

KITA MALAYSIA



Partnership Proposal

#KitaMalaysia

#WiraKita

#GenCelik

Organised by

malaysiakini kiniEvents

Supported by (TBC)

Kementerian Komunikasi, Kementerian Perpaduan, Kementerian Pendidikan





Mempromosikan usaha individu dalam menjadikan **Malaysia negara yang bangkit dalam semangat kekitaan.**

Semangat membantu antara rakyat dan bangsa Malaysia **memupuk inspirasi 'Wira Kita' tanpa mengira kaum & latar belakang**

Memupuk perjalanan sentimen dari **perpaduan, ke pembangunan bersama, semangat patriotisme dan cinta negara.**

Logo



Laman Web

www.kitamalaysia.com

Media Sosial



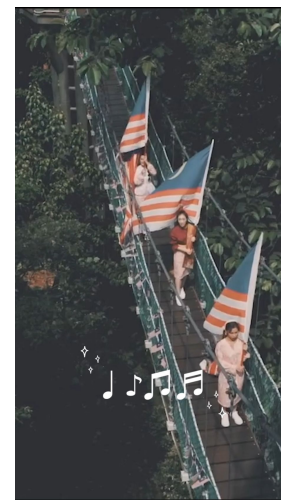
Hashtags

#KitaMalaysia #WiraKita #GenCelik

Merchandise

T-shirt, Charms, Badges, Beg Tote, dll

Video Muzik
Kita Malaysia
oleh "Color of Voices"



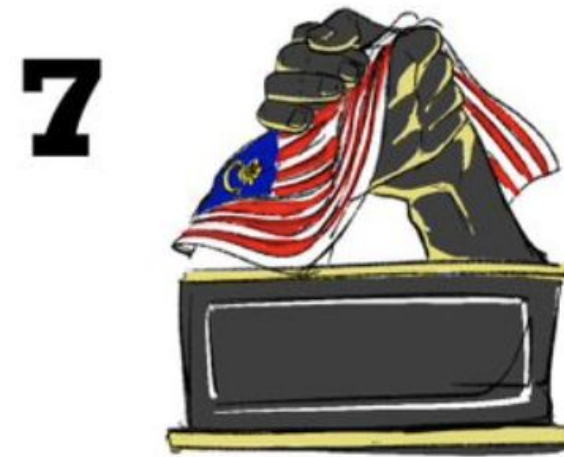
Jingle
Lirik



Music Video Semangat Wira by "Ziana Zain"



Music Video Kita Semua Wira by "Faizal Tahir"



Diperbuat daripada bahan yang boleh dikitar semula

Ogos - September 2024

Pelancaran #KitaMalaysia #WiraKita

- Pelancaran Kempen **Sidang Media**
- Pelancaran **Kempen TikTok**
- Aktiviti #1: **Pencalonan #WiraKita**
(>50-100 calon)
- Aktiviti #2: **Pertandingan Pengucapan Awam #KitaMalaysia** di Sekolah Rendah
(3 sesi)

Oktober 2024

Pengundian & PENGHAKIMAN

- Aktiviti #1: **Pengundian Publik #WiraKita**
(>3,000 undi)
- Aktiviti #1: **Sesi Juri #WiraKita**
- Aktiviti #2: **Pertandingan Pengucapan Awam #KitaMalaysia** di Sekolah Rendah (1 sesi)

November 2024

Majlis Penyampaian

- Aktiviti #1: **Penyampaian Anugerah Pemenang #WiraKita**
(Peringkat Negeri & Nasional)
- Aktiviti #2: **Penyampaian Ucapan #KitaMalaysia** oleh Pemenang Murid Sekolah Rendah

Menghargai **rakyat Malaysia** yang telah membuat **perubahan besar dalam komuniti** dengan melakukan kerja ikhlas tanpa mendapatkan penghargaan daripada orang sekeliling.

