



# ESG & BRANDS FORUM 2025

Smart Growth: Inclusive & Sustainable Branding



**25 September 2025**



**AICB Centre of Excellence, KL**



## SPONSORSHIP PROSPECTUS

Presented by:



# Invitation to support ESG & Brands Forum 2025

I hope this letter finds you well. On behalf of the ESG & Brands Forum organizing committee, I am delighted to extend to you an invitation to become a sponsor of our upcoming conference, set to take place on the **25th of September 2025** at the **AICB Centre of Excellence**.

The ESG & Brands Forum is not just another conference; it is a dynamic platform crafted specifically for forward-thinkers, innovators, and visionaries in advertising, branding, and sustainability development. Our event serves as a nexus where the brightest minds converge to explore, learn, and cultivate meaningful connections in the ever-evolving landscape of sustainable business.

We understand that genuine progress requires a comprehensive approach. Hence, the ESG & Brands Forum offers a holistic experience that encompasses the entire spectrum of advertising, branding, and sustainability development. Attendees can expect to gain invaluable insights and practical takeaways that will empower them to seamlessly integrate sustainability into their business models.

By joining us as a sponsor, your company will have the opportunity to align itself with the ethos of sustainability and innovation, thereby enhancing its brand reputation and visibility within the industry. As a sponsor, you will receive prominent recognition throughout the event, including branding opportunities, speaking engagements, and exclusive networking sessions with key stakeholders and decision-makers. Your support will contribute to the ESG & Brands Forum's success and demonstrate your commitment to driving positive change and shaping the future of sustainable business practices.

We believe that your company's expertise and values align perfectly with the objectives of our event, and we would be honoured to have you on board as a sponsor. I am confident that your participation will add significant value to our conference and create mutually beneficial opportunities for collaboration and growth.

Thank you for considering this invitation. We eagerly anticipate the possibility of partnering with you to make the ESG & Brands Forum a resounding success.

Warm regards,

Shikha Kedia Bharadwaj

*Chairperson*

*ESG & Brands Forum (EBF 2025)*

# What is ESG & Brands Forum (EBF)?

The ESG & Brands Forum is back for its highly anticipated 2nd edition on 25th September 2025 at the AICB Centre of Excellence, Kuala Lumpur. As brands navigate an era of heightened consumer awareness and regulatory shifts, this forum serves as a crucial platform for industry leaders, sustainability advocates, and brand strategists to explore how businesses can grow responsibly while integrating Environmental, Social, and Governance (ESG) principles into their core strategies.

With the theme "Smart Growth: Inclusive & Sustainable Branding," the forum will focus on actionable strategies that help businesses build strong, purpose-driven brands that drive positive environmental and social impact. Key discussions will revolve around balancing profitability with responsibility, fostering inclusive brand narratives, adapting to global sustainability standards, and aligning brand strategies with ESG goals to enhance credibility, resilience, and long-term success.

Attendees can expect insightful panel discussions, keynote sessions from industry experts, real-world case studies, and networking opportunities designed to facilitate knowledge exchange and meaningful collaborations. Whether you're a brand leader, marketer, policymaker, or ESG specialist, this forum will equip you with the latest trends, challenges, and opportunities in sustainable branding.

Join us in shaping the future of responsible business and branding as we redefine growth through inclusivity and sustainability.

## Why Support?

- Position Your Brand as a Thought Leader in ESG and responsible business practices.
- Engage with Key Stakeholders including policymakers, corporate executives, impact investors, and sustainability advocates.
- Meaningful Collaborations with brands that are shaping the future of sustainable business.
- Amplify Your ESG Commitments through high-visibility branding, speaking opportunities, and exclusive networking sessions.

# Sponsorship Packages

Premier sponsors will enjoy exclusive privileges listed below according to the packages.

