OPEN, ONLINE AND FLEXIBLE LEARNING:
THE KEY TO SUSTAINABLE DEVELOPMENT
27 - 30 NOVEMBER 2016
KUALA LUMPUR CONVENTION CENTRE

SPONSORSHIP BROCHURE
The Commonwealth of Learning (COL) will be organising its 8th Pan Commonwealth Forum on Open Learning (PCF8) in partnership with Open University Malaysia. The Forum, held biennially, will take place at the Kuala Lumpur Convention Centre from 27 November to 30 November 2016.

PCF8 provides an opportunity for the Commonwealth community to exchange knowledge and experiences, identify important trends and explore applications of open and distance learning in widening access, bridging the digital divide and advancing the social and economic development of communities and countries. It brings together prominent keynote speakers, scholars, researchers and practitioners in the area of open, online and flexible learning.

Apart from the intellectual discourse, participants also get to experience Malaysia’s scenic beauty and, its culinary and cultural diversity. PCF8 is an event not to be missed.

**THEME**

*Open, Online and Flexible Learning: The Key to Sustainable Development*

**SUB-THEMES**

- Quality and Equity in Learning
- Access and Inclusion
- Efficiency and Effectiveness
- Technology and Innovation
Malaysia is located in the middle of Southeast Asia, within close proximity to neighbouring countries including Singapore, Brunei, Indonesia, Thailand and the Phillippines. Due to its strategic location, the nation plays a major role in the Asean community. The country is also an active participant of the Commonwealth since its Independence in 1957.

Malaysia consists of two parts: Peninsular Malaysia, located between Thailand in the north and Singapore in the south, and the two provinces of Sabah and Sarawak in Borneo. It is a constitutional monarchy, comprising a federation of 13 states and three federal territories. It also boasts a multi-racial and multi-religious society with Malays, Chinese and Indians forming the major ethnic groups.

Located near the equator, the weather is generally hot and humid, with temperatures between 26 and 35 degrees. Cooler temperatures can be felt during the rainy season from October to March.

There are many places that tourists can visit; Among the listed UNESCO World Heritage Sites in the country include Gunung Mulu National Park in Sarawak, Kinabalu Park in Sabah, and the historic cities of George Town and Malacca.
Besides its natural beauty and historic cities, Malaysia is well known for its skyscrapers. The iconic PETRONAS Twin Towers, is the reigning tallest twin towers in the world and it is located at the heart of the capital city of Malaysia, Kuala Lumpur. The twin towers, KLCC park and Kuala Lumpur Convention Centre are collectively known as the Kuala Lumpur City Centre precinct. The Centre hosts conferences, exhibitions, seminars, meetings and entertainment. It is within walking distance to hotels and apartments; and is easily accessible by public transport. One of its main attractions is the Aquaria KLCC, an underwater aquarium, located just beneath the Centre and it is home to 250 different species and over 5000 land and aquatic animals from Malaysia and around the world. A world class shopping mall known as Suria KLCC and the Petronas Filharmonik Hall are located nearby.

Sponsorship

The Organising Committee is delighted to invite your esteemed organisation to sponsor and/or exhibit at the 8th Pan Commonwealth Forum on Open Learning (PCF8) to be held at the Kuala Lumpur Convention Centre (KLCC), Malaysia, from 27 to 30 November 2016.

By committing to be a sponsor, your organisation will be assured of exposure at the Forum. Please take a few moments to read our proposal. The details of the Forum and corporate sponsorship packages are attached. Should you wish to confirm your sponsorship, please complete the attached Acceptance Form and return it to the Forum Secretariat. We would appreciate if confirmation of your sponsorship and package choice be made no later than 30 July 2016. The tax invoice will be forwarded for completion and approval. For enquiries, please do not hesitate to contact the Forum Secretariat at pcf8@oum.edu.my.
## Important Dates

