

# Mind Matters Rally 2.0

Embrace, Empower, Evolve | Uniting for Mental Wellness!

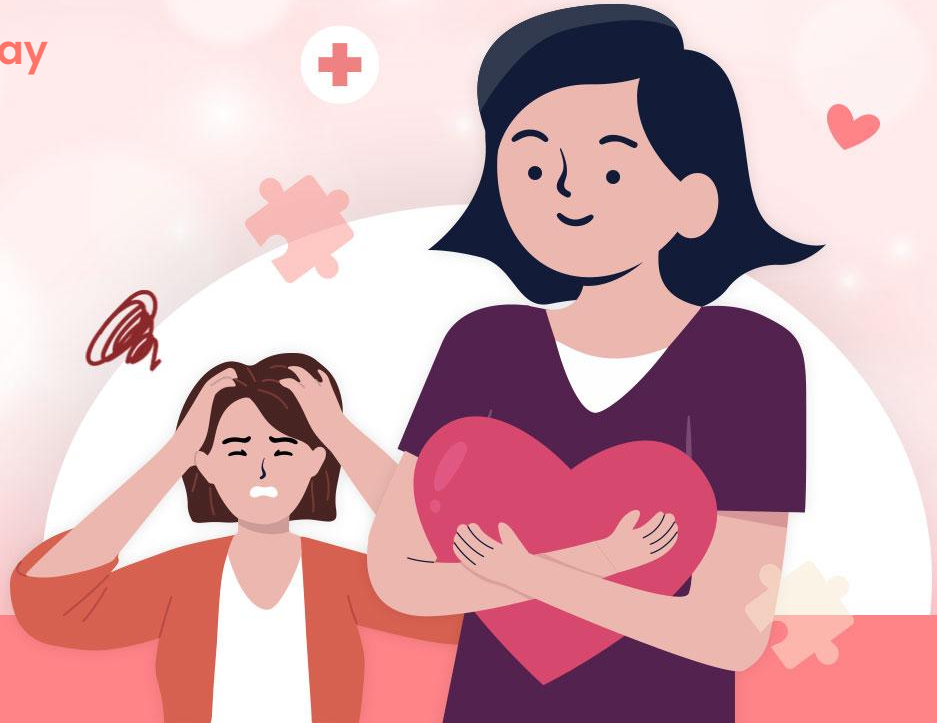
In-conjunction with World Mental Health Day



5th October 2024 *(Proposed Date)*



Brickfields Asia College



# Event Brief

Event Title: **Mind Matters Rally 2.0**

**Theme:** Embrace, Empower, Evolve - Uniting for Mental Wellness!

**Proposed Date:** **5th October 2024, Saturday** *(In conjunction with World Mental Health Day, 10th Oct 2024)*

**Time:** 10am - 5pm

**Venue:** Brickfields Asia College

**Target Participants:** Parents, Teenagers & Kids (300pax - 500pax)

**Event Type:** Ticketing based Event

**Launching VIP:** Minister/Deputy Minister of Health / Higher Education / Women, Family and Community Development

**Organised by:**

**malaysiakini**  
news and views that matter



**Co Partners:**



**Event Organiser:** *kiniEvents*

[Mental Health Awareness Convention 2023](#)



# The Problem

## A child's mind matters

**1 in 6**  
**children**

in Malaysia experience  
mental health  
problems



The burden of mental health  
problems among children has  
**doubled** since 2019

**46%** have **peer problems**

- find it difficult to play with other kids
- have no good friends
- are bullied by other children
- are not liked by other children
- get along better with adults



**25%** have **conduct problems**

- often have tantrums
- often disobey instruction
- often lie or cheat
- often have stealing habits
- often fight with other children



**17%** have **emotional problems**

- often complain of headaches
- tend to worry a lot
- are often unhappy
- are often nervous or clingy
- tend to be easily scared



**8%** have **hyperactivity problems**

- are often restless
- are often fidgety
- are easily distracted
- tend to have short attention spans
- tend to be impulsive



*Key findings from the National Health and Morbidity Survey 2023*

Alarming Rise in Mental Disorders in  
Malaysia

A million Malaysians aged 15+ struggle with  
depression (NHMS 2023)

The number of people with depression had  
doubled from 2019 to 2023



## Event Goals

### **Raise awareness and understanding**

of mental health issues affecting children, teens and families.



