

## **(ATTACHEMENT 1)**

### **SPONSORSHIP PACKAGES**

We hope you can support us by becoming our sponsorship partner, the packages are as below:

#### **Package 1 – RM2000 (Bronze sponsor)**

- 1/4 page advertisement with color in NIC booklet (in A5 size)
- Acknowledgement of sponsorship in our online HR portal: Jobmarket, Facebook, Twitter, and Blogspot with hyperlink and corporate description for 12 months
- The right to use this event name (NIC) in all marketing campaigns
- First 10 interns, free administration fees waived (RM100 each)\*\*

#### **Package 2 – RM5000 (Silver sponsor)**

- 1/2 page advertisement with color in NIC booklet (in A5 size)
- 3<sup>rd</sup> rank logo placement (according to sequence) in our online HR portal: Jobmarket, Facebook, Twitter, and Blogspot with hyperlink and corporate description for 12 months
- Distribute product sample and flyers of your company
- The right to use this event name (NIC) in all marketing campaigns
- First 20 interns, free administration fees waived (RM100 each)\*\*

#### **Package 3 – RM10000 (Gold sponsor)**

##### **(Sponsor one of the 5 checkpoints around Kota Kinabalu, Sabah)**

- 1 page advertisement with color in NIC booklet (in A5 size)
- 2<sup>nd</sup> rank logo placement (according to sequence) in our online HR portal: Jobmarket, Facebook, Twitter, and Blogspot with hyperlink and corporate description for 12 months
- Distribute product sample and flyers of your company
- Display banner (3×6 feet) in event location (provided by the sponsor)
- Printed and electronic media publicity for your company as a gold sponsor in this event
- Display your company logo in our next NIC survey in year 2012
- Representative from the sponsors are invited to “*flag off*” ceremony at UMS Stadium as the signification for the beginning of the 5<sup>th</sup> NIC (just for individual)
- The right to use this event name (NIC) in all marketing campaigns
- First 30 interns, free administration fees waived (RM100 each)\*\*

#### **Package 4 – RM15000 (Platinum Sponsor)**

- 2 pages advertisement with color in NIC booklet (in A5 size)
- Top logo placement in our online HR portal: Jobmarket, Facebook, Twitter, and Blogspot with hyperlink and corporate description for 12 months
- Display banner (4×10 feet) in a strategic location (provided by the sponsor)
- Distribute product sample and flyers of your company
- Printed and electronic media publicity for your company as a platinum sponsorship in this event\*\*
- Workshop/sharing session presented by a representative of your company\*\*
- Representative from the sponsors are invited to “*flag off*” ceremony at UMS Stadium as the signification for the beginning of the 5<sup>th</sup> NIC (just for individual)\*\*

- Permission to set up booth to promote your company services/products in event location\*\*
- Display company logo in our next NIC survey in year 2012\*\*
- Assist in doing marketing survey for your company\*\*
- Display the bond of sponsorship in National Internship Challenge in all our road shows at campuses throughout Malaysia to get brand recognition\*\*
- The right to use this event name (NIC) in all marketing campaigns\*\*
- First 50 interns, free administration fees waived (RM100 each)\*\*

**Package 5 – RM18000 (Diamond Sponsor)**

- 2 pages advertisement with color in NIC booklet (in A5 size)
- Top logo placement in our online HR portal: Jobmarket, Facebook, Twitter, and Blogspot with hyperlink and corporate description for 12 months
- Banners displaying (4×10 feet)in a strategic location (provided by your company)
- Distribute product sample and flyers of your company in gift bag
- Printed and electronic media publicity for your company as a platinum sponsorship in this event\*\*
- Workshop/sharing session presented by a representative of your company\*\*
- Representative from the sponsors are invited to “flag off” at UMS Stadium as the signature for the beginning of the 5<sup>th</sup> NIC (just for individual)\*\*
- Setting up of booth is allowed to promote your company services/products in event location\*\*
- Display company logo in our next NIC survey in year 2012\*\*
- Assisting in doing marketing survey for your company\*\*
- Displaying the bond of sponsorship in National Internship Challenge in all our road shows at campuses throughout Malaysia to get brand recognition\*\*
- The right to use this event name (NIC) in all marketing campaigns\*\*
- First 50 interns, free administration fees waived (RM100 each)\*\*
- Advertisement inside half page in Malaysia 1000 directory (Full Color – A4 size)\*\*
- One complimentary seat during the Malaysia 1000 dinner event\*\*
- One complimentary copy of M1000 directory (Hard cover limited edition on first come first serve basis)\*\*