<table>
<thead>
<tr>
<th>No.</th>
<th>Items</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Confirmation of sponsorship and package choice</td>
<td>30 July 2016</td>
</tr>
<tr>
<td>2.</td>
<td>Payment of sponsorship / exhibition</td>
<td>31 August 2016</td>
</tr>
<tr>
<td>3.</td>
<td>Submission of logo and advertisement file</td>
<td>15 September 2016</td>
</tr>
<tr>
<td>4.</td>
<td>Submission of promotional materials to be included in Forum Kit (if any)</td>
<td>30 October 2016</td>
</tr>
<tr>
<td>5.</td>
<td>Forum date</td>
<td>27 - 30 November 2016</td>
</tr>
</tbody>
</table>

## Sponsorship Package Categories

### Platinum Sponsorship: **USD50,000.00**
- Recognition as Forum partner sponsor on the backdrop in the main Plenary Hall.
- Two (2) 3 m x 3m (9m²) basic exhibition booths (with the option to upgrade at own cost)
- Acknowledgement in the opening/welcoming speech
- One (1) page, A4, portrait, B&W advertisement in the programme book (artwork to be supplied by sponsor by 15 September 2016)
- Display of company logo on the backdrop, programme book cover and website (link to organisation’s website)
- Acknowledgement in the programme book
- Ten (10) complimentary Forum participation
- Ten (10) complimentary passes to the welcome dinner
- Certificate of appreciation
- Presentation of certificate during the welcome dinner

### Diamond Sponsorship: **USD35,000.00**
- Recognition as Forum partner sponsor on the backdrop in the main Plenary Hall.
- Two (2) 3 m x 3m (9m²) basic exhibition booths (with the option to upgrade at own cost)
- Acknowledgement in the opening/welcoming speech
- One (1) page, A4, portrait, B&W advertisement in the programme book (artwork to be supplied by sponsor by 15 September 2016)
- Display of company logo on the backdrop, programme book cover and website (link to organisation’s website)
- Acknowledgement in the programme book
- Four (4) complimentary Forum participations
- Four (4) complimentary passes to the welcome dinner
- Certificate of appreciation
- Presentation of certificate during the welcome dinner

### Gold Sponsorship: **USD25,000.00**
- Recognition as Forum partner sponsor on the backdrop in the main Plenary Hall.
- One (1) 3 m x 3m (9m²) basic exhibition booth
- Acknowledgement in the opening/welcoming speech
- One (1) page, A4, portrait, B&W advertisement in the programme book (artwork to be supplied by sponsor by 15 September 2016)
- Display of company logo on the backdrop, programme book cover and website (link to organisation’s website)
- Acknowledgement in the programme book
- Two (2) complimentary Forum participations
- Two (2) complimentary passes to the welcome dinner
- Certificate of appreciation
- Presentation of certificate during the welcome dinner

### Silver Sponsorship: **USD15,000.00**
- Half (1/2) page, A4, portrait, B&W advertisement in the programme book (artwork to be supplied by sponsor by 15 September 2016)
- Display of company logo on website (link to organisation’s website)
- Acknowledgement in the programme book
- Two (2) complimentary Forum participations
- Two (2) complimentary passes to the welcome dinner
- Certificate of appreciation
- Presentation of certificate during the welcome dinner

### Bronze Sponsorship: **USD10,000.00**
- Display of company logo on website (link to organisation’s website)
- Acknowledgement in the programme book
- Two (2) complimentary Forum participations
- Two (2) complimentary passes to the welcome dinner
- Certificate of appreciation
- Presentation of certificate during the welcome dinner

### General Sponsorship: **USD1,000.00 and above**
- Display of company logo on website (link to organisation’s website)
- Acknowledgement in the programme book
- Certificate of appreciation

### Welcome Dinner Sponsor: **USD20,000.00**
- Acknowledgement in the opening/welcoming dinner speech
- Half (1/2) page, A4, portrait, B&W advertisement in the programme book (artwork to be supplied by sponsor by 15 September 2016)
- Display of company logo on website (link to organisation’s website)
- Acknowledgement in the programme book
- Ten (10) complimentary passes to the welcome dinner
- Certificate of appreciation
- Presentation of certificate during the welcome dinner

