



AMSA MALAYSIA
Asian Medical Students' Association

Asian Medical Students' Association
(AMSA) Malaysia

SPONSORSHIP PROSPECTUS

2019/2020



ABOUT AMSA International

The Asian Medical Students' Association (AMSA) International is a peak representative organisation for medical students from across Asia, the Asia-Pacific and beyond. Training doctors from 16 Member Nations and 11 Associate/Observer Nations combine to share knowledge, undertake activities and social services, create international and trans-continental friendships.

Our history

AMSA was officially founded in Manila, Philippines in 1985 and from this day has been an active, dynamic and exciting student-led, not-for-profit, non-political organisation. Today, with members and friends spanning the globe AMSA has an active student-exchange programme, regularly undertakes national and regional projects, provides humanitarian assistance at times of need, produces quarterly student publications and liaises with the World Health Organisation, the Association of Medical Doctors of Asia, International Federation of Medical Students' Association (IFMSA), and many other international and regional medical student organisations.

AMSA Malaysia

The Asian Medical Students' Association (AMSA) Malaysia is the oldest and largest medical students' association in Malaysia with over 30 years of outstanding service and contributions to the society. The secretariat office of AMSA Malaysia is at Universiti Kebangsaan Malaysia Medical Centre (UKMMC), Kuala Lumpur. Currently, AMSA Malaysia has a total of 17 medical university members all over Malaysia.

Our work focuses on enhancing educational opportunity and creating health-conscious medical students via public health awareness programmes, academic and motivational seminars and research studies. Our student exchange programmes (AMSEP) also receive praise from our sponsors and visiting hosts, as there is nothing like the camaraderie of overseas touring to foster cultural understanding and to lift the spirit of our members to a high pitch of togetherness in action. Besides, we are involved in numerous charitable activities including AMSA Health Day, AMSA Community Service, AMSA Diabetes Day, World Immunodeficiency Week, World Health Day and many more.



Our Vision

| Knowledge | Action | Friendship |
|---|--|---|
| We promote scientific and medical activities to increase and expand our knowledge whilst training to become the medical professionals of the future | As medical students, we are concerned for the community around us and endeavor to do things for the benefit and improvement of our fellow citizens | As future doctors, we aim to build and maintain a good relationship among our colleagues of the Asia-Pacific and beyond |



Preface

Dear prospective partners,

On behalf of Asian Medical Students' Association (AMSA) Malaysia, it is my great honour to express our warmest welcome to you and would like you to get to know of our vigorous organisation through this sponsorship prospectus.

AMSA Malaysia is a well established association with over 30 years of outstanding service and contribution to the society. Every year, AMSA Malaysia hosts charity events, student exchange programmes and conferences with the aim of enhancing educational opportunities and creating health-conscious medical students. Besides, we also organise public health awareness programmes, academic and motivational seminars as well as research studies for medical students and the community.

AMSA Malaysia has grown over the years with over thousands of followers across medical universities and social media platforms. We are an active and engaging association with the interest in serving the community better and improving public health.

Only with your assistance and help, we are able to continue to fulfill our commitment to society and the medical students to our fullest potential. I would like to extend my sincere gratitude for taking the time to read our sponsorship booklet. By sponsoring AMSA Malaysia, it would be a great marketing opportunity for your company to reach out to not only the local community but also a large audience of intellectual and aspiring doctors to be across Malaysia.

This booklet outlines the different opportunities that you could partner and work with us.

Thank you.

