




## SPONSORSHIP PROPOSITIONS

# WORLD TOURIST GUIDE CHALLENGE

June 21 - 25, 2026

LENGGONG VALLEY  
MALAYSIA



The World Tourist Guide Challenge will be held from June 21 - 25, 2026 at in Lenggong Valley, Malaysia.

As Asia's secret UNESCO World Heritage Site, Lenggong Valley remains an unprecedented open-air museum showcasing a prehistoric treasure trove, unlocking secrets of palaeolithic and neolithic civilizations, world's oldest rainforests in the world - in existence for more than 130 million years old and Southeast Asia's oldest, most complete human skeleton traced back from early human migration out of Africa!!

The World Tourist Guide Challenge would reveal an unprecedented approach exhibiting phenomenal insights rewinding the clock to 2.6 million years (*Age of Humans*), a valley carved out by a catastrophic meteorite impact (*1.83 million years ago*), cloaked with volcanic dust (*74,000 to 75,000 years ago*) and nurtured civilizations in its ancient caves.

## Introduction



# SPONSORSHIP PROPOSITIONS

World Tourist Guide Challenge has 5 Sponsorship Tiers comprising of:

- Diamond category
- Platinum category
- Gold category
- Stakeholder Sponsorship

Each category has its own distinctive benefits, entitlements & pre-determined perks exhibiting respective Sponsor's donation matched with its corresponding value.

- Exclusive 'Title Sponsor' for World Tourist Guide Challenge (WTGC)
- Exclusively accorded daily (*unlimited*) announcements & promotions (*individually curated*) on WTGC Social Media channels
- Title Sponsor participation at Press & Media Interviews held (*daily*) from June 21 - 25, 2026 and special acknowledgement as Title Sponsor
- Accorded Exclusive Exhibition Space @ Lenggong Tourism Council & Casuarina @ Kuala Kangsar for product exhibit, showcase & sales - with the privilege disseminating brochures, informative pamphlets & miniature sample/s of products (*if any*) included in Title Sponsor Goodie Bags for selective clientele/guests
- Exclusive Interviews (*unlimited daily*) with Title Sponsor by international Broadcasters, Media & TV Networks (*individually curated for global advertising, marketing & promotion*)
- Title Sponsor's Lounge @ Lenggong Tourism Council
- Title Sponsor's Banners measuring 3m x 12m placed at KLIA & PIA (2 WTGC Banners each at locations)
- Title Sponsor's logo displayed & video uploaded on WTGC's webpage
- Title Sponsor hyperlink (*link to the Company's web page*) on WTGC's webpage
- Title Sponsor's Fishtail Buntings measuring 650mm x 330mm placed at various locations (*Ipoh, Kuala Lumpur & Penang*) - 12 WTGC Fishtail Buntings (*in total*)
- Title Sponsor's logo printed on WTGC Finale Reception Dinner (*prominently displayed as Title Sponsor*)
- Title Sponsor's logo printed on WTGC T-shirts worn by Organizers & WTGC T-shirts worn by 16 international participating Tourist Guides
- 10 Complimentary Seats (*1 Table*) for WTGC Finale Reception Dinner & accorded 3-minute speech
- Full Board Package for 5 Complimentary Rooms (*twin-sharing*) for 1 night specifically for WTGC Finale Reception Dinner at Casuarina Hotel @ Kuala Kangsar (*Thursday, June 25, 2026*).



