

TALENT RECRUITMENT AND CAREER EXHIBITION

TRACE 2025

17 – 18 JUNE 2025
DeTAR PUTRA, UNIMAS



CORPORATE

Sponsorship

PACKAGE

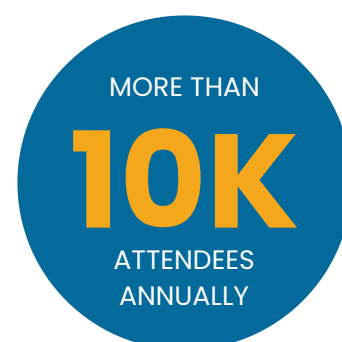


ABOUT TRACE

UNIMAS Talent Recruitment and Career Exhibition (TRACE) is a platform designed to bridge the gap between academia and the professional world, connecting students, graduates, and job seekers with a wealth of career and internship opportunities.

As one of the largest career exhibitions in Sarawak, TRACE has successfully run for 11 consecutive years, attracting over 80 top companies annually and drawing between 8,000 to 15,000 attendees per event. This highly regarded exhibition serves as a gateway for industries and employers, both local and international to engage with a diverse pool of talented candidates, including university graduates, trainees, and aspiring professionals seeking employment and industrial training.

Beyond job opportunities, TRACE empowers individuals by offering insightful career workshops, networking sessions with recruiters and industry leaders, and skill-building programs on resume writing, interview techniques, and personal branding. By fostering ambition, innovation, and excellence, TRACE continues to be the leading career event that aligns aspirations with real-world opportunities, paving the way for a brighter professional future.



GOALS & OBJECTIVE

FOR STUDENTS & JOB SEEKERS

- **Enhance Career Readiness** – Equip students and graduates with essential skills, knowledge, and confidence to navigate the job market.
- **Provide Employment Opportunities** – Connect job seekers with top employers offering full-time positions, internships, and industrial training placements.
- **Facilitate Industry Networking** – Create opportunities to engage with industry leaders, HR professionals, and recruiters for career guidance and potential job placements.
- **Improve Job Application Skills** – Offer workshops on resume writing, interview techniques, and personal branding to help candidates stand out.
- **Expose Students to Various Industries** – Introduce diverse career paths and industry trends, helping students align their aspirations with market demands.
- **Support Professional Development** – Encourage continuous learning through career talks, mentorship programs, and professional development sessions.

FOR EXHIBITORS & EMPLOYERS:

- **Access a Talent Pool** – Gain direct access to a diverse pool of talented graduates, trainees, and job seekers from various academic backgrounds.
- **Enhance Employer Branding** – Strengthen corporate presence and reputation among future talents through participation and engagement.
- **Identify Potential Hires** – Streamline recruitment by conducting on-the-spot interviews and talent scouting for immediate or future employment needs.
- **Showcase Career Growth Opportunities** – Promote career paths, internship programs, and training initiatives to attract top talent.
- **Strengthen Industry-Academia Collaboration** – Foster relationships with universities to align academic programs with industry needs and bridge the talent gap.
- **Stay Ahead of Workforce Trends** – Gain insights into graduate expectations, skill gaps, and emerging workforce trends through direct engagement with students and young professionals.

SPONSORSHIP BENEFITS

INCOME TAX EXEMPTION

A payment receipt will be issued to your company, allowing you to claim income tax exemption for your sponsorship contribution.

BRAND VISIBILITY

Your company logo will be prominently displayed in the sponsors' section, including on the event banner and bunting, ensuring maximum visibility to all participants and attendees throughout the event. Digital advertising via social media will also be carried out.

PROMOTIONAL OPPORTUNITIES

Sponsors can distribute leaflets, brochures, and vouchers at high-traffic areas such as the registration desk or refreshment zones. Vouchers can be included in welcome kits or goodie bags, ensuring all attendees receive them. QR codes on vouchers can direct participants to redeem offers instantly. Sponsors will also be acknowledged during announcements, enhancing brand visibility and engagement.

MEDIA EXPOSURE

Your company will receive extensive media coverage, boosting its image and presence across Malaysia.

OPPORTUNITIES FOR STRATEGIC PARTNERSHIPS

Show your company's openness to mutually beneficial partnerships, opening doors for future collaboration and growth opportunities.

EVENT AUDIENCE

STUDENTS AND PEERS

Fellow students from UNIMAS, as well as other students from different higher education institutions, and secondary schools.

FACULTIES AND ACADEMICS

Lecturers, professors, and academic staff who mentor students and support the development of skills necessary for career success. Their attendance ensures alignment between academia and industry, fostering a more holistic approach to student development.

SPONSORS AND INDUSTRY REPRESENTATIVES

Companies and organizations sponsoring TRACE, present to assess the impact of their involvement, network with students, and showcase their commitment to supporting the future workforce. They play a vital role in bridging the gap between education and industry.

