



VESTA INTERNATIONAL CULINARY GROUP SDN. BHD.

B-46&B-47, TAMAN PERINDUSTRIAN TANDOP, JALAN TANDOP 4,

LEBUHRAYA SULTAN BAHYAH, 05400 ALOR SETAR, KEDAH.

TEL: 01110721923 EMAIL: Vestaicg@gmail.com

Sir/Madam,

Request for Sponsorship of 1st World Chef Championship, Kedah, Malaysia

I am honored to inform you that the Vesta International Culinary Group is hosting the 1st World Chef Championship in Stadium Sultan Abdul Halim, Alor Setar, Kedah from 13th to 15th December 2019.

2. Referring to the matter above, I am writing this letter to solicit sponsorship from your highly prestigious department. The main objective of this competition is to preserve and promote the vibrant food culture and tourism in Kedah and Malaysia. Besides, we are hoping to raise the profile of Kedah and Malaysia on the international stage, offering Malaysia's unique taste to the world.

3. The organizing of the 1st World Chef Championship is expecting to attract around 1500 competitors and 7500 visitors from around the world. The competition also sets up over 40 exhibition booths inside stadium, it will provide exhibitors with a platform to promote product or service to visitors. Besides, 1st World Chef Championship is fully supported by Ministry of Agriculture (MOA), Ministry of Tourism of Malaysia and Kedah state government.

4. 1st World Chef Championship is providing a unique platform to help sponsors and exhibitors expand their company brand's recognition and target market. The enclosed materials provide details about sponsorship package. Four levels of sponsorship are offered: platinum, gold, silver and bronze.

If you have any questions concerning these sponsorship packages, please do not hesitate to contact us. (Email: Vestaicg@gmail.com, Tel: 01110721923. website: www.WCCmalaysia.my). If your company or business would like to participate as a sponsor, please visit our website www.WCCmalaysia.my and fill in the online registration form. Thank you in advance for your consideration.

Sincerely,

Yap Bok Tuck

CEO



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Sponsorship Package

	Platinum	Gold	Sliver	Bronze
Amount	RM 300,000	RM 100,000	RM 50,000	RM 30,000
Number	1	10		
Banner Display	✓	✓		
Logo on billboard outside stadium	✓	✓		
Logo on promotional material	✓	✓	✓	✓
Exhibition Booth for 3 days (3m x 3m)	Free 2 booths	Free 1 booth	25% discount on rental of 1 booth	25% discount on rental of 1 booth
Exhibitor passes	5	3	2	2
Logo on judges' uniform (60 judges)	✓			
Logo on WCC staff T-shirt and Name Badge Holder	✓	✓	✓	✓
Visitor Name Badge	✓	✓		
Logo on medals and certificates	✓			
Logo on certificates for judges and competitor	✓			
Ribbon Cutting Ceremony	✓			
Opening ceremony on 12 Dec	✓	✓	✓	✓
Awards ceremony	✓	✓	✓	✓
Meals	✓	✓	✓	✓
Backdrop	✓	✓	✓	✓
Company title on competition category	✓	✓		

Important Note:

500 hanging banners (2.5 ft x 6 ft), and 500 mesh Banners (3 ft x 12 ft) display in Kedah State.

Billboard outside the stadium (15 ft x 65 ft)

Logo on promotional materials:

newspapers- 2 Chinese, 2 Malay, 2 Indian and 1 English newspaper, full page Ads for 2 days

Facebook Fan Page Cover -World Chef Championship

Instagram post

Facebook Ad June to December

At Hotel Announcement backdrop

TV Advertising



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Exhibition booth:

Booth size: 3m x 3m (1 booth)

Include:

- Table 3' x4'
- 2 chairs
- Plug point
- Lamp
- 1 wastepaper basket
- Carpet flooring
- Company names

Platinum sponsor will get the best booths that attract more visitor's attention, will choose any two booths.

Number of WCC staffs and runners: 200 -person

Number of name badge holder: 200-person (staffs and runners) and 2500 competitors

Backdrop will display at 2 information counter (visitor and competitor) and main stage.

Platinum and gold sponsor will get the right to name competition category, for example: Amazon Latte Art Championship 2019.

Logos for t-shirts will be printed in color and should be submitted as hi-res (72dpi) JPEG. Most Photoshop and Illustrator files can also be accepted.

Logos should be submitted as hi-res 500px x 500 px (72dpi) JPEG. Most Photoshop and Illustrator files can also be accepted.

Logos for the website should be submitted as 72 dpi JPEG or PNG files.

Checks can be made payable to **Vesta International Culinary Group Sdn. Bhd.**

UOB Bank Malaysia ACC No: 2193022768 Swift Code: UOVBMYKLXXX

After payment, please scan the bank remittance receipt/slip in pdf format and email to vestaicg@gmail.com

Sponsorship must be paid in full no later than **15 Sep 2019** in order to secure your spot.

If your company just want to book exhibition booth, the price is **RM 5,000 for 3 days**.