

# MEDIAVOLUTION

*Next is now!*

## **MSA Fest & Awards 2026** ***Sponsorship Packages***



MEDIA  
SPECIALISTS  
ASSOCIATION

A hand holding a smartphone against a city skyline background. The hand is positioned in the center, holding the phone horizontally. The background is a dense urban landscape with various skyscrapers and buildings, rendered in a light, semi-transparent blue and white color scheme. The overall aesthetic is modern and digital.

## **A unique way to reach** the people who matter to you

**20+ top media agencies in Malaysia come together to celebrate the best media campaigns of the past year**

**1000+ media planners and buyers, who manage RM 4.5 billion worth of ad spends**

**Significant representation from Top 100 advertisers of Malaysia**

**We have evolved, to give you even...**

**more!**

**4** events, not 1

3 distinct days to  
connect with your  
audience

*Half Day Festival*

*MSA Awards Night*

*Pickleball Day*

*CSR day*

# 4 events for you to embrace! More frequency and more ROI for your investment!

## MSA FESTIVAL OF IDEAS 2026

14th August 9am-2pm

400 media planners+agency heads

Branding, booth, panel, speaker opportunities

## MSA AWARDS NIGHT 2026

14th August 6pm onwards

600 media planners+agency heads

Branding, booth, presenting opportunities

## MSA PICKLEBALL DAY

October 2026

200 media planners+agency heads, in a relaxed sporting/social environment

Branding, booth, playing and prize presenting opportunities

## MSA CSR DAY

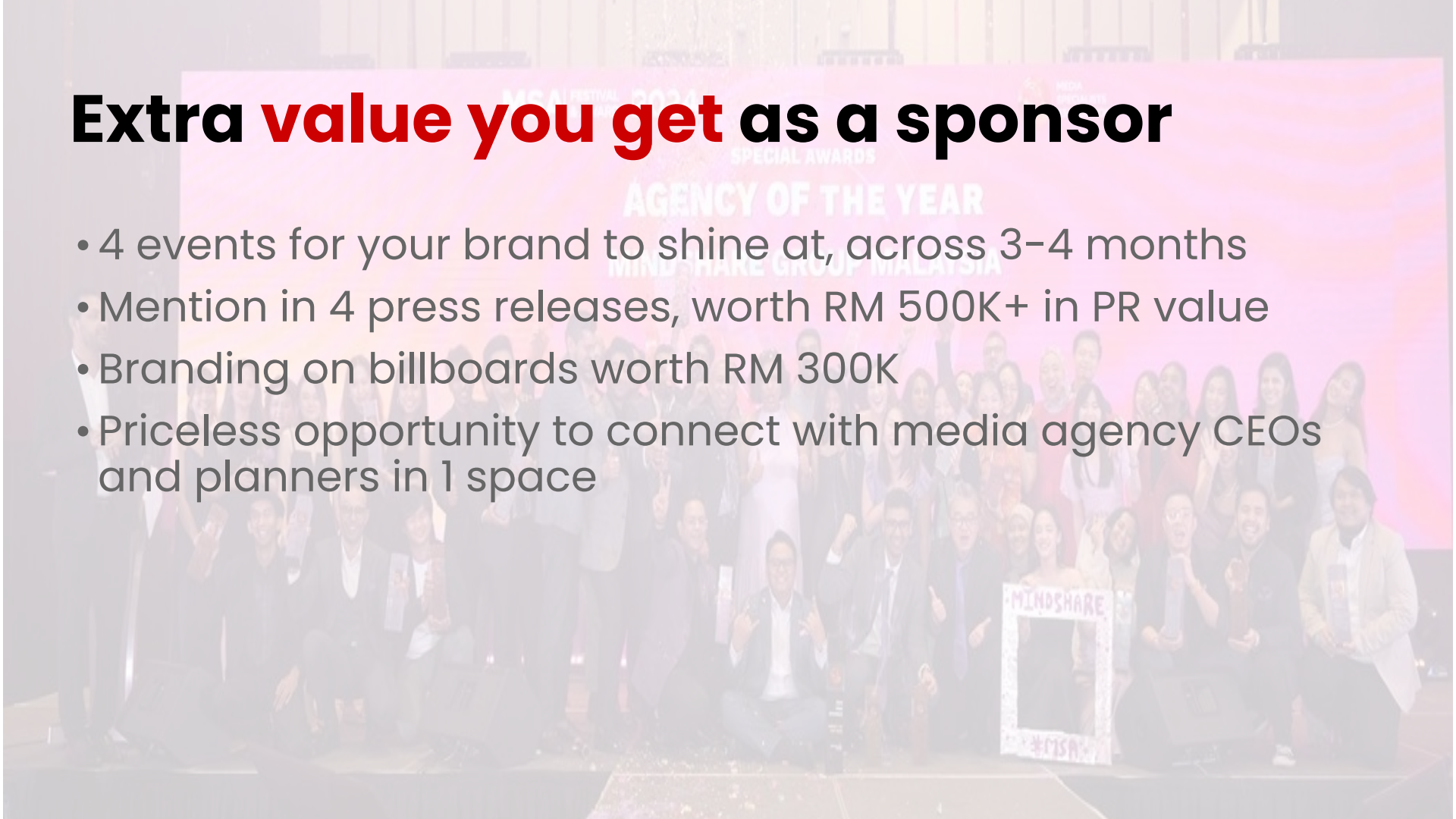
November 2026

200 media planners+agency heads, doing good

Branding, partnership opportunities

# Extra **value you get** as a sponsor

- 4 events for your brand to shine at, across 3-4 months
- Mention in 4 press releases, worth RM 500K+ in PR value
- Branding on billboards worth RM 300K
- Priceless opportunity to connect with media agency CEOs and planners in 1 space



## 2026 MSA Festival & Awards Sponsorship packages (excluding 8% SST)



Tier 1 [one]	Tier 2 [multiple]	Tier 3 [multiple]	Category Awards [multiple]