Lee Weng Foong



Anjala Devi



Rose Afdayanti Nasir



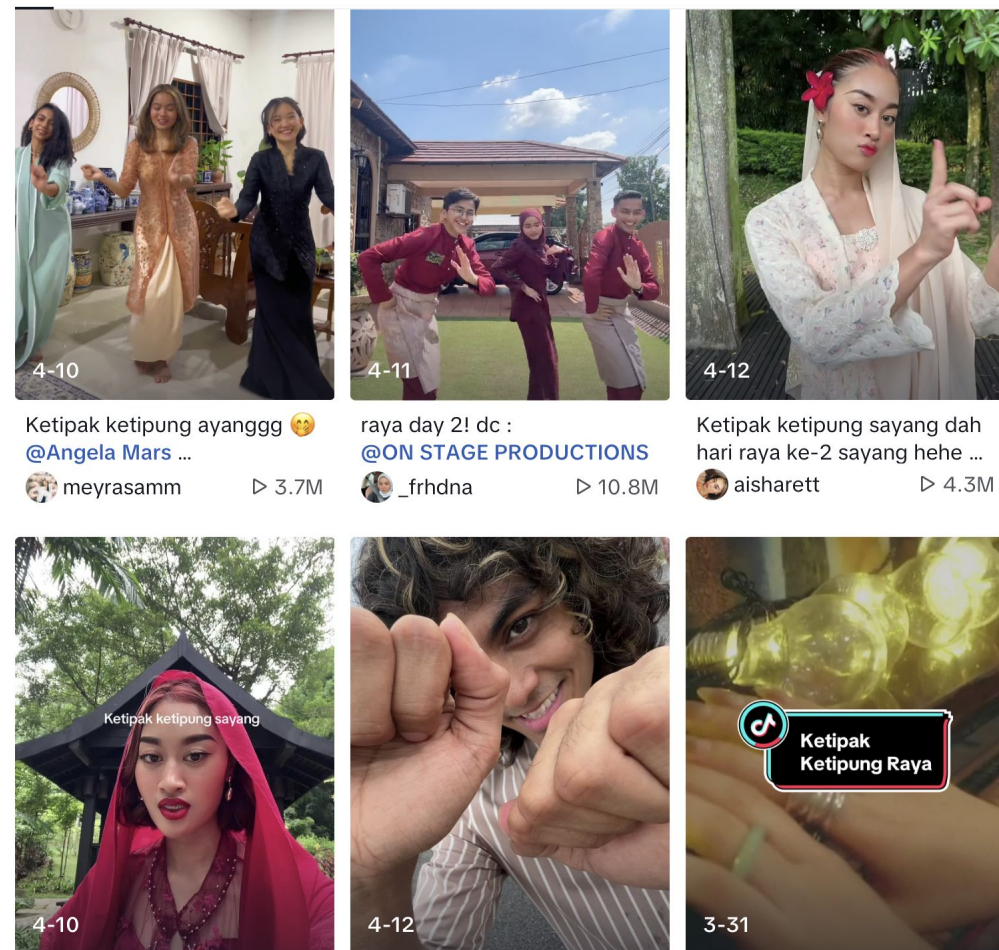
Tarihing Masanim



Aktiviti #1: Pencalonan #WiraKita

Kempen: Cabaran TikTok
menampilkan Lagu Tema: Kita Malaysia

Julai - September



Menentukan Pemenang #WiraKita Peringkat Negeri & Nasional

Oktober



Penganugerahan #WiraKita Peringkat Negeri & Nasional

November



Event Title:	Pertandingan Pengucapan Awam #KitaMalaysia (Bertemakan Perpaduan & Semangat <i>Kekitaan</i>)
Main Organisers:	Malaysiakini & KiniEvents
Partnership Title:	"Platinum Sponsor/Partner" (<i>Customisable</i>)
Supporting Partner (<i>TBC</i>):	Kementerian Pendidikan, Kementerian Komunikasi, Kementerian Perpaduan,
VIP Guests (<i>TBC</i>):	Menteri/Timbalan Menteri Pendidikan/Komunikasi/Perpaduan EXCO Pendidikan/Perpaduan Negeri, Pengarah/Pegawai Pendidikan/Perpaduan Negeri
Campaign Period:	Aug - Dec 2024 & March - September 2025 (12 months)
Total Sessions:	6 Sessions (2024) & 6 Session (2025) (1 session x 5 schools)
Participants:	Primary & Secondary Schools (Nationwide) (10 - 17 years old)
Total Participants:	150 Students (6 sessions 2024) & 150 Students (6 sessions 2025) (25 participants per session)
Language:	Bahasa Melayu
Locations:	Sekolah Rendah Kebangsaan & Jenis Kebangsaan (C)/(T) (2024 : 6 Sessions : Klang Valley, Penang/Perak, N.Sembilan/Johor) (2025: 6 Sessions: Pahang/Kelantan/Terengganu, Sabah/Sarawak)
Prizes:	Customized trophy engraved with Sponsor's logo & Cash Prizes

**CTA Insertion:*

Give away merchandise/ products/services by Sponsor/Partner

#GenCelik - Senarai Sekolah (cadangan)

STATE	SCHOOL	ADDRESS	TOTAL STUDENTS
Kuala Lumpur	Sekolah Kebangsaan Bukit Bandaraya	SK Bukit Bandaraya,, Jalan Bangkung, Taman 1 59100 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur	1,312
	Sekolah Kebangsaan Setiawangsa	SK Bukit Bandaraya,, Jalan Bangkung, Taman 1 59100 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur	2,378
	Sekolah Kebangsaan Kiaramas	Persiaran Dutamas, Dutamas, 50480 Kuala Lumpur Wilayah Persekutuan Kuala Lumpur	1007
