

md Awards & md Conference 2026

SPONSORSHIP PACKAGES

ABOUT d AWARDS

The d Awards is organized by the Malaysian Digital Association to recognize and honor the talents and brands that embrace and use digital technologies. MDA is looking for innovation in designing and execution of marketing digital campaigns that leads to a difference in the way the consumers perceive and consume brands.

d Awards is now recognized by RECMA.

Entry categories allow for all forms of technical and creative digital work from any communication discipline to be entered. Moreover, given the nature of digital, results and impact play an important role in the success of the entry and naturally solidify digital as a worthy marketing channel

Conference Infopack

Conference in Numbers

2023 Total attendees : 300++

2024 Total attendees : 350++

2025 Total attendees : 350++

Attendees Profile:

- Board Directors CEOs, CMOs, CSOs, CTOs and C-suite personnel.
- Marketing, Brand & Product Managers.
- Advertising, Digital & Media agencies.
- Management Consultants & Advisors.
- Government, Policymakers & NGOs.

Past Sponsors



WHY THIS EVENT MATTERS?

The MDA Digital Conference & Awards is the premier gathering of Malaysia's digital marketing, media, and technology community.

Each year, industry leaders come together to exchange ideas, celebrate innovation, and recognise excellence across the digital ecosystem.

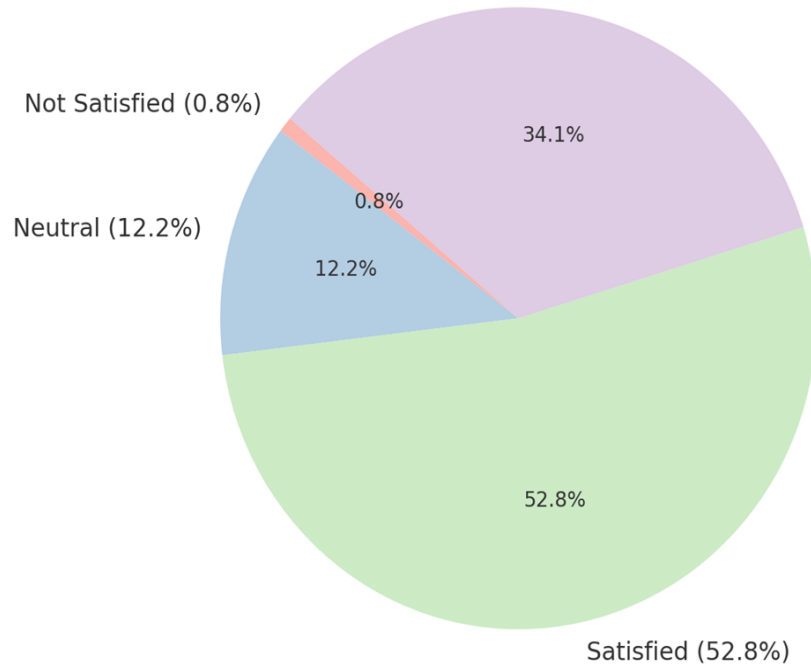
In 2026, we're raising the bar — spotlighting breakthrough strategies, emerging technologies, and the people shaping Malaysia's digital economy.

KEY FACTS:

- Date:
11th June (d Conference)
12th June (d Awards)
- Format: Full-day
Conference & Awards Gala
from 6.30pm onwards
- Venue: Nexus, Bangsar
- Expected attendance:
500+ senior marketing &
digital professionals

Testimonials

Satisfaction Ratings Distribution
Very Satisfied (34.1%)



"Overall Experience: The conference was well-organised and engaging. The sessions covered intriguing topics with insightful guest speakers. I particularly enjoyed The New Era of Creativity in ASEAN session, which offered diverse perspectives and compelling case studies from various countries." – **Norshiha Tahir, Business Development Director | MY, MGID**

Glad for the refresh, new location, and focus on what matters (creativity) – the heartbeat of our industry. – **May Lim, Head of Strategy, REV Media Group**

"Appreciate you guys for bringing leaders from all around the world to share their opinions on the digital landscape." – **Suresh A/L Yoganthram, Senior Strategy Planner, Omnia**