*(\*\*NOTE: Please refer to the ATTACHMENT 3, APPENDIX C and D)*

**(ATTACHEMENT 2)**  
**SPONSORSHIP FORM**

We agree to become a Jobmarket CSR Altruist as:

- |  |  |
|--|--|
| <input type="checkbox"/> DIAMOND ALTRUIST (RM18,000)<br>(RM15,000) | <input type="checkbox"/> PLATINUM CSR ALTRUIST             |
| <input type="checkbox"/> GOLD CSR ALTRUIST (RM10,000)              | <input type="checkbox"/> SILVER CSR ALTRUIST (RM5,000)     |
| <input type="checkbox"/> BRONZE CSR ALTRUIST (RM2,000)             | <input type="checkbox"/> Others, Please specify :<br>_____ |

<b>Date :</b>	<b>Company Name :</b>
<b>Name :</b>	<b>Company Stamp :</b>
<b>Designation :</b>	
<b>Authorised Signature :</b>	

**PLEASE RETURN THIS PAGE BACK TO:**

**JOBMARKET MALAYSIA SDN. BHD.**  
**Wisma Basis, Metro Centre,**  
**No 11-15, Jalan 8/146,**  
**Bandar Tasik Selatan,**  
**Sungai Besi,**  
**57000 Kuala Lumpur.**

**D/L : 03-90516999**  
**Fax : 03-90516818**

## (ATTACHEMENT 3)

### APPENDIX A

#### **ABOUT JOBMARKET MALAYSIA SDN BHD**

Jobmarket Malaysia Sdn Bhd is a company that assists its clients (university lecturers and students) in meeting the industries requirements (human capital and internship portal). The mission and vision of Jobmarket is to become the leader in providing quality candidates to companies and employers, to upgrade skills of candidates and our members, to be the global internship portal which helped matched the universities graduates to the industries requirement by providing outstanding service, selection, convenience, value and trustworthy information. Plus, Jobmarket Malaysia operates the first and only internship portal in the country, [www.jobmarket.com.my](http://www.jobmarket.com.my) that caters specifically for the undergraduates to undergo internship/practical training. To date, 26 universities and colleges have collaborated with Jobmarket for the Internship program and more than 35,000 students and fresh graduates have become Jobmarket members.

Jobmarket through its finding from visiting 59 universities and colleges throughout Malaysia, and spoken to more than 665 companies, has identified the reasons for increasing number of unemployed graduates and thereafter make several proposals to the Government via the institutions of higher learning whereby we have noted that some of the proposals have been accepted and implemented by the Government while the others have yet to be accepted. The proposals made, after the study, by Jobmarket are:-

#### **-To lengthen the industrial training period from 3 weeks to 6 months**

The then industrial training period was too short and not viable/feasible for the corporate to train the students. The students will not learn much due to such short period. By the time they have sufficient knowledge they had to go back to the universities to continue with their studies. To the corporate, it was a waste of their time, office space and money. **Action taken by the Government:** compulsory 3 months practical training. **To Jobmarket:** this is not enough as it should be 6 months and applicable to all faculty (not only certain faculties), for the benefit of the tripartite

#### **-To provide workshops and soft skill training to the students before they undergo their industrial programme**

The workshops and soft skill training need to be given to the students prior to their undergoing the industrial training programme. They need to learn how to write resume, attending interview, enhancing their communication skill and dress code and manners etc. They are taught to change their attitude and brought down to earth as working environment is very different from university life. **Action taken by the Government:** universities were told to conduct workshops and soft skill training to the students.

#### **-To pay allowance to the students while they undergo their industrial training programme**

The students were not paid any allowance and this resulted in high absenteeism and the "care-less attitude". Those companies with bad experience refused to take in students but preferred to take in experienced adults. Majority of the students need allowances to pay for their transport and meals. **Action taken by the Government:** manufacturing companies can claim tax allowance and contributors to HRDF can also claim back the money paid to the students undergoing industrial training in their companies. **To Jobmarket:** this is not enough as it should cover

ALL business sectors instead in order to make this industrial training programme successful. We hope the Government will extend to ALL business sectors soon.

