



# BRIDGING PROGRESS

**2025 Sponsorship Kit**

**MSA** | FESTIVAL  
& AWARDS | **2025**



# LETS GET STARTED!

Be Acknowledged & Recognised in the Malaysian Media Industry by Being a Sponsor at the MSA Festival & Awards 2025!



## 3 MAR 25

**OPEN FOR ENTRIES**

- 18 categories for Best Use Of.
- Brand new Agency Categories!



## 31 JUL 25

**JUDGING**

- 50+ Judges across media agency and advertisers
- 250 attendees from media agency as presenters



## 21 AUG 25

**MSA FESTIVAL**

- 400+ attendees
- 5 key note speaker & 30+ panelist from the industry



## 22 AUG 25

**MSA AWARDS GALA NIGHT**

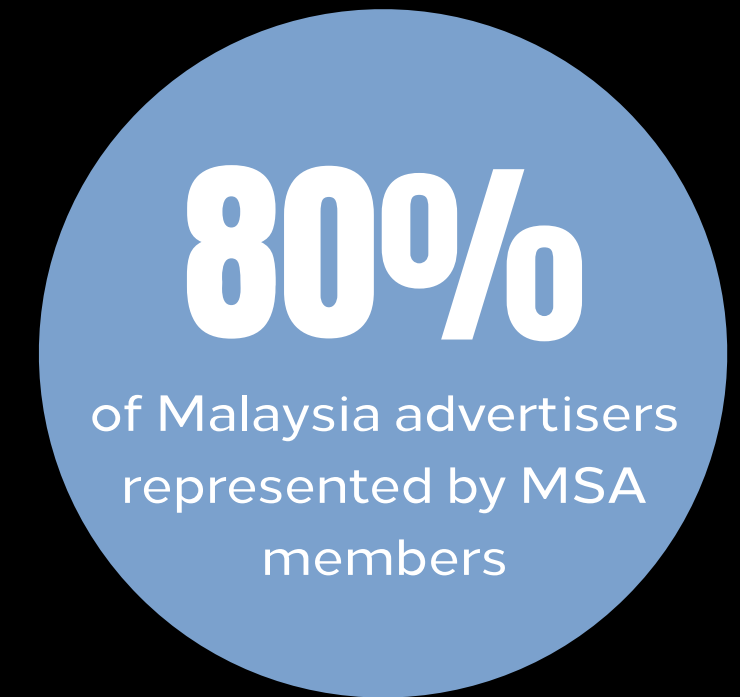
- 650+ attendees





### ABOUT THE MSA

Established in 2003, the **Media Specialists Association (MSA)** is dedicated to uniting and advancing professionals in the media industry. With a core focus on collaboration, excellence, and innovation, MSA serves as a pivotal platform for media specialists to share expertise, foster inclusivity, and elevate industry standards.







# BRIDGING PROGRESS

## ABOUT THE THEME

The 2025 Festival of Media and MSA Awards theme, "Bridging Progress," signifies the media industry's journey in Malaysia towards innovation and inclusivity. It calls for connecting ideas, utilizing technology, and exploring the media industry's diverse facets and what's needed to shape its future.

**INVEST IN THE FUTURE NARRATIVE**

**Your Sponsorship Shapes Tomorrow's Media Storytelling!**



# MAKE YOUR STRATEGIC INVESTMENT WITH US

## 1

### **Top Media Agencies**

**Collaboration:** 20 leading media agencies in Malaysia unite to honor the best campaigns of the year.

## 2

### **Substantial Industry Influence:**

Over 1000 media planners and buyers oversee ad spends totaling RM 4.5 billion.

## 3

### **Strong Advertiser Presence:**

Significant participation from Malaysia's Top 100 advertisers underscores the event's importance.

## 4

**Networking Opportunities:** Ample chances to connect with industry peers, potential partners, and decision-makers.

## 5

### **Insightful Panel Discussions along with industry esteem speakers:**

Engaging sessions featuring industry experts share valuable insights and trends.

## 6

### **Celebrating Excellence:**

Recognising outstanding achievements in media campaigns inspires innovation and drives industry standards.



