



SUNWAY CHINESE DEBATE CLUB

# SPONSORSHIP PROPOSAL



The 4th Sunway University  
Mandarin Debate Tournament  
(SUMDT 4.0)

# Contents

1.0 About Us .....	3
2.0 Sunway University Mandarin Debate Tournament .....	4
3.0 Tournament's Objectives .....	5
4.0 Sponsorship Package .....	6
5.0 Sponsorship Benefits .....	7
5.1 Story .....	7
5.2 Single Post.....	8
5.3 Logo Display on Tournament's Poster.....	9
5.4 Logo placement on the Slides and/or Virtual Background Template .....	10
5.5 Verbal recognition at event .....	11
5.6 Advertisement Video Display .....	11
5.7 Appreciation Post .....	12
5.8 Souvenirs and Certificate of Appreciation .....	12
6.0 Social Media's Potential .....	13
7.0 Messages from Us.....	16
8.0 Contact Us.....	17
9.0 Appendix .....	18
9.1 Sponsorship Package Form .....	18

## 1.0 About Us



双威大学华语辩论社  
Sunway University Chinese Debate Club

Sunway Chinese Debate Club (SCDC) was founded in August 2017. It is one of the divisions of Sunway University Chinese Culture Society with its own organization structure.

The SCDC committees unanimously believe that debate should not only be practiced in the debate arena, but also in everyday life. Debate is not just about being eloquent, it is an effective tool that gives people a unique perspective on the world. As a result of the dedicated efforts of the committees, the club has effectively redefined its role, shedding the stereotypical image of being exclusively a debate club, and embracing its new identity as a platform for acquiring essential life skills.

While SCDC has evolved and diversified, its core mission remains unchanged. Amidst the innovation and changes, SCDC stays true to its original beliefs and aims to uphold the spirit of Chinese debate in schools. The club is committed to creating opportunities for all debaters, regardless of their background, to participate and express themselves freely.

SCDC hosts diverse events including book sharing sessions, current affairs sharing session, debate activity and quizzes. These activities help members to expand their knowledge and take a break from the busy university life. Starting from 2021, SCDC organized the Sunway University Mandarin Debate Tournament (SUMDT) to support rookie debaters and foster connections between college and university debate teams. Due to the overwhelming interest and participation, we held the 4th debate tournament in 2024.

The 4th Sunway University Mandarin Debate Tournament is not just a competition; it embodies SCDC's goals. We invite you to sponsor this event and join us as we embark on a new chapter.

## 2.0 Sunway University Mandarin Debate Tournament



In 2021, despite the challenges posed by the pandemic, the Sunway Chinese Debate Club (SCDC) successfully organized the First Sunway University Mandarin Debate Tournament, “SUMDT 1.0”, involving 6 participating teams with a total of 36 participants. Building on the success of the first tournament, SCDC hosted “SUMDT 2.0” in 2022, with 12 teams and 72 participants. “SUMDT 3.0” held in 2024, maintaining its anticipated scale of 18 teams and 108 participants.

Looking ahead to 2025, we are excited to announce that preparations are underway for “SUMDT 4.0” with expected 24 teams and 144 participants.

The following table outlines the timeline for “SUMDT 4.0”:

**Event Timeline:**

Open for registration	: 3 <sup>rd</sup> January 2025 (Friday)
Registration closed	: 17 <sup>th</sup> January 2025 (Friday)
Draw ceremony	: 24 <sup>th</sup> January 2025 (Friday)
Preliminary round	: 1 <sup>st</sup> March 2025 (Saturday), and : 2 <sup>nd</sup> March 2025 (Sunday)
Rematch round and Semi-Final	: 8 <sup>th</sup> March 2025 (Saturday), and
Final round	: 9 <sup>th</sup> March 2025 (Sunday)

Indeed, it is still not sufficient for “SUMDT 4.0” to stand alone as we are still in the growing phase with limited resources. Hence, we cordially invite your esteemed company to be the sponsor of the tournament so that it can be held smoothly. Your generous support will not only provide a platform for the debaters, but also help us to promote and create awareness about Mandarin debates cultures in Malaysia.

Yours faithfully,

Wong Yan Min

Organizing Chairperson of SUMDT 4.0

## 3.0 Tournament's Objectives

- 3.1 To seek debate talents
- 3.2 To improve the critical thinking skills among university students
- 3.3 To provide opportunities for university students to participate in a debate tournament.
- 3.4 To facilitate communication between the debate teams of universities and colleges.

