

NAMASTE MALAYSIA *Fiesta*

22ND - 23RD MAY 2026

THE GRAND HALL @ TAYLORS UNIVERSITY,
SUBANG JAYA

SPONSORSHIP PROSPECTUS

Presented by

WICCI
WOMEN'S INDIAN CHAMBER OF COMMERCE AND INDUSTRY
MALAYSIA INDIA BUSINESS COUNCIL



Namaste Malaysia is a premium cultural, business, and lifestyle magazine that celebrates the strong and evolving ties between India and Malaysia — across trade, tourism, arts, and community exchange. The magazine offers brands a unique opportunity to align with a prestigious initiative that bridges both nations through storytelling, heritage, and modern collaboration.

To extend the platform beyond print, **Namaste Malaysia** will be supported by a dynamic, on-ground cultural and community showcase built around curated experiential verticals creating powerful engagement and visibility opportunities for partners and advertisers.

Together, the magazine and its experiential platform present an **integrated marketing and cultural ecosystem** where sponsors can connect meaningfully with audiences through:

Featured Experience Verticals

Vertical 1: Exhibition Zone

A vibrant showcase of **Food Stalls** and **Fashion & Lifestyle brands**, highlighting Indo–Malaysian flavors, design, and entrepreneurship.

Vertical 2: F&B Competition (Non-Gas Cooking)

A creative and sustainable culinary challenge promoting innovation, tradition, and eco-conscious practices.

Vertical 3: Poetry Competition

Celebrating cultural expression through arts, youth engagement, and cross-cultural storytelling.

Vertical 4: Art Corner & Competition

A curated art space featuring live art, community participation, and emerging creative talent.

Vertical 5: Panel Discussions

Thought-provoking conversations with leaders from business, culture, trade, media, and community sectors — strengthening the India–Malaysia dialogue.

Vertical 6: Fashion Show

A potential showcase blending Indian and Malaysian design aesthetics, textiles, and contemporary style narratives.

Vertical 7: Generation Shapers: The Runway of Purpose

A powerful runway celebrating women who redefine 'housewife' as the architects of families, values, and future generations.

Why Brands Should Partner

Sponsors and partners gain the opportunity to:

- ❖ Connect with a **diverse, affluent, and cross-cultural audience**
- ❖ Strengthen brand presence across **India–Malaysia trade and community networks**
- ❖ Demonstrate commitment to **cultural diplomacy, creativity, and social impact**
- ❖ Engage audiences through both **editorial storytelling and live experiential touchpoints**

Objectives (Sponsors)

- ❖ To **position partner brands** alongside India's cultural, creative, and economic excellence.
- ❖ To **offer integrated visibility** through print, digital, and live event platforms. To **build brand affinity** among influential communities, businesses, and policymakers.
- ❖ To **promote cross-border partnerships** and recognition within the India–Malaysia ecosystem.
- ❖ To create a **sustainable cultural economy platform**, encouraging business growth through creative and community engagement.

Benefits of Sponsorship

Partnering with **Namaste Malaysia** offers brands and organisations a powerful opportunity to align with a prestigious platform that bridges **India and Malaysia** through culture, business, creativity, and community engagement.

Brand Visibility & Prestige

- ❖ Exclusive association with a project, adding credibility and diplomatic prestige to your brand.
- ❖ High-impact exposure through print, digital, and event platforms reaching Indian and Malaysian business communities, cultural institutions, and expatriates.
- ❖ Prominent logo placement and acknowledgement across all promotional materials, event backdrops, and press coverage.

Audience Reach & Engagement

Direct engagement with decision-makers, entrepreneurs, creative professionals, and cultural influencers across both countries. Opportunities to host or sponsor workshops, panels, and networking sessions during the festival.