### Social Programme Sponsor: **USD5,000.00**
- Display of company logo on website (link to organisation’s website)
- Acknowledgement in the programme book
- Two (2) complimentary passes to the welcome dinner
- Certificate of appreciation
Platinum Sponsorship: **USD 50,000.00**
- Recognition as Forum partner sponsor on the backdrop in the main Plenary Hall.
- Two (2) 3 m x 3m (9m²) basic exhibition booths (with the option to upgrade at own cost)
- Acknowledgement in the opening/welcoming speech
- One (1) page, A4, portrait, B&W advertisement in the programme book (artwork to be supplied by sponsor by 15 September 2016)
- Display of company logo on the backdrop, programme book cover and website (link to organisation’s website)
- Acknowledgement in the programme book
- Ten (10) complimentary Forum participations
- Ten (10) complimentary passes to the welcome dinner
- Certificate of appreciation
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**Gold Sponsorship: USD 25,000.00**
- Recognition as Forum partner sponsor on the backdrop in the main Plenary Hall.
- One (1) 3 m x 3m (9m²) basic exhibition booth
- Acknowledgement in the opening/welcoming speech
- One (1) page, A4, portrait, B&W advertisement in the programme book (artwork to be supplied by sponsor by 15 September 2016)
- Display of company logo on the backdrop, programme book cover and website (link to organisation’s website)
- Acknowledgement in the programme book
- Four (4) complimentary Forum participations
- Four (4) complimentary passes to the welcome dinner
- Certificate of appreciation
- Presentation of certificate during the welcome dinner

**Silver Sponsorship: USD 15,000.00**
- Half (1/2) page, A4, portrait, B&W advertisement in the programme book (artwork to be supplied by sponsor by 15 September 2016)
- Display of company logo on website (link to organisation’s website)
- Acknowledgement in the programme book
- Two (2) complimentary Forum participation
- Two (2) complimentary passes to the welcome dinner
- Certificate of appreciation

**Bronze Sponsorship: USD 10,000.00**
- Display of company logo on website (link to organisation’s website)
- Acknowledgement in the programme book
- Two (2) complimentary Forum participation
- Two (2) complimentary passes to the welcome dinner
- Certificate of appreciation

General Sponsorship: USD 1,000.00 and above
- Display of company logo on website (link to organisation’s website)
- Acknowledgement in the programme book
- Certificate of appreciation

Welcome Dinner Sponsor: USD 20,000.00
- Acknowledgement in the opening/welcoming dinner speech
- Half (1/2) page, A4, portrait, B&W advertisement in the programme book (artwork to be supplied by sponsor by 15 September 2016)
- Display of company logo on website (link to organisation’s website)
- Acknowledgement in the programme book
- Ten (10) complimentary passes to the welcome dinner
- Certificate of appreciation
- Presentation of certificate during the welcome dinner

Social Programme Sponsor: USD 5,000.00
- Display of company logo on website (link to organisation’s website)
- Acknowledgement in the programme book
- Two (2) complimentary passes to the welcome dinner
- Certificate of appreciation
General Sponsorship: **USD1,000.00 and above**
- Display of company logo on website (link to organisation's website)
- Acknowledgement in the programme book
- Certificate of appreciation

Welcome Dinner Sponsor: **USD20,000.00**
- Acknowledgement in the opening/welcoming dinner speech
- Half (1/2) page, A4, portrait, B&W advertisement in the programme book (artwork to be supplied by sponsor by 15 September 2016)
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Social Programme Sponsor: **USD5,000.00**
- Display of company logo on website (link to organisation's website)
- Acknowledgement in the programme book
- Two (2) complimentary passes to the welcome dinner
- Certificate of appreciation
PAYMENT METHOD: Cheque /Bank Transfer
Payment latest by 31 August 2016

Payable To: UNITEM SDN BHD
Bank: CIMB BANK BERHAD
Account No.: 8600064783
Bank Address: Level 2, Podium Block, Putra World Trade Centre
Jalan Tun Ismail
50490 Kuala Lumpur
SWIFT CODE: CIBBMYKL

Cancellation Policy
Once an Acceptance Form has been received, any cancellation must be
advised in writing to the Forum Secretariat. If the cancellation is received up to
3 months before the event, an administration fee of 25% of the total price is
retained. If the cancellation is received less than 3 months prior to the event, no
refund is applicable.