**-To change the industrial training programme from 2<sup>nd</sup> and 3<sup>rd</sup> year to the final year, just before their convocation**

In an effort to reduce the unemployment rate of fresh graduates, the industrial training programme is encouraged to be at the tail end of the students' studies and exams. This is where the students need to develop their good habits and attitude, e.g. punctuality, commitment and responsibility, hoping that they will be absorbed by the companies by the end of their industrial training programme. The fresh graduates need not have to worry and look for jobs nearing the completion of their industrial training programme and they can continue working with the companies they are attached to, provided there are vacancies in the company and their attitude, commitment and responsibility are good. The companies, on the other hand, can take them as full time staff. They do not need to advertise for positions and can save money on advertisement, training and also time in interviewing candidates.

**-To have the industrial training programme running throughout the year instead of semester breaks**

This is a demand and supply theory. When the students undergo their industrial training programme during their semester break, there may be a sudden influx of supply and the corporate will not be able to absorb ALL the students. Thus many students will not have the opportunity to undergo their industrial training programme and may be penalized by the universities for non-compliance.

**-To have a win-win opportunity for employer and employee**

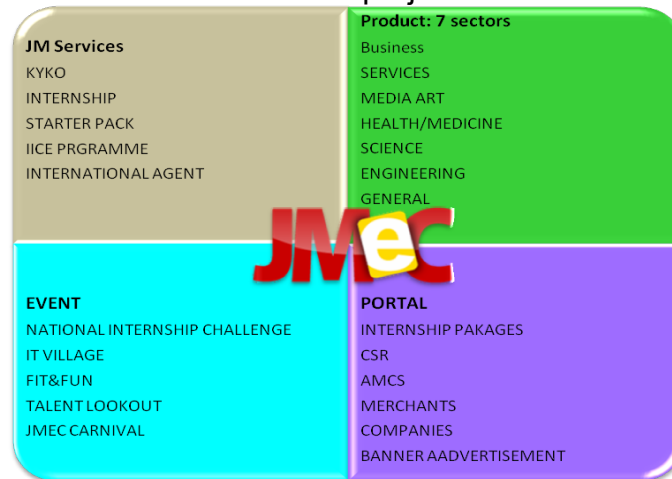
If the company has any project that requires longer or no time frame to complete, they can recruit the students to undertake the project. The cost will be much lower as compared to engaging full time employees or outsourced to third parties. The company will be able to plan and strategize their project and the cost of the project will be reduced considerably. In this way, the project cost will be more competitive and the company can make more money from the project implemented.

**About JMEC (JobMarket Entrepreneurship Club)**

Apart from the online activities, Jobmarket.com.my also uses the approach of getting students to be involved in more activities and "get their hands dirty" through JMEC (JobMarket Entrepreneurship Club) so that they are more wholesomely groomed. Some of the activities include National Level Internship Challenge, seminars, workshops, club activities etc.

The Vision of JMEC is to encourage more marketable graduates through experiential learning locally, nationally and internationally, via internship and entrepreneurship. JMEC's mission is to develop interest into talent and drive passion. JMEC is launched on 22<sup>nd</sup> June 28, 2011 by Deputy Minister of Higher Education, Dato Saifuddin Abdullah, and to date, 77 JMEC Uniclubs have been set up at 26 universities/colleges nationwide.

## JMEC 21 projects



With our ever growing database of undergraduates and graduates nationwide, Jobmarket is geared to provide this platform to cater for interns nationwide, providing lecturers an additional solution to have better interaction with industries, to enable closer monitoring on interns, and encourage feedback from the companies, mainly to assist in upgrading syllabus to incorporate required technical skills, and to encourage more effective teaching style in improving student's soft skills.