## 4.0 Sponsorship Package

In the SUMDT 4.0, sponsorship in cash or product is greatly appreciated. Your esteemed company can sponsor us in a monetary form, which will be used as this tournament's fund, or you may choose to sponsor us with products which will be used for giveaway or any other purposes. However, you are also welcome to consider sponsoring us with both financial support and products. In return for your generous support, your organization will receive the benefits listed below according to the sponsorship package, ranging from Platinum to Bronze:

Sponsorship Package				
	Platinum	Gold	Silver	Bronze
<b>Total value sponsored (RM)</b>	<b>Cash:</b> <i>RM988 and above</i> <b>Product:</b> <i>RM1700 and above</i>	<b>Cash:</b> <i>RM688 and above</i> <b>Product:</b> <i>RM1300 and above</i>	<b>Cash:</b> <i>RM388 and above</i> <b>Product:</b> <i>RM1000 and above</i>	<b>Cash:</b> <i>RM188 and above</i> <b>Product:</b> <i>RM700 and above</i>
Sponsorship Benefits				
<b>Story (Facebook &amp; Instagram)</b>	8	6	4	2
<b>Single Post (Facebook &amp; Instagram)</b>	4	2	1	1
<b>Company Logo on SUMDT Official Website</b>	Yes	Yes	Yes	Yes
<b>Tournament's Poster</b>	Yes	Yes	-	-
<b>Logo Placement on tournament's Template</b>	Yes	Yes	-	-
<b>Logo on virtual background of organizing committee and debaters</b>	Yes	Yes	-	-
<b>Verbal recognition at event</b>	Yes (Both company's name and advertising slogan)	Yes (Only company's name)	-	-
<b>Advertisement Video Display</b>	Yes (35s)	Yes (20s)	-	-
<b>Bunting</b>	Yes	Yes	Yes	Yes
<b>Appreciation Post</b>	Yes	Yes	Yes	Yes
<b>Souvenirs &amp; Certificate of appreciation</b>	Yes	Yes	Yes	Yes

## 5.0 Sponsorship Benefits

To thank your esteemed company's support and trust, SUMDT 4.0 will help to promote your esteemed company via our social media's page from the date of the agreement is signed until the last day of the first month (31<sup>st</sup> March 2025) after the tournament in return for your esteemed company's sponsorship. All the promotional materials shall be provided by your esteemed company include logo, pictures, videos and captions for posting. The template will be designed according to the sponsoring packages (Platinum, Gold, Silver, and Bronze).

### 5.1 Story

SUMDT 4.0 will promote sponsoring companies via our Instagram and Facebook story. For Platinum and Gold sponsoring companies, your esteemed company will only need to provide us with the posters or videos (less than 15 second) and captions (less than 30 words). The stories will also be added into the Instagram highlight. For Silver and Bronze sponsoring companies, your esteemed company will be promoted by standard stories which is in picture form only. Your esteemed company can further communicate with us regarding the date and time to post the stories. Time and dates will need to be requested a week before the posting for adjustment to be done. Below's table shows the number of stories will be published by SUMDT 4.0 according to different types of sponsor tier:

Sponsor Tier	Number of stories will be published by SUMDT 4.0
Platinum	8
Gold	6
Silver	4
Bronze	2

## Social Media

Facebook: [SunwayUniversityMandarinDebateTournament](#)

Instagram: [sunwaymdt\\_2024](#)



(Facebook)



(Instagram)

## 5.2 Single Post

Promotional materials such as pictures and captions shall be provided by your esteemed company. The promotion period will start (During January 2025) and be decided by Sponsorship Department of SUMDT 4.0. Meanwhile, SUMDT 4.0 will tag your esteemed company and repost the post on Sunway Chinese Debate Club's Instagram's stories. Posts will be compilation and single post. In the compilation post, all the materials provided by the sponsoring company from the same package will be organised in a same post. The caption of the compilation post will include company's name, company's social media and description provided by company. Platinum will be given three single promotional post and gold sponsoring company will be given a single promotional post, and your esteemed company is free to upload video or photo to the post.