	Sekolah Jenis Kebangsaan (Cina) Choong Wen	Bt 4 1, 2, Old Klang Rd, 58100 Kuala Lumpur, Federal Territory of Kuala Lumpur	2042
	Sekolah Jenis Kebangsaan (C) La Salle乐聖	10, Jl. 2/149, Bandar Baru Sri Petaling, 57000 Kuala Lumpur, Federal Territory of Kuala Lumpur	1713
	Yoke Nam National Type (Chinese) Primary School	Jalan Hujan Emas 6, Taman Overseas Union, 58200 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur	1,843
	SJK (C) Tai Thung大同	Salak South, 57100 Kuala Lumpur, Federal Territory of Kuala Lumpur	667
	Sekolah Kebangsaan Seri Indah	58200, 2-12, Jalan Hujan Bukit, Taman Overseas Union, 58200 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur	1453
	Sekolah Kebangsaan Taman Melawati 2	Jalan Taman Melawati, Taman Melawati, 53100 Kuala Lumpur, Selangor	1,893
Petaling Jaya	SJK (T) Vivekananda விவேகானந்தர் தமிழ்ப்பள்ளி	Jalan Templer, Seksyen 8 Petaling Jaya, 46050 Petaling Jaya, Selangor	780
	Sekolah Kebangsaan Assunta Satu	34, Jalan Assunta 4/52, Seksyen 4, 46050 Petaling Jaya, Selangor	1074
	Sekolah Kebangsaan Petaling Jaya	Jalan Masjid 3/69, Seksyen 3 Petaling Jaya, 46000 Petaling Jaya, Selangor	1200
	SJK(C) Sungai Way	no. 116, Jalan SS 9a/1, Seri Setia, 47300 Petaling Jaya, Selangor	646
	Sekolah Kebangsaan Kampung Tunku	Jln SS 1/11, Kampung Tunku, 47300 Petaling Jaya, Selangor	1184
	Sekolah Kebangsaan Assunta Dua	34, Jalan Assunta 4/52, Seksyen 4, 46050 Petaling Jaya, Selangor	878
Subang	Sekolah Kebangsaan Subang Jaya	5, Jalan SS 14/6, Ss 14, 47500 Subang Jaya, Selangor	989
	Sekolah Sri UCSI, Subang	Jalan SS 13/4, Subang Jaya Industrial Estate, 47500 Subang Jaya, Selangor	1653
	Sekolah Kebangsaan Seri Selangor	Jalan USJ 4/2, Usj 4, 47600 Subang Jaya, Selangor	828
	Sekolah Kebangsaan Dato' Onn Jaafar	Kompleks Sekolah Wawasan, USJ 15, Persiaran Kewajipan, Usj 14, 47630 Subang Jaya, Selangor	1254
	SK Sri Subang Jaya	Ss 14, 47500 Subang Jaya, Selangor	1134
	Sekolah Kebangsaan Seafield	Jalan USJ 6/3, Usj 6, 47610 Subang Jaya, Selangor	976

