



ஆனந்த மார்கா யோகா இயக்கம் 阿南达玛迦瑜伽协会
PERSATUAN ANANDA MARGA YOGA, KUALA LUMPUR

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Reg. No. 782

“SELF REALISATION AND SERVICE TO THE UNIVERSE”

Ref: 14/03/05/01/KU

5th March 2014

To whom it may concern



for a greener earth

Dear Sir / Madam,

Green Valley Treasure Hunt 2014 from Kuala Lumpur to Gambang on 12th July 2014

It gives us great pleasure to draw your attention to our organisation , Persatuan Ananda Marga Yoga Kuala Lumpur and the above matter.

Persatuan Ananda Marga Yoga Kuala Lumpur is a non-profit organisation that propagates the teachings of yoga and rendering charitable, educational, humanitarian and welfare services to the community at large without discriminating any race, gender, creed, social status, or nationality.

As part of our efforts to continuously build better communities by promoting a healthy lifestyle through balanced mind, body and soul we plan to establish a wholistic lifestyle centre to be known as “Green Valley” in the beautiful hills surrounding Bentong, Pahang. This centre will be designed according to the principles of ecological sustainability and maintaining harmony with nature so that it becomes a model holistic educational centre for all to enjoy and grow. It will expand all possible services particularly in the fields of education, culture and economy.

As a non-profit organisation, we depend on donations and other sources of funds to make this vision a reality. As part of our fundraising initiatives, we are organizing the “Green Valley Treasure Hunt 2014”. We sincerely hope that you will join us in this exciting endeavor to make our dream come true by extending your support and generous contribution towards this worthy cause.

We are expecting 100 cars with a total of at least 400 peoples to take part in this event which is essentially a treasure hunt to the famous Bukit Gambang Resort City at Gambang Pahang. The Treasure Hunt will incorporate eco-elements to promote a healthy lifestyle, love for the environment, survival skills and team spirit while having a fun time with friends and families.

We would like to invite you and / or your company to be our sponsor for this event. The sponsorship options were detailed in the attached sponsorship form. We truly appreciate your kind and generous support to be a sponsor of this event and contribute to our objective of promoting sustainable development.

Should you require further clarifications, please do not hesitate to contact Miss Karen Tan at 012-2789935.

Thank you.

Yours truthfully


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KUMARASH SINNATHAMBY
Organising Chairperson



Sponsor / Donour Categories:

Category 1: Title Sponsor

For **CASH investment of RM50,000.00.**

As the “**Title Sponsor**”, your organisation will appreciate the following benefits:

1. The event will carry the title: **GREEN VALLEY TREASURE HUNT 2014**
2. Your company’s sponsorship will be mentioned in all press releases and publicity being organised for the event. We will organise an exclusive Press Conference to announce the sponsorship to the public.
3. Your company will be given a complimentary premium advertising position on the back cover of the Official Souvenir Magazine.
4. Your company’s logo will be featured on the front cover of the Official Souvenir Magazine to be circulated to each participant, as well as to the media.
5. Your company’s logo will also appear prominently on the car stickers of the participants cars.
6. Your company will receive complimentary participation of one team of 4 persons, including hotel accommodation.

Category 2: Co-Sponsor

Minimum Contribution: **RM10,000.00** cash **OR RM5,000.00** cash & **RM5,000.00** worth of prizes. As the “**Co-Sponsor**”, your organisation will appreciate the following benefits:

1. Your company’s sponsorship will be mentioned in all press releases and publicity being organised for the event.
2. Your company will be given a complimentary premium advertising position in front half section of the Official Souvenir Magazine in the form of a full page full colour advertisement space.
3. Your company’s logo sticker will also appear on the participating cars.
4. Your company will receive complimentary participation of one team of 4 persons, including hotel accommodation.

Category 3: Advertisers in Official Souvenir Magazine

Cash sponsorship of the following available ad positions in the magazine:

Back Cover – Outside (full colour)	(reserved for Title Sponsor)
Front Cover Inside (full colour)	RM 5,000
Back Cover Inside (full colour)	RM 4,000
Full Page (full colour)	RM 2,000
Half Page (full colour)	RM 1,200
Quarter Page (full colour)	RM 700

Category 4: Sponsorship of gifts in kind

Donours of gift items will be entitled to advertisements based on the following values of donations:

Items worth	Entitlement
RM4,000 and more	1 page colour ad
More than RM2,000 (but less than RM4,000)	entitled to half page colour ad
More than RM1,500 (but less than RM2,000)	entitled to quarter page colour ad

Note: All cheques must be made payable to “Persatuan Ananda Marga Yoga Kuala Lumpur”.
All **CASH** sponsorships and donations will receive an official receipt.



CONFIRMATION OF SPONSORSHIP

We hereby confirm our participation in the GREEN VALLEY TREASURE HUNT 2014 based on the details selected below:

- (Please tick)
1. **CATEGORY 1 : Title Sponsor**
Cash Contribution of RM50,000.00
 2. **CATEGORY 2 : Co – Sponsor**
Cash Contribution of RM10,000.00
Or
Cash Contribution of RM5,000.00 PLUS RM5,000.00 worth of prizes
 3. **CATEGORY 3 : Advertiser in Official Souvenir Magazine**
Ad Type : _____
We enclose our cheque no: _____ for RM _____
 4. **CATEGORY 4 : Sponsorship of gifts in kind**
Donation of our company product(s) for participants as
Prizes / samples (preferably for 100 cars or approximately 400 participants)
(please separately list details of prizes items being donated and their value in RM)
Product _____
Description _____
Quantity _____
Value in RM _____

- Closing date for confirmation of advertisement bookings: **Sunday, 1st June 2014**
- Closing date for submission of advertisement materials: **Sunday, 15th June 2014**

Materials must be high resolution softcopy (minimum 350dpi) either in JPEG (.jpg) or Adobe Illustrator (.ai) file formats. Please send by e-mail to info@anandamarga.net.my
For alternative arrangements please call Mr. Kumarash at 012-2080834.

(SIGNATURE / CO. STAMP) :

Donour's / Advertiser's Name :

Contact Person's Name :

Address :

Tel No:

Fax No:

Email:
