

WORLD VISION MALAYSIA

CORPORATE PARTNERSHIP PROPOSAL GUIDELINE

Kindly submit a formal proposal – either via email or fax.

The proposal should contain the following information:

a) About the Company/Organisation

- Nature of Business or operation
- Types of Services/Products
- Names and contacts of Board of Directors
- Names and contacts of Management Team
- Company/organisation registration number
- Client references (Name, designation, company, contact details)

b) About the proposed Event/Project

- Kindly describe the event/project proposed.
- What are the objectives of the event?
- What is the duration of the event/project? Will it be a repeated or long-term item within your company/organisation's calendar?
- Who is the targeted crowd/audience?
- If fundraising through sales is involved, how are sales generated?
- How are you funding the event/project?
- What are the evaluation guidelines on the success/failure of the event/project?
- Are there other beneficiaries involved? Kindly provide details.
- What are the results you hope/aim to achieve?
- What are your advertising and promotion plans for the event/project?
- Kindly provide the timeline of the event/project.

c) About World Vision

- Why does your organisation wish to partner with World Vision? What is the synergy?
- What is the envisioned role of World Vision in the proposed partnership?
- What are the expectations of this partnership? What does your organisation hope to achieve from this partnership with World Vision?