Puchong	Sekolah Menengah Kebangsaan Puchong	Jalan Puchong Batu 14, Bandar Puchong Utama 47100 Puchong, Selangor	2939
	Sekolah Kebangsaan Saujana Puchong	JALAN SP 1/1, JALAN, Taman Saujana Puchong 47110 Puchong, Selangor	1545
	Sekolah Kebangsaan Pusat Bandar Puchong (1)	Jalan Wawasan 2, Pusat Bandar Puchong, 47100 Puchong, Selangor	2674
	Sekolah Kebangsaan Puchong Utama 2	Jalan Puchong Utama 9/5, Taman Puchong Utama 47100 Puchong, Selangor	1139
	Sekolah Kebangsaan Puchong Utama	Jalan 12/1, Taman Puchong Utama, 47100 Puchong, Selangor	1349
	Johor (Aug - week 3)	SK Taman Skudai Baru	Jalan Nakhoda 20, Taman Ungku Tun Aminah, 81300 Skudai, Johor
SK. Mohd Khir Johari Johor Bahru		Jalan Sekolah, Kampung Melayu Majidee, 81100 Johor Bahru, Johor	987
Sekolah Jenis Kebangsaan (T) Taman Tun Aminah		Jalan Perkasa 1, Taman Ungku Tun Aminah, 81300 Johor Bahru, Johor	1453
SK Taman Universiti 1		Jalan Penyiaran, Taman Universiti, 81300 Skudai, Johor	956
Sekolah Jenis Kebangsaan (C) Kuo Kuang		Batu 8 1/2, Skudai Hwy, Taman Ungku Tun Aminah, 81300 Skudai, Johor	834
SK Taman Universiti 2		Jalan Perubatan 12, Taman Universiti, 81300 Skudai, Johor	1297
SK Taman Tun Aminah		2, Jalan Pahlawan 4, Taman Ungku Tun Aminah, 81300 Skudai, Johor	1453
Penang (nearest USM) (Sept - week 4)	SK Sungai Gelugor	Jalan Sultan Azlan Shah, Kampung Gelugor, 11700 Gelugor, Pulau Pinang	1187
	SK Minden Heights	Cangkat Minden Jalan 13, Minden Heights, 11700 Gelugor, Pulau Pinang	922
	Sekolah Jenis Kebangsaan (T) Subramaniya Barathee	Exit Changkat Minden Jln 1, 11700 Gelugor, Pulau Pinang	677
	Sekolah Kebangsaan Sungai Nibong	Jalan Sultan Azlan Shah, Kampung Sungai Nibong, 11900 Gelugor, Pulau Pinang	1733
	Sekolah Jenis Kebangsaan (Cina) Min Sin	86, Jalan Tun Dr Awang, Bukit Jambul, 11900 Lada Lempeng, Pulau Pinang	766
	Sekolah Kebangsaan Bukit Gambir	Jalan Cangkat Minden 1, 11700 Gelugor, Pulau Pinang	832
	Sekolah Kebangsaan Bukit Gelugor	Jalan Yeap Chor Ee, 11700 Gelugor, Pulau Pinang	923
Sekolah Kebangsaan Bayan Baru	Lorong Mahsuri 7, Bayan Baru, 11950 Bayan Lepas, Pulau Pinang	935	

