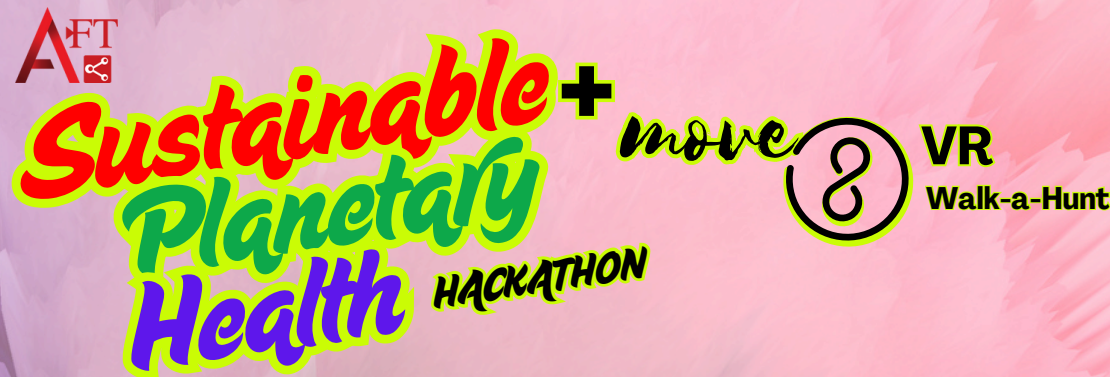
***NEW**

Track Two

Hackathon Programme*



Sustainable Planetary Health HACKATHON



The Purpose

Not just any event, but a sustainable programme.

Be a part of a groundbreaking innovation challenge! An impact hackathon 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.



Partner: MySkills Foundation
2025 AFT Int'l Sports Fitness Festival





Hackathon Grand Finals

Hackathon Programme*

16 & 17 November 2025 Kuala Lumpur*	
9:00 AM - 10:00 AM	<ul style="list-style-type: none">• Keynote: The What & Why of 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 - United Nations' 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 (Top 10 teams, 5-minutes each)
5:00 PM - 6:00 PM	<ul style="list-style-type: none">• Prize Presentation• Closing Ceremony

***NOTE - TOP WINNERS WILL BE ANNOUNCED & AWARDED ON 18 JANUARY 2026**

Hackathon Participants

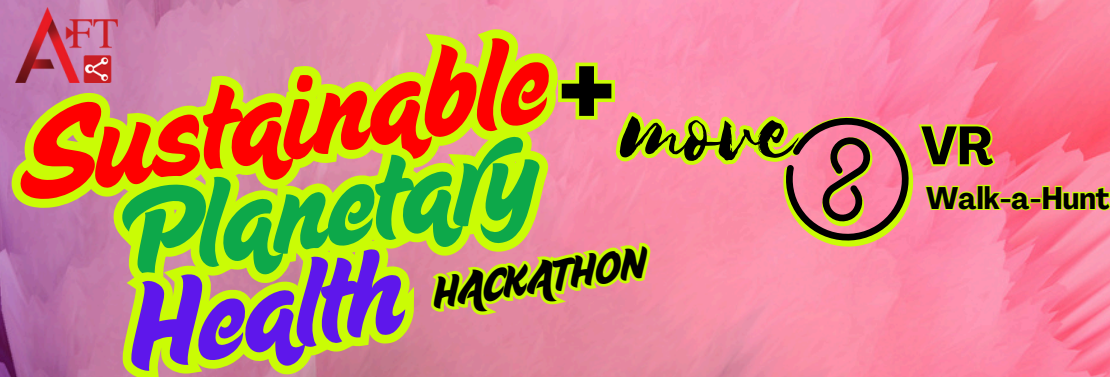
Growth & Outreach

In-person in Malaysia

**300 participants
(in-person, November 2025)**

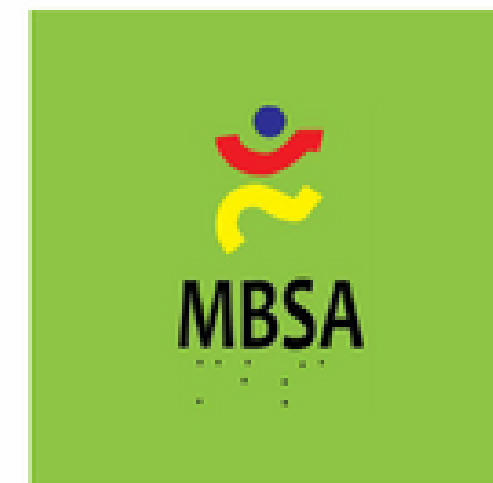
Virtual in Asia Pacific

**30 participants
(virtual, November 2025)**



Purpose Partners

Programme beneficiaries

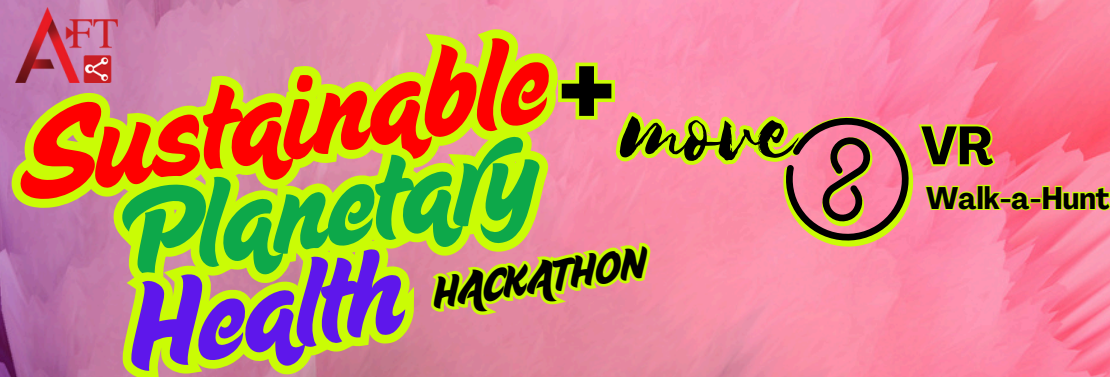


Malaysian Blind
Sports Association

Marketing Strategy

Strategic Public Relations Plan
Media Partnerships
Institutional Partnerships (Government, CSOs and Industry)
Corporate Partnerships (CSR and Workplace Engagement)
Community Engagement (TVET, Colleges & Universities)

Above the line (Television & Radio)
Digital (Social Media & EDMs)
Below the line (Street Banners & Billboards)
Data Analysis (Google Analytics)



Contact us

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Event Secretariat

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Official festival website: www.sportsfitnessfestival.com

BELONGING
INCLUSION
DIVERSITY
EQUITY





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Thank you.