### **Promote open communication**

and empower parents and teens to support each other's mental wellbeing



### **Celebrate resilience** and

foster a sense of community for those navigating mental health challenges.



**Parents Track & Teen Track**  
**Breakout session**  
**Professional Mental Health Experts**

**Workshop & Panel Power**  
**Parents & Teen Powerup**

## What's in the Rally? (Event Activities)

**Chill Out Oasis**  
**Guided Meditation**



**Interactive Zones**  
**The Brain Bazaar**  
**Mindful Marketplace**  
**The Quiz Corner**  
**Screening & Assessment**



**Group Therapy**  
**Safe space sharing**



# Tentative Program

**5th October 2024**  
(Saturday) (9am-5pm)

(Target **300-500pax**)

9:00 AM	<b>Registration + Engagement Space</b> (Light Refreshment)
10:00 AM	<b>Introduction by Emcee</b>
10:05 AM	<b>Welcome Remarks</b>
10:10 AM	<b>Opening Speech</b> by Guest of Honour Minister/Deputy Minister
10:20 AM	<b>Opening Keynote:</b> The Importance of Mental Health & Scoops
10:40 AM	<b>Panel Session 1: Strategies for Coping with Mental Health Challenges</b> (tbc)
11.50 AM	<i>Commercial Slot</i>
<b>12.00 PM</b>	<b>Lunch + Networking + Engagement Space</b> (TVCs)
2:00 PM	<b>Mindfulness Activity:</b> Meditation Session (Guided meditation led by a mindfulness practitioner)
3.05 PM	<b>Breakout Activity (Parents Track &amp; Teen Track)</b>
3.20 PM	<b>Panel Session 2: Peer Pressure, Bullying, and Bystander Intervention- What Parents need to know?</b> (tbc)
4:20 PM	<i>Commercial Slot</i>
4:30 PM	<b>Mental Health Interactive Checklist</b> (Kahoot/Games & win prizes)
4.45 PM	<b>Closing Remarks + Networking + Engagement Space</b>



# Publicity Plan & Partnership Entitlements



## Event Publicity (A&P Inventories)

**Pre-Event** (3 Months: Aug-Oct 2024)

**Event Website:** Mind Matters Rally 2.0

(Reference: <https://kini.events/mental-health-matters/>)

### Press Releases

Publication: Malaysiakini: **FB, LI, X, IG (8 Posts)**

Malaysiakini (Desktop & Mobile): **Branded Content / Announcement (2 Weeks)**

### Event-Promo Video

Publication: Malaysiakini & Others Media: **FB, LI, X, IG (8 Posts)**

Malaysiakini (Desktop & Mobile): **Balloon Rectangle & Medium Rectangle (2 Weeks)**

### Online Banners

Total: **1 mil Impressions**

Malaysiakini & Others Media: **(Desktop) Billboard/LeaderBoard + (Mobile) Medium Rectangle**

### SocMed Posting: Event Promo e-Posters (EN)

Total **20 Postings**

Pages: Malaysiakini, Co-Partners Others Media: **FB, LI, X, IG**

### Email Blasting

Total: **4 EDMs** (>30,000 emails)

Database: Malaysiakini & Co-Partners: **Youth & Mass Database**





## Event Publicity (A&P Inventories)

**During-Event** (1 Day : October 2024)

### Exhibition Booths

- Engagement Activities

**Photo Wall** during Event

\*Photo session & Media interview spot

### Series of Panel Discussions

### Media Reporting

- Article Interview (Organiser, VIPs, Venue Partner, Speakers, Sponsors)
- Video Interview (Organiser, VIPs, Venue Partner, Speakers, Sponsors)
- Live-Social Media Posting on Malaysiakini: **FB, LI, X, IG**

