

**MT** MEDICAL TRAVEL  
**MA** MEDIA AWARDS  
2020

Recognising Excellence In  
Medical Travel Journalism

Medical Travel Media Awards (MTMA2020) is the only international award that recognises and rewards excellence in journalism for both media practitioners who have contributed to the promotion of healthcare travel in Malaysia



# VIRTUAL AWARDS PRESENTATION CEREMONY

**10 DECEMBER 2020**

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**SPONSORSHIP PROPOSAL**

IN SUPPORT OF:

The World's Healthcare Marvel

SUPPORTED BY:



# About Malaysia Healthcare Travel Council (MHTC)

Malaysia Healthcare Travel Council (MHTC) is an agency established under the Ministry of Health Malaysia that has been entrusted with the responsibility of curating the country's healthcare travel scene. Founded in 2009, MHTC works to streamline industry players and service providers in facilitating and growing Malaysia's healthcare travel industry under the brand "Malaysia Healthcare" with the intended goal of making Malaysia the leading global healthcare destination.

# About Medical Travel Media Awards (MTMA)

MTMA is an initiative by MHTC. MTMA are awards that recognise outstanding journalists and media agencies around the world for their contribution towards the promotion of medical travel in Malaysia. MTMA2020 is themed 'Recognising Medical Travel Journalism Excellence' and we are excited to celebrate both international and local media's contribution to building awareness of Malaysia's healthcare travel industry.

## WHY SPONSOR?



- High profile branding and recognition.
- Pre and post event publicity through MHTC's social media platforms and other media.
- Association with local and international media organisations.
- Expected PR Value from both international and local media coverage for MTMA2020 Awards Presentation Ceremony is RM12 million.

*(MTMA2019 Awards Presentation Ceremony PRV: RM10 million)*

## WHO WILL PARTICIPATE?

- Potential social media reach: More than 100,000 followers.
- Local and international media representatives from over 10 countries.
- Government stakeholders from the health, tourism, finance ministries and more.
- Representatives from the healthcare travel industry.

# A W A R D C A T E G O R I E S

## 1) Medical Travel Media Award

- Best Print Report
  - Malaysia
  - International
- Best Online Report
  - Malaysia
  - International
- Best Broadcast Feature
  - Malaysia
  - International

## 2) Medical Travel Journalist of the Year

- Malaysia
- International

## 3) Medical Travel Editorial Team of the Year

- Malaysia
- International

# EXCLUSIVE PACKAGE

## RM 5,000

### PRE-MTMA VIRTUAL AWARDS PRESENTATION CEREMONY

- Listed on any relevant MTMA2020 promotional materials.
- 2x promotional posts on social media (Over 100,000 collective followers).
- 2x promotional posts on MHTC corporate website.

### MTMA VIRTUAL AWARDS PRESENTATION CEREMONY

- Sponsor's logo on e-marketing materials during the virtual awards presentation ceremony.
- 2x emcee mentions as sponsor during virtual event.
- 2x mention in CEO's opening address.
- 1x display of logo and content on static/animated banners/videos.
- 1x 20 seconds video advert played during interval.
- 1x sponsors' chosen marketing materials to be included in the MTMA Care Packages to the winners and relevant recipients.

### POST-MTMA VIRTUAL AWARDS PRESENTATION CEREMONY

- Editorial exposure in post-event press release.
- Featured in MHTC Q4 Newsletter (3000 subscribers).
- 1x social media promotion.

# **IN-KIND SPONSORSHIP**

# **RM 1500**

Sponsor of Lucky Draw Prizes worth RM1500 to be given out during the virtual award's lucky draw session .

## **MTMA AWARDS PRESENTATION CEREMONY**

- Listed on any relevant MTMA2020 promotional materials.
- 1x promotional posts on social media (Over 100,000 collective followers).
- 1x promotional posts on event website.

## **POST-MTMA AWARDS PRESENTATION CEREMONY**

- Editorial exposure in post-event press release.
- Featured in MHTC Q4 Newsletter (3000 subscribers).
- 1x social media promotion.

# JOIN US FOR THE FIRST EVER VIRTUAL MEDICAL TRAVEL MEDIA AWARDS!

For sponsorship opportunities, please contact  
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For more information about MTMA2020, visit [www.mhtc.org.my](http://www.mhtc.org.my)  
or [www.facebook.com/MyMTMA](https://www.facebook.com/MyMTMA)