



**Pusat Pengurusan
Penyelidikan dan Inovasi**

RESEARCH AND INNOVATION MANAGEMENT CENTRE

Universiti Utara Malaysia



SPONSORSHIP PROPOSAL

5th International Soft Science Conference 2018 [5TH ISSC'18]

Kuching, SARAWAK

25 - 27 September 2018

ISSC 2018 Secretariat
5th International Soft Science Conference 2018
Research & Innovation Management Centre (RIMC),
Universiti Utara Malaysia,
06010 UUM Sintok,
Kedah, Malaysia. Universiti Utara Malaysia
06010 UUM Sintok, KEDAH DARUL AMAN, MALAYSIA
Telephone: +604 - 928 4771/4768 Fax: +604 - 928 4756
Website: <http://www.issc-uum.com>, E-mail: issc@uum.edu.my,
FB Page: <https://www.facebook.com/issc.com>

1.0 SPONSORSHIP INVITATION AIMS

The aim of the Sponsorship Invitation is to cover the cost of organizing ISSC'18. At the same time giving the opportunity to our committee members and students to apply their knowledge in event management, marketing as well as managing expenditure.

2.0 WHEN AND WHERE?

ISSC'16 will be held in Kuching, Sarawak on the 25 – 27 September 2018. Please refer to the website (<http://www.issc-uum.com>) for further information on ISSC'18.

3.0 BACKGROUND

In general, management (soft science) can be defined as the art of conducting a planned process of working through and implemented in a systematic, organized and have certain guidelines. In this modern world, management is a problem that can not be separated from humans. Management is a process of social and human development in harmony with the surrounding community. Management is often associated with the administration and when talking about the concept of management must cover the three key elements of management, organization and management procedures or guidelines. These three elements are independent of each other and have a balanced relationship.

In order to realise the elements mentioned above, the Research and Innovation Management Centre (RIMC), Universiti Utara Malaysia plans to organize the fifth International Soft Science Conference on 2018 (ISSC'18). This conference is believed to attract the attention of academics and professionals, to discuss and share their ideas and research to strengthen field management related 'soft science'. This is an appropriate effort and great potential to contribute to the discourse of current knowledge in the field of 'soft science'.

The main focus of the conference is in areas related to the field of 'soft science' in management. Topics include (but are not limited to) the following:

- Accounting
- Business Intelligence and Management
- Communication & Media
- Education & Languages
- Economic, Finance & Banking
- Human and Social Development
- Information Communication & Technology
- Public Management & Law
- Mathematics, Statistics and Quantitative Sciences
- Technology Management
- Tourism & Hospitality
- Islamic Studies
- Cultural Studies
- Sports Science
- Psychology & Counseling
- Build Environment
- International Studies
- Other topics related to Social Science studies

4.0 OBJECTIVE OF ISSC 2018

The objectives of ISSC' 18 are as follows:

- To discuss current issues, concerns, and challenges related to soft science.
- To share academic and practical experiences on soft science in terms of instruction, pedagogy, research outcomes, and institutional practices, among others
- To establish a global network of scholars and professionals in various fields of soft science.
- To come up with a publication of scholarly works on soft science that have both local appeal and global perspectives
- To promote RIMC in particular and UUM in general as active players in local, regional, and international higher education, more specifically in management and allied sciences such as social science.

5.0 TARGET GROUP

The conference targets the participation from various groups especially members of the academics, practitioners, government and non-government bodies, interested students and individuals. Keynote speakers and the main paper presenters will be invited from the soft science industry's practitioners, policy makers as well as academics.

6.0 CONTRIBUTION CATEGORIES

Gold Sponsor – RM20, 000*

- The company's logo will be printed on the front page of the conference's souvenir booklets, proceedings and files.
- An A4 size (11 inches x 8.5 inches) colored advertisement at the back of the conference's souvenir booklets (advertisement artwork prepared by the company)
- The company's logo will be placed on each backdrop of the Conference Hall and the plenary rooms.
- The company's logo will be placed on each promotional banners of the conference.
- Verbal note of appreciation during the conference.
- The company's logo and website will be linked to the conference's website.
- The rights of distributing brochure on the company's product and services during the conference.
- **Free** participation of 4 of the company's representative in the conference.

Silver Sponsor – RM15, 000*

- The company's logo will be printed on the front page of the conference's souvenir booklets, proceedings and files.
- An A4 size (11 inches x 8.5 inches) colored advertisement on the inner front page of the conference's souvenir booklets (advertisement artwork prepared by the company)
- The company's logo will be placed on each backdrop of the Conference Hall and the plenary rooms.
- The company's logo will be placed on each promotional banners of the conference.

- Verbal note of appreciation during the conference.
- The company's logo and website will be linked to the conference's website.
- **Free** participation of 3 of the company's representative in the conference.

