SPONSORSHIP BROCHURE

MALAYSIA'S BOARDROOM NETWORK

The Boardroom is Listening.

Will They Hear You?



In 2027, position your organisation where Malaysia's board directors gather, read and engage. FIDE FORUM sponsorship places your brand at the centre of governance, leadership and strategic dialogue.

COMMUNITY REACH

700+

Board directors & senior leaders

REPRESENTATION

99

Licensed financial institutions

Thought Leadership

Lead meaningful conversations with the board community through curated dialogue and editorial presence.

Publication Visibility

Secure high-value print and editorial positions in Forum Insights to stay top of mind.

Premium Association

Signal relevance and commitment to governance excellence through association with FIDE FORUM.

WHY PARTNER WITH FIDE FORUM

A highly concentrated audience of decision-makers

700+
Board directors across Malaysia's licensed financial ecosystem

99
Licensed financial institutions represented

20
GLCs and entities anchoring the ecosystem

2000+
Directors reached through Forum Insights distribution

WHY THIS MATTERS

Reach that cannot be bought elsewhere

FIDE FORUM brings together the individuals who influence institutional direction, approve strategy and shape governance at the highest level. This is not a general audience. It is a boardroom audience.

- Highly curated board and senior leadership community
- Strong relevance for governance, leadership and institutional visibility
- Association with a recognised and Bank Negara Malaysia-endorsed platform

VISIBILITY TOUCHPOINTS

1 Dialogue Table
Speak directly to the board community through sponsored sessions.

2 Editorial Voice
Build credibility through feature content in Forum Insights.

3 Print Presence
Stay visible through premium advertising positions.

4 Network Amplification
Gain exposure across member communications and post-event summaries.

Exceptional Value
Your investment buys relevance, not just reach.

Institutional Credibility
Strengthen brand perception through credible association.

Year-round Impact
Select one placement or build continuous visibility through the full package.

SPONSORSHIP OPPORTUNITIES

A clear package structure for 2027

Choose a focused placement or secure the full partnership package for the broadest visibility across events, editorial and advertising touchpoints.

Package	Dialogue Session	Editorial Article	Prime Position Ad	Single Page Ad	Investment
Sponsored Dialogue Session	✓	—	—	—	RM 25,000
Forum Insights Editorial Package	—	✓	—	—	RM 20,000
Single Page Advertisement	—	—	—	✓	RM 7,500
Prime Position Advertisement	—	—	✓	—	RM 15,000
Full Partnership (Recommended)	✓	✓	✓	✓	**RM 50,000**

À LA CARTE TOTAL

RM 67,500

Select each opportunity independently to build your own sponsorship mix.

RECOMMENDED OPTION

RM 50,000

Full Partnership delivers the highest visibility at a bundled value.

Save RM 17,500



1 Feature Article

Up to 2,000 words with byline visibility.



1 Dialogue Session

Co-branded event visibility and participation.



2 Ad Placements

Prime position plus one full-page placement.



Network Amplification

Recognition across event and post-event communications.

PACKAGE DETAILS

Thought leadership & editorial impact

PACKAGE 1 • FLAGSHIP

Sponsored Dialogue Session

RM 25,000

The most direct way to position your organisation as a thought leader in Malaysia's financial governance space. Your brand co-hosts a curated dialogue with FIDE FORUM in front of a high-value board audience.

- Co-branded dialogue with FIDE FORUM's board community
- Curated audience of directors from licensed financial institutions
- Sponsor recognition across pre- and post-event communications
- Exclusive speaking or panel participation opportunity
- Post-event summary distributed across the FIDE FORUM network

BEST FOR

Organisations seeking visibility through live engagement, strategic dialogue and industry leadership.

PACKAGE 2 • CONTENT

Forum Insights Editorial Package

RM 20,000

Forum Insights reaches 600+ directors and senior leaders across Malaysia's licensed financial sector. This package gives your organisation both a voice and a presence by combining a 2,000-word feature article with a full-page advertisement.

- One feature article up to 2,000 words, authored or co-developed with your team
- Published in Forum Insights, FIDE FORUM's flagship publication
- Distributed to 600+ directors across 94 licensed financial institutions
- Digital version amplified across FIDE FORUM's member channels

VALUE PROPOSITION

A byline in Forum Insights signals governance credibility that a press release cannot.

Editorial Presence

Build authority and gain lasting visibility through content.

Live Engagement

Create direct relevance with a room full of decision-makers.

Targeted Amplification

Move beyond broad visibility to focused institutional reach.

PACKAGE DETAILS

Advertising visibility & premium placements

PACKAGE 3 • VISIBILITY

Single Page Advertisement

RM 7,500

A practical and effective way to maintain brand visibility in Forum Insights.

- One full-page advertisement
- Premium interior placement, guaranteed right-hand page
- Full-colour, high-resolution print production

BEST FOR

Sponsors seeking targeted print visibility with a modest entry investment.

PACKAGE 4 • PREMIUM

Prime Position Advertisement

RM 15,000

Secure the most coveted advertising real estate in the publication for maximum impact.

- Choice of front cover, back cover, or centre spread placement
- Maximum visibility across the entire print run
- The most coveted advertising positions in the publication seen before a single page is turned

BEST FOR

Organisations seeking standout branding through premium print visibility.

RECOMMENDED PARTNERSHIP

Every room. Every page. Every conversation that matters.

QUICK RECAP

Why brands choose to partner

Board-Level Relevance

A concentrated audience of board and senior leadership decision-makers.

High-Quality Exposure

Visibility through dialogue, editorial content and premium advertising.

Credible Association

Signal institutional seriousness through FIDE FORUM partnership.

Let's discuss the right sponsorship fit

Packages are subject to availability. These rates reflect FIDE FORUM's commitment to the broader governance community and are available to organisations that share our vision for board excellence.

GENERAL ENQUIRIES

alumni@fideforum.org

03-2023 3179

CONTACT PERSONS

Rachel Moo
Head, Markets
017 209 2695
rachelmoo@fideforum.org

Wan Hazlizam Wan Hamid
Senior Manager, Markets
018 265 7998
wanhazlizam@fideforum.org