Sponsors Tier	Number of posts	Types of post
Platinum	4	One compilation post; three single post
Gold	2	One compilation post; one single post
Silver	1	One compilation post
Bronze	1	One compilation post

### 5.3 Logo Display on Tournament's Poster

SUMDT 4.0 will promote your esteemed company by posting your esteemed company's name and logo on the tournament 's posters. Platinum and Gold sponsoring companies will be eligible for this promotion. Below are the examples of post displayed:



## 5.4 Logo placement on the Slides and/or Virtual Background Template

To increase your esteemed company's exposure, SUMDT 4.0 will place Platinum and Gold sponsoring companies' logos in our slides and/or virtual background template (during online tournaments). The templates will be shown to the audience throughout the tournament. For example:



Image above shows the example slides that will be used during the tournament.



Image above shows the example virtual background that will be used by the event committee, debaters, and judges during online tournament.

## **5.5 Verbal recognition at event**

On the day of the tournament (1<sup>st</sup> March 2025, 2<sup>nd</sup> March 2025, 8<sup>th</sup> March 2025, and 9<sup>th</sup> March 2025), the emcee will mention the companies' names for Platinum and Gold sponsorship at different stages of the competition. For online tournament, the recognition session will be at the five minutes buffer time for panel of judges, while for the physical tournament, your esteemed company's name will be mentioned in the starting of the competition. SUMDT 4.0 will also read out the advertising slogan of not more than 30 words provided by the Platinum sponsoring company. Besides, we will attach your esteemed company's information and social media in the comment section to take this opportunity to publicize and increase your esteemed company's reputation.

## **5.6 Advertisement Video Display**

During the tournament, SUMDT 4.0 will display an advertisement video around 35 seconds for Platinum sponsoring companies while for gold sponsoring companies the advertisement video will be around 20 seconds. The advertisement video will be displayed in the early stages of the competition.

## 5.7 Appreciation post

In order to show our appreciation, SUMDT 4.0 will upload an appreciation post within 7 days after the tournament ends. SUMDT 4.0 will provide the appreciation captions and your esteemed company's logos will be shown in the post. Below are the examples of posts:



(Instagram)



(Facebook)

## 5.8 Souvenirs and Certificate of Appreciation

In order to show how much SUMDT 4.0 appreciate the support and sponsors given; a souvenir and certificate of appreciation will be given to your esteemed company. Your esteemed company's support is of great significance to us, and we will always bear it firmly in mind.

## 6.0 Social Media's Potential

SUMDT 4.0's social media is still in the rising period. Therefore, our follower's number and population coverage are still growing. However, we foresee that both the follower and coverage of SUMDT 4.0 will increase in the coming days, facilitated by the ongoing efforts in tournament organization. We believe and will definitely put in our best effort to maximize the sponsoring companies' benefits by increasing its exposure. SCDC always interact with our followers by holding online and offline promotional activities. SCDC members will also share information of SUMDT 4.0 on their social media and tag our accounts on Instagram and Facebook. This can help our accounts to be more exposure and attract others attention.

All sponsoring posts will be posted to Sunway Chinese Debate Club and Sunway University Mandarin Debate Tournament's social media's story. Currently, Sunway Chinese Debate Club has 752 followers on Facebook and 683 followers on Instagram; While Sunway University Mandarin Debate Tournament has 476 followers on Facebook and 489 followers on Instagram. This has shown that there is high potential on the social media of Sunway Chinese Debate Club and Sunway University Mandarin Debate Tournament.

Here, these relevant screenshots are attached as our social media's statistic:

### Sunway Chinese Debate Club Facebook and Instagram audience



(Facebook)

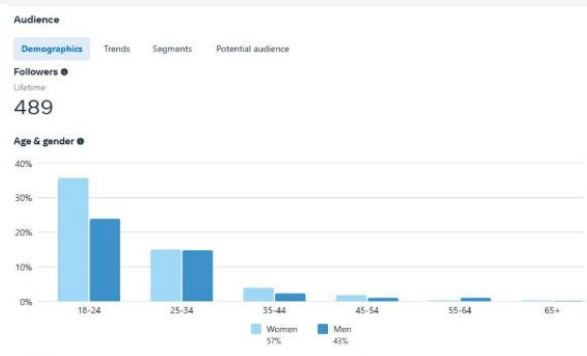
(Instagram)

As of 8 January 2025, there are about 752 followers in Facebook and 683 followers in Instagram for Sunway Chinese Debate Club.