Mention in all 4 Press Releases & Socials	Mention in all 4 Press Releases & Socials	Mention in all 4 Press Releases & Socials	Mention in Socials
<b>15 mins</b> slot @ Festival of Media [ <b>speaker or panelist</b> ]	<b>10 mins</b> slot @ Festival of media [ <b>speaker or panelist</b> ]	<b>5 mins</b> slot @ Festival of Media [ <b>panelist only</b> ]	
Exhibition booth x 4, Exhibition pass x 4 [non accessible to Festival]	Exhibition booth x 3, Exhibition pass x 3 [non accessible to Festival]	Exhibition booth x 2, Exhibition pass x 2 [non accessible to Festival]	
10 complimentary Festival tickets without dinner	4 complimentary Festival tickets without dinner	3 complimentary Festival tickets without dinner	
2 x 1 min video presentation @ Festival	30 sec video presentation @ Festival	15 sec video presentation @ Festival	
Main Sponsor Branding at Pickleball Day, CSR event	Secondary Sponsor Branding at Pickleball Day, CSR event	Logo placement at Pickleball Day, CSR day	Logo placement at Pickleball Day and CSR day
3 categories presenter @ Awards [ <b>category decided by Organizing Committee</b> ]	2 category presenter @ Awards [ <b>category decided by Organizing Committee</b> ]	1 category presenter @ Awards [ <b>category decided by Organizing Committee</b> ]	1 category presenter @ Awards [ <b>pick your category</b> ]
<b>Pickleball winner presentation, 5 mins slot to speak</b>	<b>Pickleball runners up presentation, 3 mins slot to speak</b>	<b>Pickleball felicitations</b>	<b>Pickleball felicitations</b>
1 min video presentation @ Awards	30 sec video presentation @ Awards	15 sec video presentation @ Awards	Brand mentioned during Awards presentation along with brand logo
3 complimentary tables @ Awards	1 complimentary table @ Awards	5 complimentary seats @ Awards	2 complimentary seats @ Awards
<b>RM 200,000</b>	<b>RM 100,000</b>	<b>RM 75,000</b>	<b>RM 40,000</b>

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