THE NEXT 2027 SPONSORSHIP TIER

HOST PARTNER	An institutional seat, open and/ or by invitation to a ministry, state government or government-linked body. Host Partner is not a commercial tier.			
BENDAHARA	**TITLE SPONSOR**	1 seat	8 Prime Booths	RM1,000,000.00
LAKSAMANA	**PLATINUM SPONSOR**	1 seat	6 Prime Booths	RM850,000.00
TEMENGGUNG	**GOLD SPONSOR**	2 seats	4 Prime Booths	RM300,000.00
SHAHBANDAR	**SILVER SPONSOR**	4 seats	2 Prime Booths	RM150,000.00
BENTARA	**BRONZE SPONSOR**	6 seats	1 Prime Booth	RM75,000.00

All sponsorship packages are structured derive from historical Malay court official ranks and rates are inclusive of the 8% Service Tax.

AN OPEN DOOR TO BENDAHARA TITLE SPONSOR

For RM150,000 more, the expo carries the sponsor's name.



BENDAHARA TITLE · RM1,000,000



LAKSAMANA PLATINUM · RM850,000

- ***We understand a first edition may not be the moment to lend a great name to an event title. So the choice stays open: take Platinum now, upgrade to Title by 10 December 2026, or hold the first right to the 2028 Title at the same RM1,000,000.***

LAKSAMANA PLATINUM AND BENDAHARA TITLE

Comparison in naming, branding and campaign

RIGHT	LAKSAMANA PLATINUM · RM850,000	BENDAHARA TITLE · RM1,000,000
Designation	Laksamana Platinum Sponsor of NEXT 2027	**"NEXT 2027 Fuelled by PETRONAS" in the event name**
Logo position	Lead sponsor logo beside the NEXT logo	Name inside the NEXT lockup on every item
National campaign	TV, radio, press, outdoor, digital and social	Same, with the name in every headline
350 college campaigns	Sponsor logo on the co-branding kit	Name inside the lockup every college uses
Category protection	Yes, at Platinum and Title level	Yes, at Platinum and Title level
Launch press conference	Speaker	Co-host with the organiser
Official directory	Inside front cover	Outside back cover

PLATINUM AND TITLE, SIDE BY SIDE (2 OF 2)

Floor, programme, hospitality and the years ahead.

RIGHT	LAKSAMANA PLATINUM	BENDAHARA TITLE
Pavilion (Prime)	6 booths (54 sq m)	8 booths (72 sq m)
Opening ceremony	Address and head-table seat	Welcome address; joins the launch on stage*
Stage naming	Pentas Tun Perak	Pentas Tun Perak and Pentas Tun Teja
Titan Talks	1 talk by a sponsor leader	2 talks by sponsor leaders
Student Journey	1,500 students, 75 teachers	2,200 students, 110 teachers
NEXT Hallmark Award Nite	One table of 10, if staged	Gala named for the sponsor; 3 tables; presents the top award
VIP invitations	10, with VIP lounge	20, with VIP lounge
2028 edition	First right to Title at RM1,000,000	Renewal at RM1,000,000, price locked.

** Subject to the protocol of the Royal Patron's office and the guests of honour.*

SIX LAYERS OF RETURN

Each one measured, and each one reported.

LAYER	WHAT THE SPONSOR RECEIVES	MEASURED AS
1 Brand and visibility	Name on every unit of a national campaign and on-site	Media value; impressions
2 Talent pipeline	Premier access to the national technical talent pool	Students engaged; CVs captured
3 Standing with Government	A shared platform with GITC and PPPLVM and the Royal Patron	Ceremonial role; VIP access
4 Social impact	A guaranteed, counted beneficiary group	Institutions; students; teachers
5 National activation	Association with the enrolments the platform produces	Enrolments; first-year value
6 Tax treatment	Available Malaysian tax treatment on qualifying parts	As confirmed by the sponsor's advisers

We Strive For Success

Targeted objective and facts driven mission

COMMITMENT	PLATINUM MINIMUM	TITLE MINIMUM	CHECKED BY
Total attendance over five days	**20,000**	**20,000**	Gate counts and registration data
TVET institutions exhibiting	**250**	**250**	Named list by institution and state
Talk sessions delivered	**120**	**120**	Session log with attendance
Student Journey from beyond 150 km	**1,500 + 75 teachers, 5 states**	**2,200 + 110 teachers, 6 states**	Manifests by school and district
NEXT Hallmark Award Nite	—	**Staged; 10+ award categories**	Programme and media record
Impact report	**Within 45 days**	**Within 45 days**	Delivered by 17 March 2027

If any target falls below 80% of its minimum, the sponsor chooses a make-good: rights of equal value, a credit on the next edition, or a longer term at no cost.