**Feedback Form / Surveys & Quizzes** for Attendees

**Goodies Bags** for Attendees (TBC)

## Event Publicity (A&P Inventories)

**Post-Event** (2 Weeks: Oct/Nov 2024)

### Post-Press Release (EN)

Publication: Malaysiakini: **FB, LI, X, IG (5 Posts)**

Malaysiakini (Desktop & Mobile): **Branded Content /**

**Announcement (1 Week)**

### Event-Highlight Video (1 Video) (2-3 min, EN)

Publication: Malaysiakini: **FB, LI, X, IG (5 Posts)**

Malaysiakini (Desktop & Mobile): **Balloon Rectangle & Medium**

**Rectangle (1 Week)**

### SocMed Posting: **Event Photo Gallery**

Total **10 Postings** (2 Weeks)

Pages: Malaysiakini: **FB, LI, X, IG**

### Post-Email Blastings (EN)

Total: **1 EDM** (30,000 emails per blast)

Targeting Emails: Malaysiakini **Youth & Subscribers Database**



# Supporter Sponsor

**RM15,000**

**Value Worth (Part 1) RM35,000**  
**(ROI: 2.3x)**

## Part 1: Event Entitlements for Supporter Sponsor

(Total Worth: RM35,000)

- **10 Entry Tickets**
- **1 Engagement Space** at event venue during convention
- **Corporate Video (2 min)** to plays during registration, coffee breaks, lunch, networking session
- **Brand mention** by Emcee, Organisers, Moderator during the convention
- **Branding Items (Third Tier)** on A&P inventories for Pre-During-Post event  
(Refer slides 8-9 for A&P inventories)



# Gold Sponsor

RM25,000

Value Worth (Part 1 + 2)

RM95,000

(ROI: 3.8x)

## Part 1: Event Entitlements for Gold Sponsor

(Total Worth: RM75,000)

- **20 Entry Tickets**
- **1 Engagement Space** at event venue during convention
- **Corporate Video (2 min)** to plays during registration, coffee breaks, lunch, networking session
- **Brand mention by Emcee, Organisers, Moderator** during the convention
- **Branding Items (Second Tier)** on A&P inventories for Pre-During-Post event (Refer slides 8-9 for A&P inventories)

## Part 2: Media Ads Inventories

(Worth RM20,000) (Utilisation period until 31st Dec 2024)

- **1 x Article: Write-up & Publication**  
Malaysiakini (Desktop & Mobile) Announcement / Branded Content (1 Week)
- **3 x Social Media Postings**  
Pages: Malaysiakini FB, IG, X, Tik Tok



# Platinum Sponsor

**RM50,000**

**Value Worth (Part 1 + 2)**

**RM250,000**

**(ROI: 5x)**

## Part 1: Event Entitlements for Platinum Sponsor

(Total Worth: RM200,000)

- **50 Entry Tickets**
- **Speaker slot in 1 Panel Discussion / commercial slot** during convention
- **1 Engagement Space** at event venue during convention
- **Corporate Video (2 min)** to plays during registration, coffee breaks, lunch, networking session
- **Brand mention by Emcee, Organisers, Moderator** during the convention
- **Branding Items (Top-Tier)** on A&P inventories for **Pre-During-Post event** (Refer slides for A&P inventories)
- **Participants Contact Database**  
(The contact database of participants will be co-owned by event organisers, venue partner & selected sponsors after obtained approval from the participants -apply PDPA disclaimer)

## Part 2: Media Ads Inventories

(Worth RM50,000) *(Utilisation period until 31st Dec 2024)*

- **2 x Articles: Write-up & Publication**  
Malaysiakini (Desktop & Mobile) Announcement / Branded Content (**2 Weeks**)
- **10 x Social Media Postings**  
Pages: Malaysiakini FB, IG, X, Tik Tok



# THANK YOU

## CONTACTS

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