## Title Sponsor Package (RM 30,000)

- All promotional materials will include the Sponsor's Logo, including emails that are sent to local and International delegates and on social media
- The sponsor's logo will be displayed on the event website
- The sponsor's logo will be displayed on the e-Backdrop of the event
- The sponsor's logo will be displayed on the registration page of the delegates
- Acknowledgement of sponsor in the digital Final Announcement, digital Programme Book and Conference WebApp
- Acknowledgement of sponsor on all social media platforms
- The sponsoring company will be allocated a slot for speaking
- 1 tabletop to display your sustainable product/service (subject to availability)
- 7 free delegate passes

## Platinum Sponsor Package (RM 20,000)

- All promotional materials will include the Sponsor's logo, including emails that are sent to local and International delegates and on social media
- The sponsor's logo will be displayed on the event website
- The sponsor's logo will be displayed on the e-Backdrop of the event
- Acknowledgement of sponsor in the digital Final Announcement, digital Programme Book and Conference WebApp
- Acknowledgement of sponsor on all social media platforms
- The sponsoring company will be allocated a slot for speaking
- 5 free delegate passes

## Panel Session Sponsor Package (RM 10,000)

- The Sponsor brand will be mentioned at the beginning of that panel session
- The sponsor's logo will be displayed on the e-Backdrop of the event during that session
- The sponsor's logo will be displayed on the event website programme page
- Acknowledgement of sponsor in the digital Final Announcement, Programme Book and Conference WebApp
- Acknowledgement of sponsor on all social media platforms
- One speaking slot
- 4 free delegate passes

## Gold Sponsor Package (RM 10,000)

- The sponsor's logo will be displayed on the event website
  - Acknowledgement of sponsor in the digital Final Announcement, digital Programme Book and Conference WebApp
  - Acknowledgement of sponsor on all social media platforms
  - 1 tabletop to display your sustainable product/service (subject to availability)
  - 2 free delegate passes
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# Cancellation and refund policy

1. No failure or omission by the Organiser to perform or observe the terms and conditions of this agreement will (i) give rise to any right of action or claim against it; or (ii) be treated for any purpose as a breach of this agreement; if such failure or omission arises from any cause reasonably beyond the control of the Organiser, including but not limited to causes or circumstances that are unforeseeable or whose happenings are unpreventable or unavoidable.
2. It may be necessary for the Organiser to alter the advertised content, timing, date, location and/or site layout of ESG & Brands Forum 2025. The Organiser reserves the right to do this at any time during the term of this Agreement and without liability towards the Sponsor for any expenditure, damage or loss incurred by him/her. In the event of such occurrence, the Organiser undertakes to provide the Sponsor with notice of any alterations as soon as is reasonably practicable.
3. The Organiser reserves the right to cancel ESG & Brands Forum 2025 at any time during the term of this Agreement and, in the event of such occurrence, undertakes to provide the Sponsor with notice of the same as soon as is reasonably practicable.
4. In the event that the Organiser cancels ESG & Brands Forum 2025 (pursuant to the above), the Sponsor shall be entitled to either: (i) a credit for a future event organised by the Organiser of the Sponsor's choice (up to the value of the Sponsorship Fee); or (ii) terminate this Agreement with immediate effect and obtain a refund (calculated in good faith) of an amount that reflects the total sums paid by the Sponsor at the date of cancellation minus the value of any Sponsorship Rights received by the Sponsor prior to the date of cancellation. Any such refund shall be paid by the Organiser within 60 days of receipt of confirmation from the Sponsor to terminate the Agreement.
5. All sponsorship and exhibition cancellation requests will be handled on a discretionary basis. Upon acceptance of the cancellation, refunds are applicable according to the following timelines:
  - Requests received on or before **15 June 2025**: 50% refund (excluding a small administrative fee)
  - No refunds will be given **after 15th June 2025**



6. This cancellation policy applies to fees paid to ESG & Brands Forum 2025 for the sponsorship item and exhibition booth/table only. All other fees related to production and booth design & build, booth fit-out, hire furniture, etc., are excluded from this policy.
- In the event that ESG & Brands Forum 2025 goes virtual, sponsorship items will be converted accordingly to adapt to the Virtual Event platform and the value of the sponsorship will remain. Items will be delivered as promised. A cancellation clause applies.

## Disclaimer

Whilst the Organiser shall make every effort to secure a high number of delegates to the event , for the avoidance of any doubt, there will be no guarantee on the number of delegates at any point and no discounts or refunds are available if the number of delegates does not reach the projected levels.

## Payment Schedule

Please note the payment terms as mentioned below

- 50% of the total amount as a deposit at the time of booking.
- The balance of 50% amount should be paid before 31 June 2025

Payment Method: Payment should be made by bank draft issued in favour of "**Bit Quest Sdn Bhd**"

- Account Number: 23600567029
- Account Name: Bit Quest Sdn Bhd
- Bank: Hong Leong Bank