

BY MALAYSIAN AIDS FOUNDATION



# RED RIBBON GALA 2022

CELEBRATING **SUSTAINABILITY** IN AIDS RESPONSE

28 OCTOBER 2022 | SUNWAY RESORT PETALING JAYA

[redribbongala22.maf.org.my](http://redribbongala22.maf.org.my)

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The Ministry of Health has made numerous efforts in the country's fight against HIV/AIDS with the aim of ending the disease by 2030.

The National Plan for Ending AIDS 2016 - 2030 strongly emphasises strengthening the multi-sectoral and civil society collaboration exercised under previous strategic plans. Emphasis has also been placed on intensifying testing and treatment and providing antiretroviral therapy to those living with HIV.”

**YB Khairy Jamaluddin Abu Bakar**  
*Minister of Health of Malaysia*

- Excerpt from speech at the Red Ribbon Gala 2021



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Advances in treatment over the last three decades have made it possible for a person living with HIV to lead a normal life and to reach a normal lifespan.

Additionally, a combination of various prevention tools has also made it possible to effectively stop HIV transmission. Ensuring that as many people who are living with HIV are on treatment and scaling up implementation of pre-exposure prophylaxis – medicine given to prevent getting HIV are the two programmes that we need to bring to scale to end AIDS in Malaysia.

In the four decades in the fight against the HIV pandemic we know that it is not only scientific research and advances, that are needed to bring an end to AIDS, but also financial investment and multisectoral collaboration. MAF is grateful to all of you, individuals, donors and sponsors who have stepped forward in these hard economic times to continue to support us.

**Professor Dato' Dr Adeeba Kamarulzaman**  
*Chairman, Malaysian AIDS Foundation*

- Excerpt from speech at the Red Ribbon Gala 2021.



# The Red Ribbon Gala Is Back

## 28<sup>th</sup> of October 2022 @ The Sunway Resort

Be part of unparalleled branding and networking opportunity as we celebrate a bold, new vision for sustainability in AIDS response



The Red Ribbon Gala is a flagship fundraiser by the Malaysian AIDS Foundation (MAF) that rallies together Malaysia's most successful businesses and responsible corporate citizens in a race against time to end AIDS.

With your support, we are raising funds to support the Medicine Assistance Scheme – a special programme by MAF that brings treatment to underprivileged People Living with HIV, who otherwise will not be able to enjoy the life-saving benefits of ARV.

MAF plans to invite the Prime Minister and the Minister of Health as our Guests of Honour.

The Gala will be held as a Black-Tie Affair and continue to serve as the most prestigious and visible platform for corporate Malaysia to demonstrate their support to the HIV/AIDS cause.

# For A Sustainable AIDS Response

The discovery of antiretroviral (ARV) treatment signifies a major turning point in the history of AIDS.

This breakthrough medication has saved millions of lives, and is able to prevent onward transmission of HIV with near 100 % certainty\*.

In ARV, we finally found a sustainable solution to the AIDS crisis that has persisted for more than 30 years.

Our determination to improve access to ARV for every Malaysian that needs them represents our commitment to core principle of the 17 Sustainable Development Goals (SDG), and of the AIDS response that no one should be left behind.



# Red Ribbon Gala As A Showcase of Sustainable Event

Be part of unparalleled branding and networking opportunity as we celebrate a bold, new vision for sustainability in AIDS response



## 1/ REDUCING CARBON FOOTPRINT

- Food miles will be minimised by creating menu using locally-sourced and sustainably-farmed raw materials.
- Unused printed materials such as leftover brochures and programme book to be collected and recycled.
- There will be zero usage of single-use plastic throughout the event.
- The Gala décor will also minimise the use of cut flowers and other single-use materials for the table centrepieces. We will use live potted plants, which can be used over and again or taken home by the Gala Guests.

## 2/ SOCIALLY RESPONSIBLE

Door gifts and souvenirs for the Gala to be procured from Komuniti Cakna Terengganu (KCT), a grassroots HIV/AIDS organisation that has produced an impressive line-up of Songket-based and souvenir items as part of their income-generating scheme and client rehabilitation programme.

# In Pursuit of **Ending AIDS**

## How we plan to use the Gala Proceeds

All proceeds from the Red Ribbon Gala and Tun Dr Siti Hasmah Award will be used to sustain the Medicine Assistance Scheme that currently provides second-line Antiretroviral (ARV) medication subsidies for more than 500 People Living with HIV (PLHIV) across Malaysia.

With the price of second-line ARV ranging from RM 500 to RM 2,000 per month, the programme provides a new lease of life for many PLHIV from the low-income background.



MEDICINE ASSISTANCE SCHEME PROVIDES

**> 500 PLHIV**

ARV MEDICATION

SECOND-LINE ARV

**RM500 - RM2,000**

PER MONTH



KEMENTERIAN KESIHATAN/MALAYSIA

**THE MEDICINE ASSISTANCE SCHEME IS OFFICIALLY SUPPORTED BY THE MINISTRY OF HEALTH**

## Medicine **Assistance Scheme**

The Medicine Assistance Scheme by MAF provides subsidy for second-line ARV medicine to low-income patients in Malaysia who are not covered by the Government.

