

## **'To Japan, With Love' Charity Program**

### **Purpose**

**'To Japan, With Love'** is a charity program that aims to gather corporate companies to merge together for a cause dedicated to the Japan Earthquake and Tsunami Fund set up by the Malaysian Red Crescent Society. The fund will be used to help lift the hardships faced by victims struck by the natural disaster and facilitate development programs to rebuild the affected areas in Miyagi and Fukushima prefectures.

### **Event Overview**

The event has THREE components:

1. 100km run at Sundown Ultramarathon on the 25<sup>th</sup> June 2011
2. Corporate Sponsorship
3. Individual Pledge

#### ***missJewelz runs 'To Japan, With Love' at Sundown Ultramarathon on the 25<sup>th</sup> June 2011***

The runner, Nor Juliana Ali or friendlier known as missjewelz in the local running and blogging community will be running her maiden 100km at the Sundown Ultramarathon 2011, Singapore. Juliana is an amateur triathlete who has completed numerous sporting events including Ironman Langkawi, Powerman Malaysia and recently the Sabah Adventure Challenge where she came in 4<sup>th</sup> for her category after completing 70km tough extreme racing over 2 days in Tambunan, Sabah. She is also the first Malaysian woman to cross the finish line for her category at the event this year.

She will be taking on her next challenge in Singapore at the Sundown Ultramarathon 2011. It is the first time such distance is held at any road running events in Asia. Juliana, a former member of Team Powerbar Elite has also been invited to join an adventure team based in Singapore for an extremely challenging 6 days international adventure race, The Wulong Mountain Quest in Wulong, China in September this year.

The full-time working person and avid blogger who believes in the motto 'Sports for All' would like to initiate this cause of giving back through her sporting activities. Her blog which has received more than 235,000 hits is used to relay this message to the general public, locally and even internationally. The Sundown Ultramarathon 2011 will be used as a start to many more 'giving back' programs. She hopes that contributors can open their hearts for Japan and aid in rebuilding the country-nation in any way they can. Sponsoring and pledging based on each kilometer covered by the runner during the run is targeted to raise some RM500,000 for the fund. Companies donating will have the privilege of tax exemption, granted by this program's partner, Malaysian Red Crescent Society (MRCS).

## **SPONSORSHIP PACKAGES**

### **Corporate Sponsorship**

In support of this charity cause, corporate companies are invited to sponsor a minimal distance of 1km with a pledge valued RM5,000. There is no limit to how many kilometers a sponsor can pledge. The runner aims to finish the run within the cutoff of 16 hours, to which each kilometer, hour and second ran is worth in improving and enhancing the lives of victims affected by the natural disaster. A tax exemption receipt will be given out accordingly to sponsoring companies by the Malaysian Red Crescent Society upon donation transfer.

### **Individual Sponsorship Package**

Individuals are also invited to donate, with a minimum of a meter (1m) pledge worth of RM50 . There is no limit to how many kilometers an individual can pledge.

### **Kilau Suria Sports**

Kilau Suria Sports will be hosting the pledge page. Donations information will be updated on the website accordingly. The runner's training; pre race and race updates will be relayed through the website, Twitter and YouTube. Logos and links to Corporate sponsors' website will also be included in the website.

The website will also include an interactive forum and chat applet to make it more interactive with the rest of the community, especially the running and blogging community of Malaysia, and either wise.

Kilau Suria Sports will stop the pledge on the 15<sup>th</sup> of June 2011.

### **PR and Communications**

Kilau Suria Sports is working with various media at the moment to ensure that this charity event will catch the eyes of the public to increase the awareness of giving, and donating to the needy. It is hoped that this collaboration between a running event with a charity event can help promotes sports as a lifestyle to all levels of the society. Kilau Suria Sports is happy to be partnering with the Malaysian National Red Crescent Society which will serve as the fund channeling point of this charity program.

Partners	Roles
<b>Malaysian Red Crescent Society</b>	Official NGO

<b>(TBC)</b>	Official event jersey (for runner)
<b>Powerbar</b>	Official sports nutrition partner
<b>(TBC)</b>	Official running gear (for runner)
<b>Corporate Athletes</b>	Official blog partner
<b>Pacesetters Athletic Club</b>	Official running club
<b>Footloose</b>	Official running magazine

The charity event website will be our key tool of promoting awareness for this cause including event progress, the runner's training and preparation for the event, what matters to her, collaboration work with other corporate companies, NGOs and individuals in making this cause a success as well highlighting the contributions made by our sponsors.

A press conference will be held pre event to stir interest and awareness of the public regarding this charity cause. It is vital as to pool more audience to visit our website [www.kilausuriasports.com](http://www.kilausuriasports.com). The website has yet to be launched as final touches are being made to make our visitors visit worthwhile and informative.

## **Sponsorship Package and Return of Investment (Individual Sponsorship)**

### **1. Individual Sponsorship Package**

Minimum Sponsorship Amount: RM50 (per meter pledged)

Benefits include the following:

- 1x Individual's name placement on runner's t-shirt (premium gift/merchandise t-shirt)
- 1 'To Japan, With Love' t-shirts (worth RM50 each)
- 1 x Individual's name placement on event bunting
- 1 x Individual's name placement on event website ([www.kilausuriasports.com](http://www.kilausuriasports.com))
- 1x Individual's name on our event web banners or side bars
- Acknowledgement at event press conference
- Mention during live coverage/streaming on social media (Facebook, Twitter, YouTube)
- Name mention in official event booklet

To take up any of the sponsorship package, kindly contact Program Director of 'To Japan, With Love', Nor Juliana Ali at the following:

H/p: 017 - 3323451

[kilausuria@gmail.com](mailto:kilausuria@gmail.com)

## Making the donation

Cheques can be made payable to 'MRCS International Relief Fund' with the words "Japan Earthquake and Tsunami" written at the back of the cheque.

Bank: Maybank Account Number: 5144 - 2210 - 2657

Cheques should be sent to: Malaysian Red Crescent Society, National Headquarters, 32, Jalan Nipah off Jalan Ampang, 55000 Kuala Lumpur, together with the Corporate Sponsorship Form (for companies).

Individual sponsors have the option to make their donation online.

ALL donors will have to forward a **copy of the transaction receipt** and **filled sponsorship form** to [kilausuria@gmail.com](mailto:kilausuria@gmail.com) for our reference.

We thank you for your kind attention, concern and support for this charity cause, and we look forward to collaborate with you to ensure the success of this program.

Thank you.

Sincerely,

NOR JULIANA ALI  
KILAU SURIA SPORTS ENTERPRISE SDN BHD (002025890-K)

## **Important Dates and Details**

DATE	TIME	PROGRAM	VENUE	DETAILS
15 June	6:00 pm	Last Day to submit the Sponsorship Confirmation Form		To be submitted to Kilau Suria and MRCS
18 June	10:00 am	Press Conference to announce Runner, event and Sponsors	TBC	
25 June	6:00pm	100km Sundown Ultramarathon Run begins	Marina Barrage, Singapore	100km run begins
26 June	10:00am	100km Sundown Ultramarathon Run completes	Marina Barrage, Singapore	Expected time of arrival of runner
9 July	8:00pm	'To Japan, With Love' dinner and cheque presentation to MRCS	TBC	