TAX AND INVOICING

Mechanisms that exist in Malaysian law, for the sponsor's advisers to confirm.

ITEM	APPLICATION
Business promotion expense	A branding sponsorship is ordinarily treated as a promotion expense of the business. Treatment to be confirmed by the sponsor's tax advisers.
Service Tax	All amounts include 8% Service Tax. A full tax invoice is issued for every payment.
e-Invoice	CONTEXAXIA SDN BHD issues e-Invoices through the LHDN MyInvois system.
Programme packages	Education-programme packages may be structured for a foundation route on request.

This is not tax advice. The agreement will be structured to suit the treatment the sponsor chooses.

HOW THE SEAT IS PRICED

On what it delivers, not on what it costs to produce.

RM16M
campaign media value

20M+
impressions

4.25 sen
per impression at Platinum

5.0 sen
per impression at Title

IF BOUGHT SEPARATELY	INDICATIVE MARKET COST	AT NEXT
One premium digital billboard in Bukit Bintang	From RM50,000 a month	**Included**
A unipole on a major expressway	From RM250,000 a year	**Included**
Five days on the floor with ministers and the Royal Patron	Not for sale as media	**Included**
A guaranteed, audited community programme	Not for sale as media	**Included and guaranteed**

Outdoor rates are indicative figures published by Malaysian media owners. Media value and impressions are projections based on the organiser's past campaigns.

OUTDOOR, AT NATIONAL SCALE

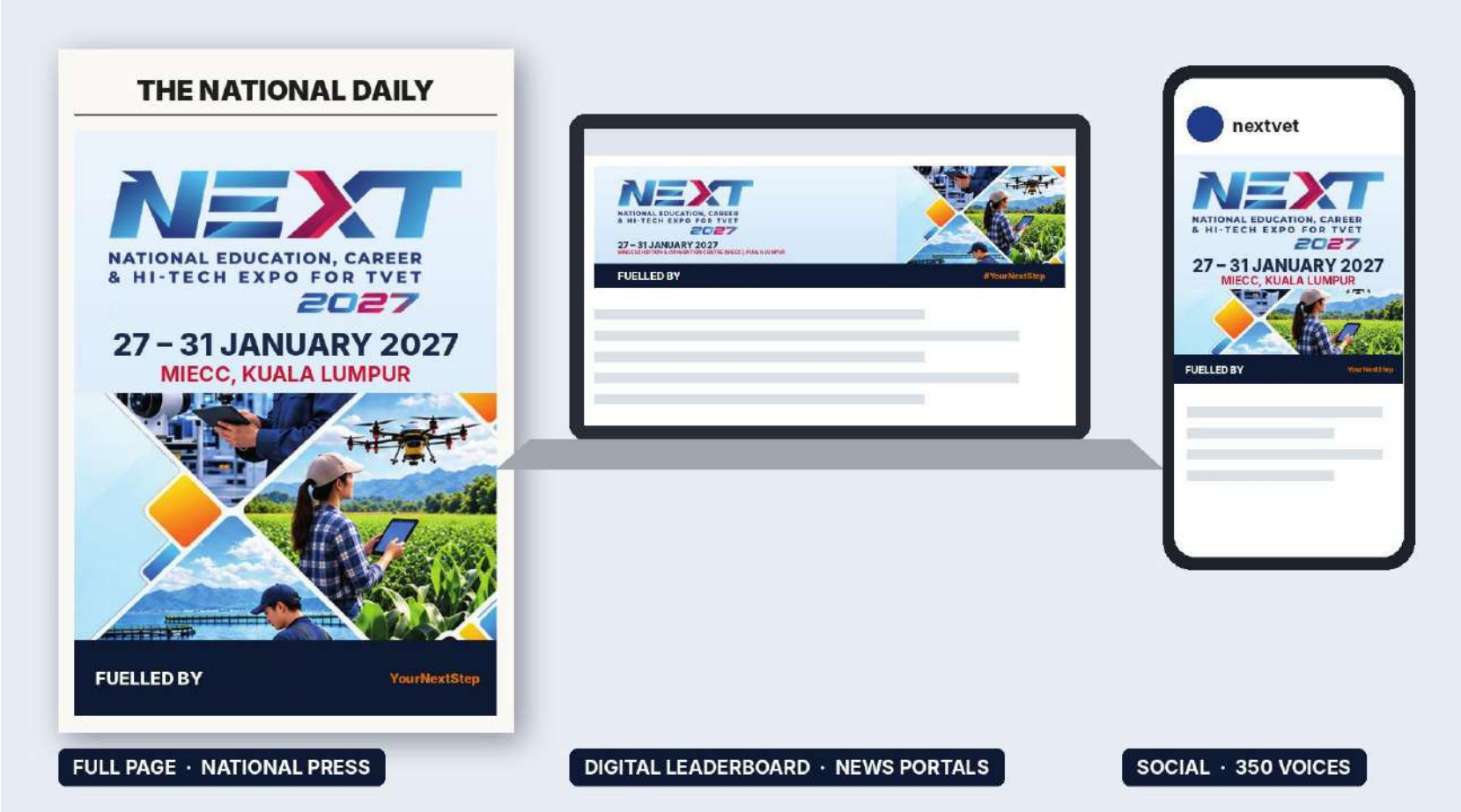
Large-format placements across the Klang Valley.