Content Integration & Thought Leadership

- ❖ Sponsored editorials, advertorials, and interviews showcasing your brand's values, achievements, or social impact.
- ❖ Option to co-curate special features or themed issues highlighting innovation, CSR, or bilateral success stories.
- ❖ Positioning your brand as a thought leader in cross-cultural collaboration and sustainable business.

Community & Cultural Impact

- ❖ Contribute to strengthening India–Malaysia relations through arts, cinema, and cultural diplomacy. Support the growth of the creative economy and empower emerging artists, filmmakers, and entrepreneurs.
- ❖ Demonstrate your brand's commitment to diversity, inclusion, and cultural preservation.

Long-Term Relationship Building

- ❖ Build sustained connections with the Indian High Commission, ICCR, and key industry stakeholders.
- ❖ Gain year-round exposure through recurring features, digital visibility, and annual festival participation.
- ❖ Join a network of like-minded partners committed to building stronger India–Malaysia ties.

Sponsorship Packages & Inclusions

Category	Qty	Contribution (RM)	Inclusions & Benefits
Title Sponsor	1	RM 12,000	<ul style="list-style-type: none"> ❖ Back Cover + 1 Full-Page Advertisement ❖ Recognition as <i>Title Sponsor</i> across all print, digital, and event materials ❖ 1 Featured article/interview (1 inner page) ❖ 1 speaking slot at a panel discussion ❖ 1 premium exhibition table ❖ 4 VIP Fiesta Passes
Platinum Sponsor	2	RM 8,000	<ul style="list-style-type: none"> ❖ Premium placement on <i>Page 1 OR Back Inside Page (based on FCFV basis)</i> ❖ Company profile feature (1 page) ❖ Recognition as <i>Platinum Sponsor</i> across all print, digital, and event materials ❖ 1 premium exhibition table ❖ 2 VIP Festival Pass
Gold Sponsor	3	RM 5,000	<ul style="list-style-type: none"> ❖ Prominent placement on <i>Page 2, Page 3 OR Last Page (based on FCFV basis)</i> ❖ Recognition as <i>Gold Sponsor</i> across all print, digital, and event materials ❖ 1 VIP Festival Pass ❖ 1 exhibition table
Exhibition Table (Business Showcase)	30	RM 800 each	<ul style="list-style-type: none"> ❖ 1 Exhibition table ❖ 2 free exhibitor pass with full event access ❖ Logo on event backdrop and exhibitor listing

<p>Art Competition</p>		<p>RM 150/pax</p>	<ul style="list-style-type: none"> ❖ Category – Kids (age 6 to 12) ❖ Category – Kids (age 13 to 18) ❖ Category – Adults (age 19 and above) <p>*Colouring paper and basic art supplies provided. *Encouraged to bring your own art supplies. *Certificate of participation provided. * Includes access to the panel session, food, art corner & exhibition on both days</p>
<p>Art Corner Sponsor</p>	<p>1</p>	<p>RM 3,500</p>	<ul style="list-style-type: none"> ❖ 1 Full Page Advertisement or Advertorial Feature ❖ 1 bunting space at the Art Corner ❖ Recognition as <i>Art Corner Sponsor</i> across all digital and event materials ❖ Judge/Panel opportunity for the art competition ❖ 2 big tables to conduct art workshops for 2 days
<p>Cooking Competition</p>		<p>RM 150/pax</p>	<ul style="list-style-type: none"> ❖ Kids Edition <i>Fun shapes, colour, and presentation matter more than complexity.</i> ❖ Plating Master <i>Judged more on aesthetics than taste.</i> ❖ No-Bake Dessert <i>Examples: cheesecakes, laddoos, tiramisu cups, chocolate mousse</i> ❖ Healthy Bowl Challenge <i>Nutritious dish using only raw/soaked/pre-cooked ingredients.</i> ❖ No-Fire Gourmet <i>A restaurant-style dish without any flame or stove.</i> <p>*Certificate of participation awarded *All food materials to be brought by the participants.</p>