Bronze Sponsor – RM10, 000*

- The company's logo will be printed on the front page of the conference's souvenir booklets, proceedings and files.
- An A4 size (11 inches x 8.5 inches) colored advertisement on the inner page of the conference's souvenir booklets (advertisement artwork prepared by the company)
- The company's logo will be placed on each backdrop of the Conference Hall and the plenary rooms.
- The company's logo will be placed on each promotional banners of the conference.
- Verbal note of appreciation during the conference.
- The company's logo and website will be linked to the conference's website.
- **Free** participation of 2 of the company's representative in the conference.

Advertisement Based Sponsorship*

- **RM5,000** - An A4 size (11 inches x 8.5 inches) colored advertisement inside the conference's souvenir booklets (advertisement artwork prepared by the company)
- **RM3,500** - An A4 size (11 inches x 8.5 inches) black and white advertisement inside the conference's souvenir booklets (advertisement artwork prepared by the company)
- **RM2,000** - A half page size (5.85 inches x 8.27 inches) black and white advertisement inside the conference's souvenir booklets
- **RM1,000** - A quarter page size (5.85 inches x 4.14 inches) black and white advertisement inside the conference's souvenir booklets
- **RM500** - A business card size (2.8 inches x 4.14 inches) black and white advertisement inside the conference's souvenir booklets
- Any contribution **less than RM500** – the contributor's name will be listed in the **ACKNOWLEDGEMENTS**.

Product/Service Based Sponsorship*

- Product/Service Based Sponsorship that **exceeds the amount of RM8,000** will received a **FREE** A4 size (11 inches x 8.5 inches) colored advertisement inside the conference's souvenir booklets (advertisement artwork prepared by the company)
- Product/Service Based Sponsorship that **exceeds the amount of RM5,000** will received a **FREE** A4 size (11 inches x 8.5 inches) black and white advertisement inside the conference's souvenir booklets (advertisement artwork prepared by the company)
- Product/Service Based Sponsorship that **exceeds the amount of RM3,500** will received a **FREE** a half page size (5.85 inches x 8.27 inches) black and white advertisement inside the conference's souvenir booklets
- Product/Service Based Sponsorship that **exceeds the amount of RM2,500** will received a **FREE** quarter page size (5.85 inches x 4.14 inches) black and white advertisement inside the conference's souvenir booklets
- Product/Service Based Sponsorship that **exceeds the amount of RM1,500** will received a **FREE** business card size (2.8 inches x 4.14 inches) black and white advertisement inside the conference's souvenir booklets
- Product/Service Based Sponsorship **less than RM1,500** – the contributor's name will be listed in the **ACKNOWLEDGEMENTS**.

(Among suggested products needed for the conference are stationeries, files, conference's bag, caps, books, t-shirt, printing materials and services, souvenirs, drinking water and other relevant products. Products/services contributions are not eligible for the tax deduction.)

*NOTES:

- For all financial contribution towards the conference, cheques and money orders should be made payable to '**UNIVERSITI UTARA MALAYSIA**' and mailed to:

ISSC 2018 Secretariat
5th International Soft Science Conference 2018 (ISSC'18)
Research & Innovation Management Centre (RIMC)
Universiti Utara Malaysia
06010 UUM Sintok
Kedah Darul Aman
Malaysia
(Attention: Mohd Faizal bin Omar)

SPONSORSHIP CONFIRMATION FORM

Organisation Name:

Organisation Contact :

Address:

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Telephone: Facsimile:

Mobile: E-Mail:

Website:

I have read the Sponsorship Proposal of 5TH INTERNATIONAL SOFT SCIENCE CONFERENCE 2018 (ISSC'18) and agreed with terms and conditions.

I'm interested in sponsoring ISSC'18 as a:
(You can choose more than one category)

GOLD SPONSOR RM20,000

SILVER SPONSOR RM15,000

BRONZE SPONSOR RM10,000

ADVERTISEMENT BASED SPONSOR VALUE OF RM

PRODUCT/SERVICE BASED SPONSOR VALUE OF RM

Enclosed herewith our cheque/postal order/money order for RM
being payment to 5TH INTERNATIONAL SOFT SCIENCE CONFERENCE 2018 (ISSC'18).
Please make cheque or money order payable to '**UNIVERSITI UTARA MALAYSIA**'

Signature: Date:

Please forward the completed Sponsorship Confirmation Form via email, facsimile or mail to:

**ISSC 2018 SECRETARIAT, 5th International Soft Science Conference 2018
Research & Innovation Management Centre (RIMC), Universiti Utara Malaysia, 06010
UUM Sintok Kedah. Facsimile: +604 - 928 4756 Email: issc@uum.edu.my**

8.5 inch



**5th International Soft Science
Conference 2018
[ISSC'18]**

11.0 inch

**Kuching, Sarawak
25 - 27 September 2018**

8.27 inch



5th International Soft Science Conference 2018
[ISSC'18]

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5.85 inch

4.14 inch



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[ISSC'18]

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5.85 inch

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5th International Soft Science Conference 2018
[ISSC'18]

2.8 inch