Bulan	Negeri (tbc)
Ogos 24	Johor x 1 session
September 24	Lembah Klang x 2 sessions
Oktober 24	Penang x 1 session
Feb-Sept 2025 (6 Sesi)	N.Sembilan/Melaka Pahang/Kelantan/Terengganu Sabah/Sarawak

Masa	Agenda (Draft, subjek kepada pertukaran)
9.00am - 9.05m	Ucapan Pembukaan
9.05am - 9.10am	Ucapan Alu-aluan oleh Guru Besar
9.10am - 9.30am	Ucapan Perasmian oleh Menteri/Pengarah/EXCO
9.30am - 12.00pm	Acara Pertandingan
12.00pm - 12.30pm	Sesi Hadiah
12.30pm - 1.00pm	Upacara Penutup

Pemenang & Hadiah (tbc):

- 10 Pemenang Setiap Sekolah
 - Tempat 1: RM700 & Trofi
 - Tempat 2: RM400 & Trofi
 - Tempat 3: RM200 & Trofi
 - Sagu Hati (2 pax): RM50 & Trofi
- Pemenang (Tempat #1) dari setiap sekolah akan mempersembahkan ucapan mereka di Anugerah #WiraKita.

Juri (Proposed, tbc):

- Tetamu VIP
- Pengarah/Pegawai Pendidikan/Perpaduan
- Guru Besar / Cikgu
- Wakil from Sponsor/Partner

Pre-Event Preparation:

- KiniEvents will communicate & liaise with selected schools authority, ministry, state government & invite VIP guests
- Identify students to participate in the speech competition
- Prepare scoring card and liaise with the judges

During-Event Publicity:

- **Event crews** from KiniEvents to run the event (refer Agenda) at schools
- **Mkini & KiniTV Writer & Video Crews** will attend and do event reporting & interviews (Partner Rep, Guru Besar, VIP guest, students participants)
- Event **SocMed Live-Reporting** across Mkini, KiniTV, partner SocMed pages
- Engagement booth and speaker slot for partner at the schools

Post-Event Publicity:

- **Publication of Post-Event Press Release & Highlight Video** across Mkini, KiniTV, partner Websites & SocMed pages
- Insert CTA (url links) in the Article & Video:
 - Kita Malaysia website
 - Partner website
 - #WiraKita nomination & public voting
- **Post Event Report** will be shared to partner within 1 month after each event session

Pre-Event (Aug - Nov 2024)

Event Website: Kita Malaysia

**Sponsor's title & logo placement with hyperlink*

Press Releases (2 Articles) (EN)

Publication: Malaysiakini, Partners: **FB, LI, X, IG (10 Posts)**

Malaysiakini (Desktop & Mobile): **Branded Content & Announcement (4 Weeks)**

**Sponsor's brand mention*

Event-Promo Video (2 Videos) (1-2min, EN & BM)

Publication: Malaysiakini, Partners: **FB, LI, X, IG (10 Posts)**

Malaysiakini (Desktop & Mobile): **Balloon Rectangle & Medium Rectangle (4 Weeks)**

**Sponsor's title & logo placement*

Online Banners (EN & BM)

Total: **3 mil Impressions**

Malaysiakini & Media Partners website: **(Desktop) Billboard + (Mobile) Medium Rectangle**

**Sponsor's title & logo placement*

SocMed Posting: Event Promo e-Posters (EN, BM, CN)

Total **30 Postings**

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

**Sponsor's #hashtag, tag & CTA URL insertion in SocMed caption*

Email Blastings (EN)

Total: **6 EDMs** (30,000 - 50,000 emails per blast)