## **Sunway University Mandarin Debate Tournament Facebook and Instagram audience**

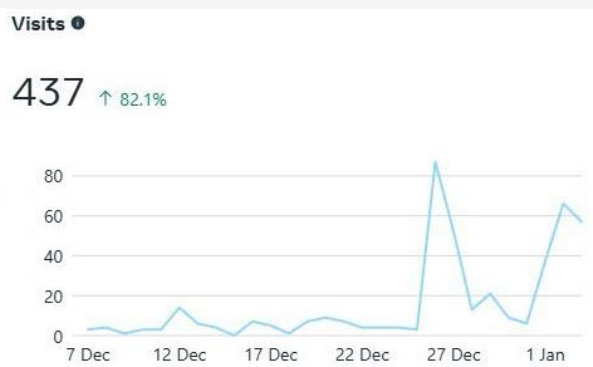


(Facebook)

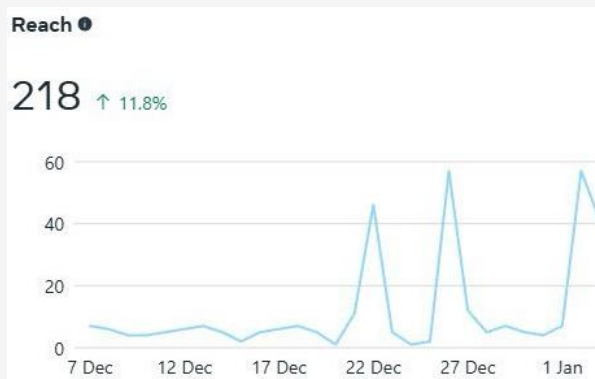


(Instagram)

As of 8 January 2025, there are about 476 followers in Facebook and 489 followers in Instagram for Sunway University Mandarin Debate Tournament.



As of 8 January 2025, there are a total of 294 Facebook visits (increase by 96% from last month) and 437 Instagram profile visits (increase by 82.1% from last month).



As of 8 January 2025, “SUMDT 4.0” Facebook page reached 218 users (increased by 11.8%), while Instagram page reached 1.6K users (increased by 336.2%).



As of 8 January 2025, “SUMDT 4.0” Facebook page reached 2.3K users (increased by 40.6%), while Instagram page reached 10.2K users (increased by 291.3%).

## 7.0 Messages from Us

First and foremost, SUMDT 4.0 would like to extend our heartfelt gratitude for your patience in reviewing the entire sponsorship package we have prepared. The main purpose of us conducting a debate competition is to enhance students' critical thinking and debate skills by encouraging them to consider diverse perspectives. Additionally, participating in debates provides an invaluable opportunity for student to refine their speaking skills.

Through this platform, students not only hone their communication abilities but also enhance their adaptability. The strong support from your esteemed company holds immense significance for our debate competition. Undertaking such an event requires the support and assistance of esteemed organizations like yours.

We firmly believe that with the backing of your esteemed company, we will have the necessary resources to orchestrate more meaningful activities and competitions. This, in turn, will contribute to the promotion of Chinese culture and the discovery of individuals passionate about debate.

Hereby, we would like to express our sincere appreciation to your esteemed company in advance. Your help can translate into the realization of significant dreams for many individuals enthusiastic about debate.

## 8.0 Contact Us

For more information and further enquiries, please do not hesitate to contact any of us:

- **Ong Jo Ing**

Vice Organizing Chairperson of Sunway University Mandarin Debate Tournament (SUMDT 4.0)

Tel: 018-366 1971

- **Chin Hui Yan**

Member of the Sponsorship Department of Sunway University Mandarin Debate Tournament (SUMDT 4.0)

Tel: 016-209 8926

- **Chong Ai Chen**

Member of the Sponsorship Department of Sunway University Mandarin Debate Tournament (SUMDT 4.0)

Tel: 014-338 6535

- **Malcolm James Tan Chi Xian**

Member of the Sponsorship Department of Sunway University Mandarin Debate Tournament (SUMDT 4.0)

Tel: 017-222 0778

## 9.0 Appendix

### 9.1 Sponsorship Package Form

**Sponsorship Package Table (Cash)**

	Platinum	Cash: RM988 and above
	Gold	Cash: RM688 and above
	Silver	Cash: RM388 and above
	Bronze	Cash: RM188 and above

**Sponsorship Package Table (Product)**

	Platinum	Cash: RM 1700 and above
	Gold	Cash: RM 1300 and above
	Silver	Cash: RM 1000 and above
	Bronze	Cash: RM 700 and above