Initiated in 1998, this life-saving scheme has provided thousands of Malaysians living with HIV a second shot at life by procuring medication that they critically need but can't afford due to high costs.

At present, MAF is supporting close to 500 beneficiaries on the Scheme.

**The Medicine Assistance Scheme is critical to Malaysia's ending AIDS by 2030 goals as continued access to HIV treatment and adherence will ensure better viral suppression outcome, which further reduces onward transmission of HIV and improves the quality of life for PLHIV. Conversely, poor treatment adherence is associated not only with less effective viral suppression but also with drug resistance and reduced survival.**



# PUTTING TREATMENT AT THE FOREFRONT OF AIDS RESPONSE

How antiretroviral promotes PLHIV Sustainability

Antiretroviral will suppress the viral load in the body to undetectable level.



Immune system will recover and overcome infections and prevent the development of AIDS and other long-term symptoms.



Onward transmission of virus is practically no longer possible even through sexual transmission.



PLHIV are able to live and lead normal lives, including joining the workforce, and therefore, reducing their socio-economic vulnerability.



## Preventing Mother-to-Child Transmission of HIV

Viral suppression is also the science behind the Prevention of Mother-to-Child Transmission of HIV (or PCMCT) programme – which gives a woman living with HIV a second shot at motherhood and the opportunity to give birth to a completely healthy, HIV-negative baby.

In 2018, Malaysia was recognised by the WHO as the first country in the Western Pacific region to have eliminated HIV and syphilis transmission from mother to child as a public health threat.

# Presentation of The Tun Dr Siti Hasmah Award



*Dr Mahani Nordin, winner of The Tun Dr Siti Hasmah Award 2021*

During the Gala evening, MAF will present the Tun Dr Siti Hasmah Award to the unsung HIV community heroes who have demonstrated tremendous leadership and resilience in carrying out their work to support the HIV/AIDS community.

The Tun Dr Siti Hasmah Award was established in 1996 by MAF as a thank you note to Organisations/ Individuals for their exemplary courage, commitment and dedication to creating a sustainable impact on communities most affected by HIV/AIDS.

MAF highly values these achievements and this award allows MAF to recognise the excellence shown by the award's recipient. We hope that by putting the spotlight on the outstanding recipient, others will be inspired to align themselves with the HIV/AIDS cause and work together in strengthening existing partnerships and creating new ones.



# Red Ribbon Media Award



Anne Edwards from [anneedwardstv.com](http://anneedwardstv.com), winner of Special Jury Prize, Red Ribbon Media Awards 2018 (left) with Dr. Lee Boon Chye, former Deputy Minister of Health Malaysia (centre) and Professor Dato' Dr. Adeeba Kamarulzaman, Chairman, Malaysian AIDS Foundation. -MALAYMAIL/Azneal Ishak.

The Malaysian AIDS Foundation (MAF) Red Ribbon Media Awards, which debuted in 1996, recognises excellence in responsible, evidence-based, effective and inspired journalism in response to HIV/AIDS in Malaysia.



The Awards are presented to members of the media – print, broadcast and web-based – for their outstanding work related to HIV/AIDS during the eligibility period. Last held in 2018, the Red Ribbon Media Awards are making their long-awaited comeback this year as part of the Red Ribbon Gala and the Tun Dr Siti Hasmah Award.

Nominees will be judged by a panel of media and HIV/AIDS experts based on accuracy of content, use of appropriate, sensitive and inclusive language, relevance and impact on the work withing the context of HIV/AIDS in Malaysia, as well as originality / creativity of the work.

# Sunway Resort x MAF Partnership In Ending AIDS



**The Red Ribbon Gala will be hosted and sponsored by the legendary Sunway Resort**

Fresh on the back of a RM 240 million renovation, the urban resort is the crown jewel of the Sunway City integrated development.

The resort has undergone radical transformation that puts together the highest standard of hospitality with unsurpassed commitment to sustainability – from adoption of new green technology and energy-saving features in its daily operation, to introduction of urban farm on the resort's rooftop under the Sunway FutureX initiative that supplies healthy, farm-fresh produce to the resort's F&B outlets.



Sunway Resort also has a robust recycling programme that converts used cooking oil to biodiesels and repurposing used soap bars and distributing them to beneficiaries and communities in need. The hotel also has an on-site compost machine that converts organic wastage to soil conditioners for farming and landscaping around the property.

# Media Opportunities

We anticipate a huge interest by media agencies and greater buzz in social media. Using our previous Gala as a performance benchmark, the PR value and media impression for the Red Ribbon Gala is expected to hit RM 2-3 million.

Our PR team will work closely with top sponsors to ensure brand and CSR needs are met with exclusive interviews, promotional spots at the Gala and more.

## OFFICIAL MEDIA PARTNERS



MEDIUM	ESTIMATED PR VALUE
Print Media	RM 1 million
Electronic Media	RM 1.5 million
Social Media	RM 500,000.00
<b>TOTAL</b>	<b>RM 3 million</b>



# Title Sponsor

## RM 1 Million

This is the highest-level sponsor for the Red Ribbon Gala. Exclusivity is guaranteed as only one slot is offered.