Best regards,

Chong Sze Jie

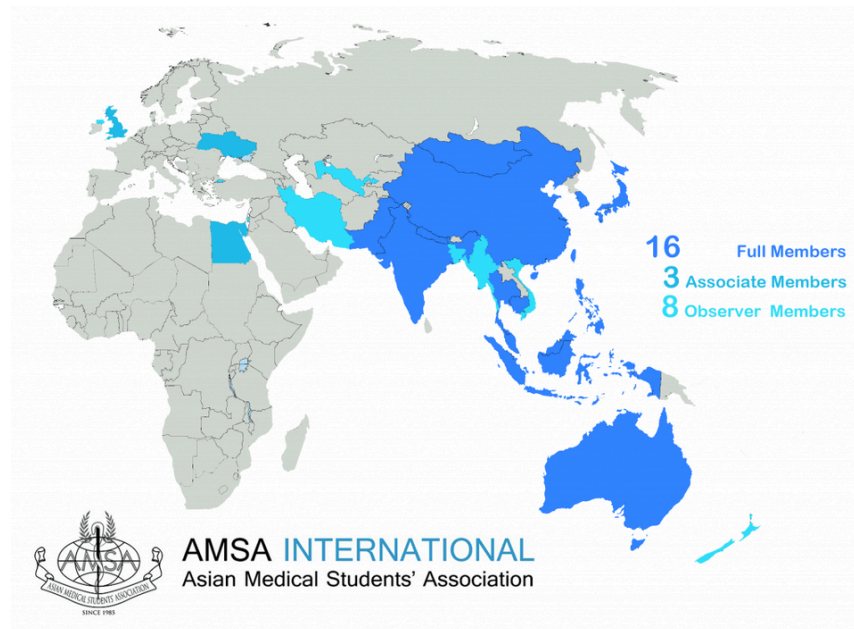
Director of Marketing and Sponsorship

AMSA Malaysia 2019/2020



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AMSA Malaysia Members

Full Members

Universiti Kebangsaan Malaysia
Universiti Putra Malaysia
Universiti Sains Malaysia
Universiti Malaysia Sabah
International Medical University Malaysia
Newcastle University Medicine Malaysia
Monash University Malaysia
UCSI University
Perdana University
Melaka-Manipal Medical College

Observer Members

Universiti Tunku Abdul Rahman
Universiti Teknologi Mara
SEGi University & Colleges
Universiti Malaysia Sarawak
Taylor's University
MAHSA University
International Islamic University Malaysia

What does your sponsorship mean?

AMSA Malaysia is an established organisation who provides opportunities and pathways for our members to develop based on our vision; knowledge, action and friendship.

All sponsorship fundings obtained will be directly invested into events as well as avenues that will further benefit our members and improve the organisation. Areas of expenditure include

1. International conferences
2. Executive Board meetings
3. Asian Medical Students' Conference (AMSC)
4. East Asian Medical Students' Conference (EAMSC)
5. Malaysian Medical Students' Conference (MMSC)
6. Malaysia World Health Assembly Simulation (MyWHA)
7. National Research Methodology Workshop (NRMW)
8. Asian Medical Students' Exchange Programme (AMSEP)
9. World Primary Immunodeficiency Week National Walkabout (WPIW)
10. Post National AMSC-EAMSC
11. Medics Intervarsity Games (MIVG)
12. AMSA Health Day (Regional)
13. AMSA Community Service (Regional)
14. AMSA Academic Olympics
15. AMSA Week
16. #SIGNON collaboration



What do we do?

We aim to:

1. To facilitate interaction and friendly relations among the various medical students' societies in Malaysia based on the principle of mutual respect.
2. To achieve cooperation and understanding in medical and health problems as well as to share experiences in solving them.
3. To promote the interest and welfare of medical students in Asia, for universal kinship without distinction as to race, sex, language, religion and political affiliation.
4. To foster unity and promote profound interpersonal relationships amongst its members.
5. To uphold humanitarian ideals and medical ethics.
6. To provide an outlet for social, cultural and academic activities and encourage cooperation amongst Asian and Oceania of future doctors.



AMSA Malaysia Programmes

Asian Medical Students' Conference (AMSC)

The Asian Medical Students' Conference (AMSC) is an annual conference of the Asian Medical Students' Association (AMSA International) that involves the participation of hundreds of medical students from as many as 27 countries around the Asia-Pacific region.

The objective of AMSC lies in creating a platform for a strong, global network of medical students, who as future medical practitioners, will explore and develop their academic knowledge, cultural appreciation and interpersonal skills.

It comprises three main aspects: academic, cultural and social programmes. This event allows medical students from AMSA chapters to congregate, discuss and present their projects and research which were conducted based on the theme agreed upon for the conference that year. In addition, delegates can experience different traditions and customs through the cultural events organised throughout the course of the conference, and gives our Malaysian delegation an opportunity to network and build lifelong friendships.


Proudly, AMSA Malaysia was the host of Asian Medical Students' Conference (AMSC) 1983, 1987, 1992, 1998, 2005, 2013 and 2018.