Shown in the Title lockup. Under Platinum, the same placements carry "Platinum Sponsor PETRONAS". The sponsor's logo is placed to its own brand guidelines.

PRESS, DIGITAL AND SOCIAL

National press, news portals and the 350-college social campaign.



Artwork is illustrative only. Final creative goes through the sponsor's brand approval before release.

ON THE ROAD AND AT THE DOOR

The Student Journey coach fleet and the hall entrance arch at MIECC.



The coach fleet carries the name from each home state to Kuala Lumpur and back.

NEXT HALLMARK AWARD NITE*

The stage backdrop of the gala, staged with a Title Sponsor.



The upcoming Hallmark Award Night will only proceed upon fulfilment of the target sponsorship value and amount. A final decision will be finalized 30 days before NEXT 2027 begins.

GOVERNANCE AND COMPLIANCE

What the sponsor's compliance team will want to see.

ANTI-BRIBERY

Contracts carry anti-bribery and corruption clauses in line with Section 17A of the MACC Act 2009.

PERSONAL DATA

Visitor data is collected with consent and handled under the Personal Data Protection Act 2010.

SAFETY

Event safety plan, public liability insurance and medical cover on site for all five days.

CHILD SAFEGUARDING

Students under 18 travel with teachers, with parental consent, insurance and a safeguarding officer.

NEUTRAL CONTENT

No political, religious or sectarian content in any sponsor-funded activity.

KYC AND RECORDS

Company documents and KYC declarations supplied as the sponsor's procedures require.

COMMERCIAL TERMS

Summary terms. The full terms are set out in the sponsorship agreement.

TERM	DETAIL
Amount	Laksamana Platinum RM850,000, or Bendahara Title RM1,000,000. Both include 8% Service Tax.
Payment	50% within 30 days of signing; the balance by 15 January 2027.
Term	NEXT 2027, with the option to lock in NEXT 2028 at the same price.
Protection	Category protection across energy, oil and gas, petrochemicals and fuel retail at Title and Platinum level.
Brand control	Every use of the sponsor’s name and logo goes through its brand approval first.
Commitments	Impact Commitment Schedule with make-good below 90%.
Counterparty	CONTEXAXIA SDN BHD, a wholly-owned company of SHAPERS Malaysia Sdn Bhd.

What’s NEXT, Malaysia?

1,398 institutions and 439,000 young Malaysians are already inside the TVET system. NEXT is the one place where the country finally sees them, and we invite PETRONAS to stand with them.

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#NEXTVET2027 · #WhatsNextMalaysia · #YourNextStep