**DIAMOND**  
**RM 150,000.00**



- Exclusive 'Presenting Sponsor' for World Tourist Guide Challenge (WTGC)
- Exclusively accorded five (5) announcements & promotion (*individually curated*) on WTGC Social Media channels daily
- Accorded three (3) slots for Presenting Sponsor's participation at Press & Media Interviews held (*daily*) from June 21 - 25, 2026
- Accorded Exclusive Exhibition Space @ Pusat Transformasi Produk Perikanan Lenggong (*venue for WTGC Workshop*) for product exhibit, showcase & sales - with the privilege disseminating brochures, informative pamphlets & miniature sample/s of products (*if any*) included in Title Sponsor Goodie Bags for selective clientele/guests
- Accorded one (1) Exclusive Interview (*daily*) with international Broadcasters, Media & TV Networks (*individually curated* for global advertising, marketing & promotion)
- Presenting Sponsor's Lounge @ Pusat Transformasi Produk Perikanan Lenggong
- Presenting Sponsor's Banners measuring 3m x 12m placed at KLIA & PIA (*1 WTGC Banner each at location/s*)
- Presenting Sponsor's logo displayed on WTGC's webpage
- Presenting Sponsor's hyperlink (*link to the Company's web page*) on WTGC's webpage
- Presenting Sponsor's Fishtail Buntings measuring 650mm x 330mm placed at various locations (*Ipoh, Kuala Lumpur & Penang*) - 6 WTGC Fishtail Buntings (*in total*)
- Accorded 5 complimentary seats for WTGC Finale Reception Dinner (*with Presenting Sponsor's logo at backdrop*)
- Presenting Sponsor's logo printed on WTGC T-shirts worn by Organizers
- Full Board Package for 3 Complimentary Rooms (*twin-sharing*) for 1 night specifically for WTGC Finale Reception Dinner at Hotel Casuarina @ Kuala Kangsar (*Thursday, June 25, 2026*).



**PLATINUM**  
**RM 100,000.00**



- Exclusive 'Associate Sponsor' for World Tourist Guide Challenge (WTGC)
- Exclusively accorded one (1) one announcements & promotion (*individually curated*) on WTGC Social Media channels daily
- Associate Sponsor's participation at Press & Media Interviews held (*daily*) from June 21 - 25, 2026
- Accorded three (3) Exhibition Booth space @ for branding purposes - product exhibit, showcase & sales - with the privilege disseminating brochures, informative pamphlets & miniature sample/s of products (if any) included in Title Sponsor Goodie Bags for selective clientele/guests
- Associate Sponsor's logo displayed on WTGC's webpage
- Associate Sponsor's hyperlink (*link to the Company's web page*) on WTGC's webpage
- Associate Sponsor's Fishtail Buntings measuring 650mm x 330mm placed at various locations (*Ipoh, Kuala Lumpur & Penang*) - 3 WTGC Fishtail Buntings (*in total*)
- Associate 2 complimentary seats for WTGC Finale Reception Dinner (*with Associate Sponsor's logo at backdrop*)
- Associate Sponsor's logo printed on WTGC T-shirts worn by Organizers
- Full Board Package for 1 Complimentary Rooms (*twin-sharing*) for 1 night specifically for WTGC Finale Reception Dinner at Hotel Casuarina @ Kuala Kangsar (*Thursday, June 25, 2026*)



**GOLD**

**RM 50,000.00**

# STAKEHOLDER SPONSORSHIP

World Tourist Guide Challenge  
VIP & Dignitary Lunch @ RM 10,000

## Benefits & Entitlements

- Hosting lunch/s and, or dinner/s for dignitaries comprising of Tourism Minister/Officials, Head of Govt. Dept.'s,
- Usage of Hall and, or Meeting Rooms
- Press & Media Conference launching World Tourist Guide Challenge in Lenggong

World Tourist Guide Challenge  
Exclusive Lounge Sponsors @ RM 7000

## Benefits & Entitlements

- Marque set-up concept with Hospitality Desk
- Banner & logo to be made visible
- Distribution of product/service brochures permitted

World Tourist Guide Challenge  
Exclusive Presentations @ RM 3000

## Benefits & Entitlements

- Limited to 2 spots daily (June 21 - 26, 2026)
- 25 min. exclusive presentation promoting product/service to audiences

World Tourist Guide Challenge  
Recycle Bag Sponsor @ RM 6500

## Benefits & Entitlements

- Company logo & sustainability message appearing on bags.
- In total 300 bags.

World Tourist Guide Challenge  
Lanyard Sponsor @ RM 2000

## Benefits & Entitlements

- Exclusively-designed individual lanyards with WTGC logo & Company logo displayed
- In total 300 lanyards





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