### **APPENDIX B** **NATIONAL INTERNSHIP CHALLENGE**

For your information, the previous National Internship Challenge was held as follow:-

1<sup>st</sup> National Internship Challenge (13<sup>th</sup> August 2007 at One Utama)

2<sup>nd</sup> National Internship Challenge (1<sup>st</sup> July 2008 at Berjaya Times Square)

3<sup>rd</sup> National Internship Challenge (13<sup>th</sup> August 2009 at Sunway Pyramid)

4<sup>th</sup> National Internship Challenge (21<sup>th</sup> November 2010 at Universiti Malaysia Kelantan)

These are the winning teams who have emerged as the TOP 3 and won cash & valuable prizes:

#### **1<sup>st</sup> National Internship Challenge: Building career, prize giving ceremony by Minister of Higher Education, Dato' Mustapha Mohd at Shangri-La Hotel**

2007 Champion : International Islamic Universiti Malaysia (UIAM)

1<sup>st</sup> Runner-up : Universiti Malaya (UM)

2<sup>nd</sup> Runner-up : Universiti Malaysia Sabah (UMS)

#### **2<sup>nd</sup> National Internship Challenge: Talent drive, prize giving ceremony by Jobmarket Malaysia's Chairman, Prof Datuk Dr. Abu Bakar, at International Youth Centre**

2008 Champion : Universiti Malaysia Sabah (UMS)

1<sup>st</sup> Runner-up : Universiti Malaysia Pahang (UMP)

2<sup>nd</sup> Runner-up : Universiti Teknologi MARA Jengka (UITM)

#### **3<sup>rd</sup> National Internship Challenge: Seeding Entrepreneurship, launched by Deputy Minister of International Trade and Affairs, INSKEN's Chairman, Dato' Mukhriz Mahathir, at Sunway Pyramid**

2009 Champion : Universiti Teknologi MARA Jengka (UITM)

1<sup>st</sup> Runner-up : Multimedia University Melaka (MMU)

2<sup>nd</sup> Runner-up : Universiti Teknologi Petronas (UTP)

**4<sup>th</sup> National Internship Challenge: Empowering Students as Entrepreneurs in Agri- & agroculture: launched by Vice Chancellor of Universiti Malaysia Kelantan, at UMK**

2010 Champion : Politeknik Merlimau, Melaka (PMM)

1<sup>st</sup> Runner-up : Universiti Teknologi Petronas (UTP)

2<sup>nd</sup> Runner-up : Universiti Tun Hussien Onn Malaysia (UTHM)

We are now in midst of preparing for the 5<sup>th</sup> National Internship Challenge scheduled on **8<sup>th</sup> -10<sup>th</sup> October 2011**.

For your information, there are 7 sectors and our NIC participants are from different sectors.

<b>Sectors</b>	<b>Faculty/Course</b>	<b>No. pax</b>
<b>Media Art</b>	Faculty of Creative Tech. and Heritage, Multimedia, Multimedia Application, Graphic Design	13
<b>Science</b>	Diploma Food Technology, Diploma in Science, School of Human Sciences (SHS), Computer Information Science (CIS), Business Information System, IT Software, Degree in Info. Tech.	21
<b>Business</b>	Diploma in Bus. Study, Commerce Department, Marketing, Diploma in Bus. Management, Faculty of Bus. and Entrepreneurship, Faculty of Bus. Management and Accountancy, Human Resource Management (HRM), Degree in E-Business Tech & Management, E- Secretary-ship	128
<b>Engineering</b>	Faculty of Electrical Engineering, Faculty of Civil and Environmental Engineering, Diploma Electrical, Degree Civil Engineering, School of Computer and Engineering (SCE), Bachelor of Engineering Technology in Electronic, Chemical Engineering, Petroleum Geosciences, Mechanical Engineering	80
<b>Services</b>	Department of Tourism and Hospitality, Tourism Management, Events Management, Office Management & Technology	8
<b>Health/ Medicine</b>	Faculty of Pharmacy	10
<b>General</b>	Carpentry and Joinery	4

## **APPENDIX C**

### **\*\*PACKAGES DETAILS\*\***

- **Printed and electronic media publicity for your company as a platinum sponsorship in this event**
  - We will invite Medias including press, radio and television to publish this event (subject to availability) and this is the opportunity for your company to boost visibility as a CSR altruist.
  