By sponsoring AMSC,

East Asian Medical Students' Conference (EAMSC)

The East Asian Medical Students' Conference (EAMSC), is an annual conference hosted by various cities around East Asia. At its inception, it aims to inspire delegates to become active in the amelioration of global healthcare problems through networking with other medical students from the East Asian region. More recently, it has expanded to involve delegates from all AMSA-International chapters allowing the exchange of ideas, knowledge and cultural understanding.

The EAMSC continues to inspire medical students to analyse global health issues more closely and to utilise the role of medical students in the promotion of public health. It challenges students to think beyond what is learnt at university through various academic and cultural activities which explore a nominated conference theme.



It is our honour to organise EAMSC twice in the year 2009 and 2010 respectively.

Malaysian Medical Students' Conference (MMSC)

The Malaysian Medical Students' Conference (MMSC) is a national conference that gathers all the Malaysian medical students from different medical schools locally and overseas to discuss the current health and medical issues in Malaysia. This programme is able to instill the critical thinking skills for a lifelong education. It aims to train the medical students to be competitive, capable and innovative at the national and international level. Apart from that, the participants will be introduced to the health-related knowledge in Malaysia and be given the opportunity to share and exchange the thoughts in order to reach a better solution on the issues discussed. It improves the communication skills among medical students to produce skilled and experienced graduates.


Besides activities which are academic and research-based, the conference includes activities which highlight the social and cultural aspects. This will further strengthen the friendship among the medical students and subsequently promote cooperation and enhance communication skills among doctors-to-be from nationwide.

It was first organised at Universiti Kebangsaan Malaysia Medical Centre (UKMMC) in the year 2016.

Medics Intervarsity Games (MIVG)

The Medics Intervarsity Games (MIVG) is an annual intervarsity sports event under AMSA Malaysia. This sports tournament was initiated in the year 2009 with the aim of promoting a healthy lifestyle among medical students. It is also aimed to promote and foster intervarsity relations across medical schools in Malaysia. With this, AMSA Malaysia hopes to instill a sense of camaraderie among the future doctors, thus creating a conducive environment for better healthcare practices in the future and to culture wholesome healthcare practitioners in terms of intellectual and personality

World Primary Immunodeficiency Week (WPIW)



World PI Week is a global campaign which aims to raise awareness and improve diagnosis and treatment of primary immunodeficiencies (PI). As for Malaysia, WPIW has been organised in collaboration with The Malaysian Patients Organisation for Primary Immunodeficiency (MyPOPI) since 2015. Now, WPIW has become one of the annual public health programmes of AMSA Malaysia. WPIW offers an opportunity to inform and educate health policy-makers, schools and families, and the general public about primary immunodeficiencies (PI) to drive the earliest possible diagnosis and the optimal treatment. Through events and activities promoting the warning signs of PI, the global PI community can unite to bring about positive changes in healthcare systems and practices around the world in support of people living with PI

Asian Medical Students' Exchange Programme

The Asian Medical Students' Exchange Programme – more commonly known as AMSEP – is an integral programme unique to AMSA. The programme allows members of AMSA to participate in a 5-10 day preclinical or clinical exchange to a chapter of their liking. The idea was first established in 2003.

The programmes and activities during an AMSEP vary, subject to discussion by the involved parties. Nonetheless, AMSEP intrinsically roots back to AMSA's philosophy: Knowledge, Action, and Friendship. Key academic components include workshops, keynote lectures, hospital visits, guided hands-on clinical practice, training, academic discussions, learning about the local healthcare or medical education system, etc. Participating students are also expected to give back to the local community through social service activities that employ their medical knowledge. To add, the students will also experience the wondrous cultural aspects of the destination country, which includes visiting iconic landmarks, savouring the local cuisine, and much more. Above all, however, AMSEP allows participants to form life-time, international friendships with those they meet during the exchange.

European-Asian Medical Students' Exchange Programme

The European-Asian Medical Students' Exchange Programme (EAMSEP) is an exchange programme in collaboration with European Medical Students' Association (EMSA). The first pilot EAMSEP was organised by AMSA Malaysia by welcoming medical students from Lithuania in August of 2014.