Contact person:

- Ms Rosila Abu Zarin: +60327732442; +60178755578
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  Group Finance & Planning Division

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  Secretariat
  (huimay@oum.edu.my)

- Ms Faznim Adiera: +60327732766
  Secretariat
  (faznim@oum.edu.my)
  PCF8 Secretariat
  Fax: +60326978825; +60326978815
  Forum website: pcf8.oum.edu.my
## Sponsorship Packages and Benefits

<table>
<thead>
<tr>
<th></th>
<th>Sponsorship level</th>
<th>Platinum</th>
<th>Diamond</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>General Sponsorship</th>
<th>Welcome Dinner</th>
<th>Social Programme</th>
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<tbody>
<tr>
<td>1</td>
<td>Sponsorship Amount (USD)</td>
<td>50,000</td>
<td>35,000</td>
<td>25,000</td>
<td>15,000</td>
<td>10,000</td>
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<td></td>
<td>USD1.0 = RM4.0 (RM)</td>
<td>200,000</td>
<td>140,000</td>
<td>100,000</td>
<td>60,000</td>
<td>40,000</td>
<td>4,000 and above</td>
<td>80,000</td>
<td>20,000</td>
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<td>2</td>
<td>Exhibition Booth (3m x 3m – basic booth)</td>
<td>YES (2 booths)</td>
<td>YES (2 booths)</td>
<td>YES (1 booth)</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
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<td>3</td>
<td>Acknowledgement in Opening/Welcoming Speech</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
<td>YES</td>
<td>NO</td>
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<tr>
<td>4</td>
<td>Page of Advertisement (Black &amp; White) in Programme Book</td>
<td>YES (1 page)</td>
<td>YES (1 page)</td>
<td>YES (1 page)</td>
<td>YES (1/2 page)</td>
<td>NO</td>
<td>NO</td>
<td>YES (1 page)</td>
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<td>Programme Book Cover</td>
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<td>YES</td>
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<td>YES</td>
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<tr>
<td></td>
<td>(c) Website</td>
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<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
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<td>6</td>
<td>Acknowledgment in Programme Book</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
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<tr>
<td>7</td>
<td>Complimentary Forum Participation</td>
<td>TEN</td>
<td>FOUR</td>
<td>TWO</td>
<td>TWO</td>
<td>TWO</td>
<td>NIL</td>
<td>TWO</td>
<td>NIL</td>
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<tr>
<td>8</td>
<td>Complimentary Pass to Welcome Dinner</td>
<td>TEN</td>
<td>FOUR</td>
<td>TWO</td>
<td>TWO</td>
<td>TWO</td>
<td>NIL</td>
<td>TWO</td>
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<tr>
<td>9</td>
<td>Certificate of Appreciation</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>10</td>
<td>Presentation of Certificate During Welcome Dinner</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
<td>YES</td>
<td>NO</td>
</tr>
</tbody>
</table>

Please Note: Acknowledgement in the main announcement and programme book is subject to sponsorship confirmation prior to printing deadlines. The production of any promotional material is the responsibility of the sponsor.
Sponsorship Package – Acceptance Form

Please complete and return this “Acceptance Form” to our Forum Secretariat via email to pcf8@oum.edu.my or fax to +60326978825.

<table>
<thead>
<tr>
<th>Sponsor Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company/Organisation Name</td>
</tr>
<tr>
<td>Contact Person</td>
</tr>
<tr>
<td>Email Address</td>
</tr>
<tr>
<td>Postal Address</td>
</tr>
<tr>
<td>Phone Number</td>
</tr>
<tr>
<td>Fax Number</td>
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</tbody>
</table>

I, the undersigned, representing the company/organisation indicated above, declare that we are willing to sponsor the Forum with the following specifications:

**SPONSORSHIP PACKAGE:** _____________________________

**SPONSORSHIP AMOUNT:** USD _____________________________

Do you want to provide promotional materials?  

*YES [ ] NO [ ]

*Quantity: 1,000 minimum

<table>
<thead>
<tr>
<th>Confirmation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Confirmed By</td>
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<tr>
<td>Authorised Signature</td>
</tr>
<tr>
<td>Company Chop</td>
</tr>
<tr>
<td>Date</td>
</tr>
</tbody>
</table>