- **Workshop/sharing session presented by a representative of your company**
  - A representative from the sponsor will be invited for a 20 minutes time slot to share with the participants on topic which the company wishes to deliver. (related to business/entrepreneur field)
  
- **Representative from the sponsors are invited to “flag off” at UMS Stadium**
  - A representative from the sponsor will be invited to “flag off” at UMS stadium on 9<sup>th</sup> October 2011, at 7am, together with the other VIP. There will be media coverage presence to boost visibility of this event among the community.
  
- **Permission to set up booth to promote your company services/products at event’s location**
  - Your company may set up booth on 8<sup>th</sup> Oct – 10<sup>th</sup> Oct 2011 at our various check points and event launch, where you may distribute some sample products/services to gauge customer’s buy-in.
  
- **Display company logo in our next NIC survey, 2012**
  - These survey forms are carried by the participants during the Zone level, which will be exposed to the HR Manager/top management when getting their feedback on how to improve the quality of graduates. A gold/ platinum sponsor can take this opportunity to expose their company as a CSR altruist, via the insertion of company logo on the 2012 NIC survey form, thus improving your company's image.
  
- **Assist in doing marketing survey for your company**
  - On special request, we can assist your company in getting some feedback from the same target group as NIC by attaching your questionnaire together with the NIC survey form (limited to 1<sup>st</sup> come 1<sup>st</sup> serve).
  
- **Promote the sponsor’s brand throughout the year, in all our road shows at campuses nationwide**
  - By displaying the sponsor’s brand (picture/word and company logo in banner) in all our road shows at campuses throughout Malaysia, this will assist the sponsors to reach out to your target market.
  
- **The right to use this event name (NIC) in all marketing campaigns**
  - Sponsors may highlight the event name NIC, at their company’s newsletter or magazines, as a CSR altruist.
  
- **FREE first 10/20/30/50 interns (RM100 each)**
  - Jobmarket is the National Internship Portal that caters specifically and provides the opportunity to the undergraduates to undergo internship or practical training. Our mission is to produce more marketable graduates to meet the industrial

requirements. In collaboration with our mission, we had come out with a package that will be beneficial to COMPANIES, LECTURERS and STUDENTS.

-From this initiative, companies may recruit interns according to student's field of study and identify good employee to be retained after their internship. Less training is needed, as long as a structured internship program is in place. Interns can be good resources when you have projects but insufficient manpower, thus gaining short term talent and provide your organization with fresh ideas. You can also allocate tasks according to the intern's strengths as you have access to their KYKO personality test, and their competency trail from JMEC's project achievements. The entire internship process, from sourcing, interviewing, to logbook and internship certificate/testimonial is online at [www.jobmarket.com.my](http://www.jobmarket.com.my). In the package, Jobmarket will collect RM100 for each intern, in which up to 95% are used to fund the JMEC projects, and 5% will be used to maintain the portal.

## **APPENDIX D**

### **\*\*ABOUT MALAYSIA 1000 DIRECTORY\*\***

MALAYSIA 1000 directory is jointly published by BASIS Publications House Sdn Bhd, a subsidiary of BASIS Holdings Sdn Bhd in collaboration with the Malaysian National News Agency (BERNAMA) and Malaysia External Trade Development Corporation (MATRADE). It is an annual publication.

MALAYSIA 1000 directory provides access to the comprehensive information on the cream of Malaysian top 1000 companies in a wide range of corporate and industrial sectors, ranking them in terms of financial performance and listing the leaders of the respective sectors.

The inaugural edition of Malaysia 1000 was launched by the former Prime Minister YAB Tun Abdullah Ahmad Badawi while the second edition was launched by the current Prime Minister YAB Dato' Sri Mohd Najib Tun Razak. The third edition of the directory was officially launched by the Deputy Prime Minister, YAB Tan Sri Muhyiddin bin Haji Mohd Yassin while the fourth edition was launched by the Minister of International Trade and Industry of Malaysia, YB Dato' Mustapa Mohamed.



The 5th edition of Malaysia 1000 directory will be launch by Tun Dr. Mahathir bin Mohamad, former Prime Minister of Malaysia on Sept 14, 2011 at the Palace of Golden Horses Hotel.

*\*For the company that had not signed up for the package, you can contact us for further details.\**