			*Includes access to the panel session, food, art corner & exhibition on both days.
Food corner sponsor	10	RM 2,800	<ul style="list-style-type: none"> ❖ 1 Full Page Advertisement or Advertorial Feature ❖ 1 Exhibition table to sell food for 2 days ❖ Opportunity to judge the cooking competition ❖ Sponsor your branded gift set for food competition winners.
Poetry Competition		RM 150/pax	<ul style="list-style-type: none"> ❖ Category – Kids (age 8 to 14) ❖ Category – Adults (Age 15 and above) <p><i>*Certificate of participation awarded</i></p> <p>* Includes access to the panel session, food, art corner & exhibition on both days</p>
Generation Shapers: The Runway of Purpose		RM 150/pax	<p>Generation Shapers: The Runway of Redefined Roles is a showcase celebrating women who redefine the term “housewife” as powerful Generation Shapers who build families, values, and future generations. Participants will walk the runway sharing their presence and a short personal message that reflects their journey and impact.</p> <ul style="list-style-type: none"> ❖ Open to women aged 25 and above. ❖ Each participant will have 20–30 seconds on the runway with a one-line introduction. ❖ Judging will be based on confidence, authenticity, storytelling, and stage presence.

2-days Fiesta Pass		RM 80/pax (Above 12 years old)	Includes access to the panel session, food, art corner & exhibition. (Free flow of Tea & Coffee)
1-day Fiesta Pass		RM 45/pax (Above 12 years old)	Includes access to the panel session, food, art corner & exhibition. (Free flow of Tea & Coffee)

*The exhibition table includes an oblong table with a black tablecloth and front skirting plus 2 chairs.

* The Namaste Malaysia Magazine will be published in October 2026

Namaste Malaysia Fiesta Fashion Showcase 2026

Theme: From Roots to Runway – The Evolution of Indian Design

1. Concept Overview

The Namaste Malaysia Fashion Showcase aims to celebrate the journey of Indian design from traditional craftsmanship and heritage textiles to contemporary silhouettes presented on a global runway.

Under the theme “From Roots to Runway”, the showcase will highlight the beauty of Indian handicrafts, textiles, and handmade techniques while demonstrating how these traditional elements evolve into modern fashion expressions.

2. Showcase Format

- ❖ Show Duration - Approximately 3 hours
- ❖ Each designer will be allocated 8-15 minutes runway time (Based on the sponsor package)
- ❖ Each collection will feature approximately 8 – 15 looks (Based on sponsor package)
- ❖ Models will walk individually showcasing each look followed by a final lineup walk with the Designer or Brand Owner.
- ❖ Maximum capacity: 10-12 Brands

3. Product Categories

The showcase will feature designers/brands whose work reflects Indian heritage into contemporary fashion. Categories may include (not restricted to):

Heritage Textiles & Handcraft-Based Fashion

Designs featuring traditional techniques such as handloom, block printing, embroidery, and regional textiles.

Contemporary Indian / Fusion Wear

Modern silhouettes inspired by Indian aesthetics, including Indo-western and contemporary collections.

Craft-Driven Designer Collections

Brands reinterpreting traditional crafts through innovative and modern design approaches.

Cross-Cultural Inspirations (India–Southeast Asia).

Designs exploring connections between Indian craftsmanship and Southeast Asian influences.

Fashion Show Participation Packages

Premium Designer Showcase: Participation Fee: RM 8000

Recommended for established and premium brands, retail labels

Includes:

- ❖ 15-minute runway presentation
- ❖ Showcase of up to 12 products (Clothes/Shoes/jewellery)
- ❖ Priority runway slot and premium showcasing space
- ❖ Brand logo on fashion showcase promotional materials
- ❖ Professional runway photography and video documentation
- ❖ Social media recognition through Namaste Malaysia platforms
- ❖ Backstage coordination and show management
- ❖ 1 premium exhibition table
- ❖ 10 VIP Festival Pass
- ❖ 1 Premium placement of article on Namaste Malaysia Magazine

Emerging Designer Showcase - Participation Fee: RM 3000

Recommended for local emerging brands, craft-based brands and small labels.