"Well-curated conference with insightful discussion topics." – **Priyanka Nair, Digital Executive, IPG Mediabrands**



SPONSORSHIP PACKAGES		PLATINUM		GOLD		SILVER		BRONZE		CATEGORY
ENTITLEMENTS	EVENT	d Conference	d Awards	d Conference	d Awards	d Conference	d Awards	d Conference	d Awards	d Awards
Networking & Engagement	Sponsor booth space only	1 unit @ 9m X 3m		1 unit @ 6m X 3m		1 unit @ 3m X 3m		1 unit @ 2m X 2m		
	Sponsor passes incl. meal [excluding conference and awards dinner]	5 pax		4 pax		3 pax		2 pax		
	d Conference tickets only	10 pax		8 pax		6 pax		4 pax		
	d Awards tickets only		10 pax		8 pax		6 pax		4 pax	5 pax
Branding & Awareness	Website logo placement in MDA website	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
	Website logo placement in d Awards website	Yes	Yes	Yes	Yes	Yes	Yes		Yes	Yes
	Website logo placement in d Conference website	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
	Event logo on presentation stage [backdrop]	Yes		Yes						
	Category sponsor for d Awards [Category to be decided by OC]		2 nos.		1 no.					1 no. [pick your own]
	Category winner presenter @ d Awards		2 nos.		1 no.					1 no.
	Brand mentioned during awards presentation		Yes		Yes					Yes
	Video presentation @ d Conference	60 sec X 1		30 sec X 1		15 sec X 1				
	Video presentation @ d Awards		60sec X 1		30sec X 1		15 sec X 1			
	Logo placement in eDM newsletters	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Logo placement in social media posts by MDA	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Post-Event	Post event coverage PR	Yes		Yes						
	VALUE excluding prevailing Malaysian Government taxes	RM180,000		RM150,000		RM85,000		RM50,000		RM30,000

SPONSORSHIP PACKAGES – EXCLUSIVE DEALS

Pre-Awards Cocktail Partner @ RM40k

Duration – max 2 hours

150 pax by invitation only

Brand Visibility & Recognition

- Exclusive recognition as the Pre-Awards Cocktail Partner across all event materials.
- Brand logo featured on event backdrop, invitation, website, and program.
- Prominent branding within the cocktail area (bar counters, table toppers, tent cards, digital screens).
- Option to brand the signature cocktail (e.g., “The [Brand Name] Spritz”).

Engagement Opportunities

- Opportunity to deliver a short welcome toast or remark (1–2 mins) during the cocktail session.
- Option to display product samples, light activations, or experiential touchpoints within the cocktail space.
- Photographer coverage with brand mentions in post-event highlights.

Digital & Media Exposure

Mention in social media posts promoting the Pre-Awards Cocktail.

Brand experience segment @ RM30k

Duration – max 3 hrs

excluding 1 hr break

30 pax by invitation only

A dedicated session within the event program that allows a sponsor to bring their brand to life through an interactive presentation, live demo, or immersive showcase. It provides the sponsor with a platform to engage directly with attendees – enabling hands-on product experiences, storytelling, or creative activations that highlight the brand’s value, innovation, and relevance to the audience.

Purpose:

To create meaningful, memorable interactions between the brand and participants – moving beyond traditional advertising into experiential engagement that reinforces brand affinity and recall.

C-Suite Breakfast @ RM30k

Time: 8 am to 10 am

[max duration 2 hrs]

30 pax by invitation only

A premium, small-group networking or thought-leadership session tailored for top-level executives (CEOs, CMOs, CFOs, etc.)

Purpose:

- Encourage peer-to-peer exchange among decision-makers.
- Provide a thought-leadership platform for a sponsor or host (without feeling like a sales pitch).
- Build strategic relationships in an intimate, high-value environment.

****The above Top-Up Packages are eligible for Platinum, Gold and Silver Packages**

LET'S CONNECT MORE!

More info at...

www.malaysiandigitalassociation.org.my

www.d-awards.com.my

www.d-conference.com.my

Secretariat

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Organised by