Malaysiakini Subscribers & Business Database

**Sponsor's title & logo placement, and CTA insertion in EDM*

During-Event
Invites to Awards Ceremony
Engagement Spaces at the venue
Bunting placement at venue
Photo Wall <i>*Sponsor's title & logo placement</i>
Digital Backdrop <i>*Sponsor's title & logo placement</i>
Corporate Video Ad <i>*2min TVC during Registration, Breaktimes</i>
Brand-Mention <i>*by Emcee, Organisers</i>
SocMed Live-Posting Total 20 Postings Pages: Malaysiakini, Partners: FB, LI, X, IG

Post-Event (2 Weeks)
Post-Press Releases (2 Articles) (EN & BM) Publication: Malaysiakini, Partners: FB, LI, X, IG (10 Posts) Malaysiakini (Desktop & Mobile): Branded Content & Announcement (4 Weeks) <i>*Sponsor's brand mention</i>
Event-Highlight Video (1 Video) (1-2min, EN) Publication: Malaysiakini, Partners: FB, LI, X, IG (10 Posts) Malaysiakini (Desktop & Mobile): Balloon Rectangle & Medium Rectangle (4 Weeks) <i>*Sponsor's title & logo placement</i>
SocMed Posting: Event Photo Gallery Total 10 Postings Pages: Malaysiakini, Partners: FB, LI, X, IG <i>*Sponsor's #hashtag, tag & CTA URL insertion in SocMed caption</i>
Post-Email Blastings (EN) Total: 2 EDMs (30,000 - 50,000 emails per blast) Targeting Emails: Malaysiakini, & KiniEvents: Mass Database <i>*Sponsor's title & logo placement, and CTA insertion in EDM</i>

#KitaMalaysia (Anugerah #WiraKita & #GenCelik)

Supporting Sponsor

RM30,000

(Non-Exclusive)

(Total Worth: Part 1 + Part 2
= RM65,000) **(ROI: 2.16x)**

(Part 1) #KitaMalaysia Event Entitlements (Worth RM50,000)

Pre-Event:

- **Branding:** Logo & Title placement (**Lower-Tier**) on Website & A&P inventories for Pre-During-Post event

During-Event (#WiraKita Awards Ceremony) (#GenCelik Public Speaking Competition)

- **1 Invite** as VIP Guest
- **Corporate Video** (2 min) during break session & networking
- **Logo & Title placement (Lower-Tier)** on **Photowall & Backdrop**
- **2 Bunting placements** at the venue
- **Brand mention** by Emcee & Organisers

Post-Event:

- **Brand Mention** in Event Reporting (article & video)
Video & Article (3 languages: EN, BM, CN), publish across:
Malaysiakini & KiniTV (EN, BM, CN): **1 Week x 3 Sites**
FB, IG, X, TikTok, Youtube: **15 Posts**

(Part 2) Media Ads Inventories (Worth RM15,000) (Utilisation: 3 Months in 2024)

- **3 x Press Releases Publications** (EN/BM/CN)
Publication:
I. Malaysiakini (Desktop & Mobile) **Announcement (Total 3 Posts)** (1 Website-Post / Article)
II. Malaysiakini **FB, IG, X (Total 3 Posts)** (1 SocMed-Post / Article)
**All posting contents are provided by the sponsor.*

#KitaMalaysia (Anugerah #WiraKita & #GenCelik)

Gold Sponsor

RM50,000

(Non-Exclusive)

(Total Worth: **Part 1 + Part 2**
= RM150,000) **(ROI: 3.0x)**

(Part 1) #KitaMalaysia Event Entitlements (Worth RM100,000)

Pre-Event:

- **Branding:** Logo & Title placement (**Second-Tier**) on Website & A&P inventories for Pre-During-Post event

During-Event (#WiraKita Awards Ceremony) (#GenCelik Public Speaking Competition)