Includes the below:-

- ❖ 8 minute runway presentation
- ❖ Showcase of up to 6 products
- ❖ Brand logo on fashion showcase promotional materials
- ❖ Professional runway photography and video documentation
- ❖ Social media recognition through Namaste Malaysia platforms
- ❖ Backstage coordination and show management
- ❖ 5 Festival Pass
- ❖ 1 half page article on Namaste Malaysia Magazine

** Runway support – Models, Professional Makeup & Hair do (Additional charges. Can be arranged upon request.*

Customised Partnership Options

We also offer tailored packages for:

- Destination features (Tourism Boards)
- Industry Spotlights (Real Estate, Education, Fashion, Wellness)
- Cultural Collaborations (Artists, NGOs, Foundations)

Additional Sponsor Benefits

- Inclusion in press releases and media coverage.
- Visibility across social media platforms and partner networks.
- Access to networking evening and cultural gala.
- Complimentary copies of the magazine and media coverage report post-event.

Audience Profile

- Diplomats, business leaders, entrepreneurs, and cultural enthusiasts.
- Indian diaspora, Malaysian Industry leaders & Indian Expats

About WICCI

The Women's Indian Chamber of Commerce and Industry (WICCI) is a premier National Business Chamber for Women, envisioning global impact for women entrepreneurs, business leaders, and professionals from all walks of life.

Supported by the extensive and influential women's networks — G100, ALL Ladies League (ALL), Women Economic Forum (WEF), and SHEconomy — WICCI is part of one of the largest global ecosystems dedicated to women's leadership and empowerment.

Through its 2,500+ councils across 300+ sectors and 50,000+ office bearers, WICCI drives policy transformation, economic inclusion, and leadership growth. It plays an active role in shaping governmental policies, entrepreneurial ecosystems, and industry practices to encourage and empower women in business, commerce, and society at large.

About WICCI Malaysia–India Business Council

The WICCI Malaysia–India Business Council serves as a vibrant bilateral bridge promoting trade, collaboration, and partnerships between Malaysia and India. Our mission is to strengthen business relations, foster cross-border opportunities, and enhance women's participation in economic growth across both nations.

Through networking events, mentorship programs, advocacy efforts, and business exchanges, the Council provides a platform for women entrepreneurs and professionals to connect, collaborate, and create impact beyond borders.

Sponsor Application Form

Choose from the packages below:

- Title Sponsor
- Platinum Sponsor
- Gold Sponsor
- Exhibition Table
- Art Corner Sponsor
- Food Corner Sponsor
- Fashion Show Sponsor

Please complete the application form and email it to the Namaste Malaysia team at namastemalaysiafiesta@gmail.com

Company Name			
Contact Person			
Position			
City		Country	
Mobile (include the country and city calling code)		Email	

Note: Please include the country and city calling code

Payment Method: Payment should be made by bank draft issued in favour of "**Entrepreneurs Business AddA Sdn Bhd**"

PUBLIC BANK Account Number: **3245 9264 12**

Swift Code: **PBBEMYKL**

Branch: **Bangsar**

Signature & Company stamp:

With Regards,

Shikha Kedia Bharadwaj

Digital Strategist | Entrepreneur | Author | Speaker

Chief Executive Officer of BitQuest Sdn Bhd

President, Women's Indian Chamber of Commerce and Industry (WICCI) - Malaysia India Business Council

G100, Malaysia Country Chair, Brand Creation & Marketing

Advisory Board Member, Women Economic Forum, ASEAN

Advisory Board Member, Entrepreneurs' Business AddA

For Sponsorship Matters, contact:

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Managing Partner, Business AddA Sdn Bhd

Managing Partner, Nourich Nutritech Sdn Bhd