### SPONSORSHIP ENTITLEMENTS

Tax exemption receipt

Naming rights (MAF- XXX Red Ribbon Gala)

Invitation to present the Tun Dr Siti Hasmah Award

Gala Honorary Chair position

2 seats at VIP Table

5 tables at the Gala (10 pax each)

Logo in Gala website

Credit in MAF newsletter

Presence in MAF social media

Brand / Logo Mention on Foyer Backdrop

Logo on Gala invitation card

Corporate video playback during Gala

Invitation to sit in Press Conference

Cheque presentation at Press Conference

Electronic exhibition during Gala

Sponsor's listing at the foyer

Double spread advertisement in Programme book

Foreword by CEO in Programme book

Quotes by CEO in Press Release

Boiler plate in Press Release

Credit listing in Press Release

### Additional Recognition

## Programme Adoption

As a Title Sponsor, your company will be credited as the benefactor for 10 beneficiaries of the Medicine Assistance Scheme who will be receiving bimonthly subsidies of ARV medication for 2 years (2023 - 2025)

# Presenting Sponsor

## RM 200,000

### SPONSORSHIP ENTITLEMENTS

Tax exemption receipt

2 tables at the Gala (8 - 10 pax each)

Logo in Gala website

Credit in MAF newsletter

Presence in MAF social media

Brand / Logo Mention on Foyer Backdrop

Logo on Gala invitation card

Cheque presentation at Press Conference

Electronic exhibition during Gala

Sponsor's listing in Programme book

1 full page advertisement in Programme book

Quotes by CEO in Press Release

Credit listing in Press Release

# Tier-1 Table

## RM 50,000

### SPONSORSHIP ENTITLEMENTS

Tax exemption receipt

1 table at the Gala (8 - 10 pax)

Logo in Gala website

Presence in MAF social media

Brand / Logo Mention on Foyer Backdrop

Cheque presentation at Press Conference

Sponsor's listing in Programme book

Credit listing in Press Release



# Summary of Sponsorship packages

The entitlements are for guideline only, and subject to bespoke agreement with donor.

SPONSORSHIP ENTITLEMENTS	Title Sponsor	Presenting Sponsor	TIER-1 TABLE
Contribution	RM 1 million	RM 200,000	RM 50,000
Tax exemption receipt	✓	✓	✓
Naming rights for the Red Ribbon Gala	✓		
Naming rights for the Tun Dr Siti Hasmah Award	✓		
Naming rights for the Red Ribbon Media Award	✓		
Gala Honorary Chair position	✓		
Seats at VIP Table	2		
Table at the Gala (8 - 10 pax each)	5 tables	2 tables	1 table
Logo in Gala website	✓	✓	✓
Credit in MAF newsletter	✓	✓	✓
Presence in MAF social media	✓	✓	✓
Brand / Logo Mention on Foyer Backdrop	✓	✓	✓
Logo on Gala invitation card	✓	✓	
Corporate video playback during Gala	✓		
Invitation to sit in Press Conference	✓		
Cheque presentation at Press Conference	✓	✓	✓
Electronic exhibition during Gala	✓	✓	
Sponsor's listing at the foyer	✓	✓	✓
Advertisement in Programme book	Double spread	1 full page	
Foreword by CEO in Programme book	✓		
Quotes by CEO in Press Release	✓	✓	
Boiler plate in Press Release	✓		
Credit listing in Press Release	✓	✓	✓
Customised media plan	✓		
Programme adoption for the Medicine Assistance Scheme (100 beneficiaries for 2 years)	✓		

# Every Single Donation Will Put Us Firmly On The Path to Sustainability

If the option to become a partner for the Red Ribbon Gala is untenable at this moment, MAF also welcomes donation of any amount from your esteemed organisation.



## ACCOUNT INFORMATION

Your donation can be made by crossed cheque, made payable to **Malaysian AIDS Foundation**.

You may also directly transfer your donation to our account:

Bank	: Maybank Berhad
Bank account name	: Malaysian AIDS Foundation
Account number	: 5141-0542-1257
Branch	: Kompleks Dayabumi Kuala Lumpur
SWIFT Code	: MBB-MBBEMYKL

# About The Malaysian AIDS Foundation

The Malaysian AIDS Foundation (MAF) was formed in 1993 and fully incorporated in 2003 under the Trustees Incorporation Act (1952) to carry out the following objectives:



Prevent the spread of HIV in Malaysia.



Render support to People Living with HIV in Malaysia.



Protect the human rights of people in Malaysia who may suffer discrimination due to their HIV status.



Provide education on matters pertaining to HIV/AIDS to the family and friends of people living with HIV/AIDS, the general public and the authorities at the national and local level in Malaysia.



Provide financial assistance or such other forms of support to bodies, organisations and institutions, including the Malaysian AIDS Council, in carrying out the activities and services described above.

## Get In Touch

For further information about the gala, kindly contact:

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