

BIGSABAH SALE 2026 SPONSORSHIP & PARTNERSHIP PROSPECTUS

	VVIP (ONE SPOT ONLY) RM150,000		VIP RM100,000		PREMIUM RM50,000		STANDARD RM25,000	
COMPLIMENTARY BIGSABAH SALE BOOTH (VALUE PER BOOTH @RM4,000.00) - [FASHION & LIFESTYLE OR GOURMET & HOME DECOR LIVING FLOOR]**	6	RM24,000	4	RM16,000	3	RM12,000	2	RM8,000
PRIORITY BOOTH LOCATION	X		X					
ACCESS TO BUSINESS MATCHING	X		X		X		X	
DIGITAL AND PRINT MARKETING MATERIALS [PRE-EVENT]								
COMPANY LOGO PLACEMENT	MAIN SPONSOR		SPONSOR - 1ST TIER		SPONSOR - 2ND TIER		SPONSOR - 3RD TIER	
BIGSABAH WEBSITE - HOMEPAGE BANNER (PRIME)	X	RM15,000	X	RM13,000				
BIGSABAH WEBSITE - FEATURED PARTNER SECTION	X	RM12,000	X	RM10,000	X			
WEBSITE FOOTER LOGO (SITE-WIDE VISIBILITY)	X	RM8,000	X	RM6,000	X	RM4,000	X	RM2,000
DEDICATED SPONSORED POST (SOCIAL MEDIA)	X	RM5,000	X	RM5,000	X	RM5,000	X	RM5,000
E-FLYERS / E-BROCHURES	X	RM5,000	X	RM4,000	X	RM3,000	X	RM2,000
PRESS RELEASES & MEDIA KITS	X	RM10,000	X	RM8,000	X	RM6,000	X	RM4,000
PRESS CONFERENCE BACKDROP	X	RM12,000	X	RM10,000	X	RM6,000	X	RM4,000
ADVERTISING & PUBLICITY [PRE-EVENT]								
DIGITAL ADS (META / GOOGLE CAMPAIGNS)	X	RM15,000	X	RM12,000				
PRINT ADS - NEWSPAPERS	2	RM6,000	2	RM4,000				

BIGSABAH SALE 2026 SPONSORSHIP PACKAGE

	VVIP (ONE SPOT ONLY) RM150,000		VIP RM100,000		PREMIUM RM50,000		STANDARD RM25,000	
OUTDOOR BANNER (KEY LOCATIONS)		RM120,000		RM100,000		RM60,000		
LAMP POST BUNTING (EST 60 DAYS, 200 BUNTINGS)	X	RM400,000						
DIGITAL SCREENS (VENUE & HIGH-TRAFFIC ZONES)	X	RM12,000	X	RM10,000	X	RM8,000	X	RM6,000
ON-GROUND BRANDING & ENGAGEMENT								
ENTRANCE ARCH BRANDING	X	RM8,000	X	RM5,000	X	RM3,000	X	RM1,000
ACTUAL DAY COLLATERALS (ON-SITE BRANDING & ENGAGEMENT)								
ENTRANCE ARCH	X	RM20,000	X	RM15,000				
DIRECTIONAL SIGNAGE & FLOOR MAPS	X	RM10,000	X	RM7,000				
BOOTH NUMBER BRANDING	X	RM15,000						
LED SCREEN ADVERTISING	X	RM20,000	X	RM15,000				
STAGE MENTIONS / ACKNOWLEDGEMENT	X	RM10,000	X	RM8,000	X	RM5,000	X	RM3,000
ON-GROUND ACTIVATION RIGHTS	X	RM20,000	X	RM15,000	X	RM10,000	X	RM5,000
VENDOR & EXHIBITOR MATERIALS								
REGISTRATION GUIDES & FLOOR PLANS	X	RM8,000	X	RM5,000	X	RM3,000	X	RM1,000
RECALIBRATED VALUE								
INVESTMENT		RM150,000		RM100,000		RM50,000		RM25,000
ESTIMATED EXPOSURE VALUE		RM755,000		RM268,000		RM125,000		RM41,000
SPONSORSHIP EFFICIENCY		5.03x		2.68x		2.5x		1.64x