Media platforms



Facebook (4111 likes*)

AMSA Malaysia



Instagram (1475 Followers*)

AMSA Malaysia



Twitter (255 Followers*)

@AMSAMalaysia

*Updated in March 2020

Website

AMSA Malaysia's website [<https://www.amsamalaysia.org/>] is our main online media for medical students who are looking to be involved with AMSA Malaysia. It allows them to understand the history of AMSA Malaysia, keep updated with announcements from AMSA Malaysia and contact relevant executive committee members. It is constantly updated with new information and opportunities for our members to get involved with.

BECOME A SPONSOR

Sponsorship Packages

AMSA Malaysia endeavours to build a reciprocal and long term relationship with our sponsors and partners through the mutual respect for each other's objectives through this sponsorship tiers. A diverse range of packages, tiers and packages are available depending on your organisation's needs and objectives. In-kind offers for sponsorships will also be considered. The packages listed below are available for further negotiation. If you have any enquiries, please contact us for more details.

| Sponsorship Packages | Platinum (RM 5000 and above) | Gold (RM 2000 and above) | Silver (RM 1000 and above) | Bronze (RM500 and above) |
|--|---|---|---|---|
| Conference/Event Attendance | | | | |
| Formal recognition as respective tier sponsor at conference/event of AMSA Malaysia and marketing materials | ✓ | ✓ | ✓ | ✓ |
| Booth set-up at conference/event | ✓ | ✓ | | |
| Addressing the conference delegation | ✓ | ✓ | ✓ | |
| Delegate bag product insertion | ✓ | ✓ | ✓ | ✓ |
| Opportunity to display sponsors logo and banner | ✓ | ✓ | ✓ | ✓ |
| E-Advertising | | | | |
| Sponsors name and logo on social media | ✓ | ✓ | ✓ | ✓ |
| Sponsors name and logo on official AMSA Malaysia website | ✓ | | | |
| AMSA Malaysia merchandise | | | | |
| Logo display on AMSA Malaysia merchandise | ✓ | | | |



Conference / Event Attendance

A) Booth

AMSA Malaysia is offering partners the opportunity to set up an advertising booth at both/either conferences. An advertising booth will allow partners to meet and promote products and services directly to hundreds of keen and enthusiastic medical students. Partners will be able to have an advertising booth display for one day during the duration of the conference. Exact times, location and availability will be subject to the discretion of the conference Organising Committee.

B) Addressing the conference delegation

AMSA Malaysia is offering partners the opportunity to address the entire conference delegation of hundreds of medical students in a 15-minute presentation. The presentation will occur during the conference at a suitable times as directed by Organising Committee

C) Delegate bag product insertion

AMSA Malaysia is offering partners the opportunity to insert their flyers, brochures or other promotional material into delegate bags which will be distributed to all conference attendees.

D) Display logo and banner at conference

AMSA Malaysia is offering partners to have their logo and banner displayed throughout the duration of both/either conference. The logo/banner will be displayed in high visibility areas and will be seen by all conference delegates



E-Advertising

A) Social media outlets

AMSA Malaysia partners will be offered the opportunity to have their name, logo, products and services promoted on our social media channels in short posts suitable in length for the respective social media platform. Partners will also be given the opportunity to have their promotional video displayed on our social media platforms.

B) Website

AMSA Malaysia partners will be offered the opportunity to have their name, logo, website link and short description up to 100 words displayed on our website for the duration of the contract term. Additionally, partner advertisements and logo will be displayed on our homepage banner in a rotating manner on a monthly basis accompanied by a news post of any products or services

AMSA Malaysia Merchandise

A) Logo display on AMSA Malaysia merchandise

AMSA Malaysia is offering sponsors the opportunity to have their logo displayed on official AMSA Malaysia merchandise to be sold and distributed at our events.

Payment Terms

For all sponsorship packages, the following payment terms apply: 100% payment is required to secure your booking. Please note that all sponsors will be invoiced by AMSA Malaysia and may be omitted from the summit without prior notice if final payment is not received by the set deadline. All quoted figures are in Malaysian ringgit.



Alternative Sponsorship and Partnership Opportunities

In kind sponsorship: Do you have a product or a service that you would like to offer for the benefit of the festival? We would love to further discuss this opportunity with you.

A) Non-monetary

Non-monetary items could be an item for the delegate's registration bag or depending on the item, could be used in any part of the event. The items contribution will be awarded based on the total value of the items (as stated in the partnership packages section)

B) Customisation

Please feel free to contact us to further explore your sponsorship opportunities.



Contacts

For any enquiries, feel free to drop us an email.

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