COMMUNITY AROUND KUCHING - SAMARAHAN

High school students, school leavers, and job seekers around Kuching-Samarahan are the target audience for this career fair. Hence, the sponsoring company will indirectly reach out to the nearby community.

MEDIA REPRESENTATIVES

Journalists and media personnel attend to cover the event, providing extensive exposure and publicity to enhance the visibility of the participating institutions, sponsors, and the event itself.

SPONSORSHIP PACKAGES

RUBY SPONSOR (RM20,000 AND ABOVE)

- Prime Logo Placement: Prominent display of the sponsor logo on all marketing materials, including banners, posters, social media, and the official event website.
- Appreciation Note on TRACE's official social media.
- Promotional Materials: Permission to distribute promotional materials, brochures, and corporate gifts during the event.
- Special Recognition: Acknowledgment as a Ruby Sponsor during the event's official proceedings and media coverage. Additionally, the sponsorship will be promoted through radio broadcasts.
- Hashtag mentions on social media.
- Digital and Media Coverage: Extensive media coverage, including mentions in all event press releases, social media posts, and live streaming of the event.
- Souvenirs and certificate by TRACE.

EMERALD SPONSOR (RM10,000 – RM19,999)

- Logo Placement: The company's logo is displayed on selected marketing materials, banners, and the event website.
- Appreciation Note on TRACE's official social media.
- Acknowledgement: Verbal recognition during the event's opening and closing ceremonies.
- Promotional Materials: Permission to distribute brochures or promotional items during the event.
- Media Exposure: Inclusion in social media posts and event-related press releases.
- Hashtag mentions on social media.
- Souvenirs and certificate by TRACE.

SAPPHIRE SPONSOR (RM5,000 – RM9,999)

- Logo Placement: The company's logo is featured on event banners and selected marketing materials.
- Acknowledgement: Recognition as a Sapphire Sponsor during the event.
- Promotional Materials: Permission to distribute brochures or flyers at the event.
- Media Exposure: Mention in social media posts and event press releases.
- Souvenirs and certificate by TRACE Logo.

ALA CARTE SPONSORSHIP

What is an ALA CARTE Package?

- We warmly invite government agencies, semi-government organizations, private companies, and individuals to participate in the Talent Recruitment and Career Exhibition (TRACE) by sponsoring through a flexible “Pick and Mix” approach. Choose and combine sponsorship packages that best suit your preferences to enjoy tailored benefits and rewards at various sponsorship levels.

How to join us?

- Choose Your Packages: Explore our range of sponsorship packages or create a customised option by selecting and combining elements that align with your company’s goals and budget.
- Contact Us: Connect with our sponsorship team via email or phone to discuss your preferred options and any specific requirements you may have.

Our Ala Carte sponsorship option offers sponsors the flexibility to tailor their participation to align with their marketing strategies and objectives. Join us in making this milestone event a success while elevating your organisation’s visibility and reputation.

In-kind Sponsorship?

You can also contribute through in-kind sponsorship, where your support is provided in the form of products or services rather than monetary contributions. This approach allows you to sponsor the event by offering essential items, expertise, or resources that reflect your company’s offerings. Examples of in-kind sponsorship include:

- Equipment and Supplies: Supplying technical equipment (e.g., audio-visual systems, stage setup), event materials (e.g., banners, printed materials), or office supplies.
- Media and Promotion: Offering advertising space, media coverage, or promotional support through your company’s channels.
- Professional Services: Contributing services such as photography, videography, event management, or marketing consultation.

In-kind sponsors will enjoy similar benefits to cash sponsors, including logo placement, event acknowledgement, and promotional opportunities, proportional to the value of their contribution. This is a fantastic way to support the event while highlighting your company’s products and services.

SPONSORSHIP FORM

Company Name: _____

Contact Person: _____

Position: _____

E-mail: _____

Phone Number: _____

Sponsorship Details

Sponsorship Level:

☐ Ruby Sponsor

☐ Emerald Sponsor

☐ Sapphire Sponsor

☐ In-Kind Sponsor

☐ Custom Package (Please Specify) _____

Total Sponsorship Amount
(If Applicable) _____

In-Kind Contribution Description
(If Applicable) _____

SPONSORSHIP FORM

Payment Information

UNIMAS Holdings Sdn Bhd

Bank Name: RHB Bank

Account Number: 2-11128-0000180-3

Swift Code: RHBBMYKL

Address: RHB Bank Bhd Sublot 12 & 13, Lot 5608 & 5609 Unisquare Commercial Centre 94300 Kota Samarahan, Sarawak.

Reference for Payment: _____

Acknowledgement and Agreement

By signing below, I confirm my sponsorship for the above-mentioned event and agree to the terms and conditions outlined in the sponsorship package. I understand that my company logo and promotional materials will be included in accordance with the selected sponsorship level.

Authorized Signature:

Name:

Position:

Date:

Note: Please request a receipt/slip of the fund transfer to facilitate the Treasurer's verification process.

CONTACT INFORMATION

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