- **2 Invites** as VIP Guest
- **Corporate Video** (2 min) during break session & networking
- **Logo & Title placement (Top-Tier)** on **Photowall & Backdrop**
- **2 Bunting placements** at the venue
- **Brand mention** by Emcee & Organisers
- **Gold Sponsor can offer additional "Prizes" for Winners #WiraKita (10pax) & #GenCelik (50 pax)*

Post-Event:

- **Brand Mention** in Event Reporting (article & video)
Video & Article (3 languages: EN,BM,CN), publish across:
Malaysiakini & KiniTV (EN, BM,CN): **1 Week x 3 Sites**
FB, IG, X, TikTok, Youtube: **15 Posts**

(Part 2) Media Ads Inventories (Worth RM50,000) (Utilisation: 3 Months: 2024)

- **2 x Articles : Write-up & Publication** (EN/BM/CN)
 - I. **2 Write-ups:** <1,000 each (1 Language / Article)
 - II. Malaysiakini (Desktop & Mobile) **Branded Content (Total 2 Weeks)** (1 Week / Article)
 - III. Malaysiakini **FB, IG, X (Total 9 Posts)** (3 SocMed-Posts / Article)**Target Result: >10,000 Reads**
- **5 x Social Media Postings** (EN/BM/CN)
Pages: Malaysiakini **FB, IG, X, TikTok**
Target Result: >100,000 Reach
**All posting contents are provided by the sponsor.*

#KitaMalaysia (Anugerah #WiraKita & #GenCelik)

Platinum Sponsor

RM100,000

(Non-Exclusive)

(Total Worth: **Part 1 + Part 2**
= RM400,000) **(ROI: 4.0x)**

(Part 1) #KitaMalaysia Event Entitlements (Worth RM300,000)

Pre-Event:

- **Media Interview** to announce about the collaboration (Platinum Sponsor only)
Video & Article (in 3 languages: EN,BM,CN), publish across:
Malaysiakini & KiniTV (EN, BM,CN): **1 Week x 3 Sites**
FB, IG, X, TikTok, Youtube: **15 Posts**
- **Branding:** Logo & Title placement (**Top-Tier**) on Website & A&P inventories for Pre-During-Post event
- **Judging** for **Anugerah #WiraKita & #GenCelik**
- **Trophies engraved** with Platinum Sponsor's logo

During-Event (**#WiraKita** Awards Ceremony) / (**#GenCelik** Public Speaking Competition)

- **4 Invites** as VIP Guest
- **1 Engagement Space** at the venue
- **Corporate Video** (2 min) during break session & networking
- **Logo & Title placement (Top-Tier)** on **Photowall & Backdrop**
- **4 Bunting placements** at the venue
- **Brand mention** by Emcee & Organisers
- **Presenting Trophies & Prizes** to Winners together with others VIP Guests
- **Platinum Sponsor can offer additional "Prizes" for Winners #WiraKita (10pax) & #GenCelik (50 pax)*

Post-Event:

- **Event Coverage** (Interviews: Winners & Platinum Sponsor)
Video & Article (3 languages: EN,BM,CN), publish across:
Malaysiakini & KiniTV (EN, BM,CN): **1 Week x 3 Sites**
FB, IG, X, TikTok, Youtube: **15 Posts**

(Part 2) Media Ads Inventories (Worth RM100,000) (Utilisation: 12 Months: 2024-2025)

- **2 x Videos : Production & Circulation**
Media Interview / Event Coverage / Topic Reporting
Circulation: Malaysiakini & KiniTV: **FB, X, IG, YT, TikTok (20 Posts)** (10 post/video)
Target Result: >60,000 Views (>30k views/video)
- **2 x Articles : Write-up & Publication**
Publication: Malaysiakini (Desktop & Mobile) **Announcement (2 Weeks)** (1 week/article)
Target Result: >10,000 Reads (>5k reads/article)

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Organised by

malaysiakini kiniEvents

Supported by (TBC)

Kementerian Komunikasi, Kementerian Perpaduan, Kementerian Pendidikan