# 2025 MSA FESTIVAL & AWARDS SPONSORSHIP PACKAGES EXCLUDING 8% SST

Tier 1 (ONE)	Tier 2 (MULTIPLE)	Tier 3 (MULTIPLE)	Category (MULTIPLE)
Mention in Press Releases & Socials	Mention in Press Releases & Socials	Mention in Press Releases & Socials	Mention in Press Releases & 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>10 mins</b> slot @ Festival of Media <b>[PANELIST ONLY]</b>	Mention in Press Releases & Socials
Exhibition booth x 4 Exhibition pass x 4 <b>[NON ACCESSIBLE TO FESTIVAL]</b>	Exhibition booth x 4 Exhibition pass x 4 <b>[NON ACCESSIBLE TO FESTIVAL]</b>	Exhibition booth x 2 Exhibition pass x 2 <b>[NON ACCESSIBLE TO FESTIVAL]</b>	
5 complimentary Festival tickets w/o dinner	4 complimentary Festival tickets w/o dinner	3 complimentary Festival tickets w/o dinner	
30 sec video presentation @ Festival	30 sec video presentation @ Festival	15 sec video presentation @ Festival	
3 categories presenter @ Awards <b>[CATEGORY TO BE DECIDED BY THE OC]</b>	2 categories presenter @ Awards <b>[CATEGORY TO BE DECIDED BY THE OC]</b>	1 categories presenter @ Awards <b>[CATEGORY TO BE DECIDED BY THE OC]</b>	1 category presenter @ Awards <b>[PICK YOUR CATEGORY]</b>
30 sec video presentation @ Awards	30 sec video presentation @ Awards	15 sec video presentation @ Awards	Brand mentioned during Awards presentation along with brand logo
2 complimentary tables @ Awards	1 complimentary table @ Awards	5 complimentary seats @ Awards	2 complimentary seats @ Awards
<b>RM 150,000</b>	<b>RM 100,000</b>	<b>RM 75,000</b>	<b>RM 30,000</b>



# VISIBILITY & EXPOSURE

Align with the Forward-Thinking Industry Leaders,  
Speakers, Influencers!



**430+**

ATTENDEES

**3+**

KEYNOTE SPEAKERS

**30+**

PANELISTS

**1M+**

PR COVERAGE



## MSA FESTIVAL OF MEDIA

This day-long event, boasting over 430+ participants, is designed to inject excitement, energy, and learning into the marketing and media ecosystem, providing sponsors with unparalleled opportunities to enhance brand visibility and forge valuable industry connections.

### WHO ATTENDS THE FESTIVAL?

- Board Directors CEOs, CMOs, CSOs, and C-suite personnel.
- Marketing, Brand & Product Managers.
- Advertising, Digital & Media agencies.
- Management Consultants & Advisors.
- Government, Policymakers & NGOs.

[CLICK TO VIEW: 2024 HIGHLIGHTS VIDEO](#)



# SECURE THOUGHT LEADERSHIP

Showcase Your Commitment to Subjects  
That Concern the Media Industry!

## MSA FESTIVAL 2025 TOPICS

- Crafting Connections in Chaos
  - The Role of Personalization in Building Consumer Trust and Connection
  - Why We Click?
  - Does Global Storytelling Dilutes or Enhances Local Authenticity?
  - Numbers That Speak
  - What Makes Partnerships Successful and Sustainable?
  - From Transactions to Tribes
  - Breaking Through The Noise
  - People and Media in Harmony
  - Crafting Connections Across Digital Platforms: The Power of Omnichannel Strategies
  - Leveraging Community
  - Does Programmatic Advertising Strengthen or Erode Brand-Consumer Relationships?
- + More to be Announced!**



# ACCESS TO MEDIA CIRCLES

Engage With High-Quality Audiences From the Media Industry as an Exhibitor.



## MSA FESTIVAL EXHIBITORS

The Festival of Media 2025 showcased sponsors with exhibition booths at the foyer of hall (entrance to the venue of the speaking sessions), offering a prime opportunity to connect with top-tier media professionals as an exhibitor.



# SHARE THE SPOTLIGHT

Celebrate Together the Accomplishments of Media Professionals and Their Clients.



## MSA AWARDS GALA NIGHT

This prestigious ceremony acknowledges outstanding work done on behalf of clients and agencies, underscoring the impact of strategic and creative efforts in the ever-changing media landscape.

**50+**

ADVERTISERS

**80+**

AWARDS GIVEN

**350+**

ENTRIES

**650+**

2024 ATTENDEES

[CLICK TO VIEW: 2024 HIGHLIGHTS VIDEO](#)



# MSA | FESTIVAL & AWARDS | 2025

PLEASE CONTACT  
THE MSA SECRETARIAT:

[amy.tan@macomm.com.my](mailto:amy.tan@macomm.com.my)

[zati@macomm.com.my](mailto:zati@macomm.com.my)

[godfrey@macomm.com.my](mailto:godfrey@macomm.com.my)

+603-7613 1510

ORGANISED BY:



MEDIA  
SPECIALISTS  
ASSOCIATION

[MSA-AWARDS.COM](http://MSA-AWARDS.COM)

[MSA-FESTIVAL.COM](http://MSA-FESTIVAL.COM)