

# Subvention support programme

## Key qualification criteria

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Event types require the following profile:

### 1 Bids

- a. **Mega events** must attract a minimum total of 20,000 participants and/ or spectators and at least 20% or 4,000 international participants and/ or visitors that have intentionally come to destination for the event.
- b. **Major events** must attract a minimum total of 10,000 participants and/ or spectators and at least 20% or 2,000 international participants and/ or visitors that have intentionally come to destination for the event.
- c. **Major niche events** must attract a minimum total of 5,000 participants and/ or spectators and at least 20% or 1,000 international participants and/ or visitors that have intentionally come to destination for the event.
- d. **Niche events** must attract a minimum total of 1,500 participants and/ or spectators and at least 20% or 300 international participants and/ or visitors that have intentionally come to destination for the event.

### 2 Events definitions

- a. **Sports events** are defined as events that involve a sporting international or regional competition between teams, associations and/ or individuals representing at least a minimum of three (3) countries. These events include both sports and mind sport activities.
- b. **Arts, Lifestyle & Entertainment events** are competitions or games, award ceremonies or events that revolve around human creativity, culture and social life such as: education, film, hobby, fashion, festivals, culinary arts, music, literature and visual arts which includes painting, sculpture, printmaking, photography and other visual media. Entertainment events are competitive activities utilising a high level of theatrical expressions and extravagant presentations or performances that aim to entertain a live audience. It applies to every aspect of live entertainment including sports entertainment (also known as exhibition matches), musicals, theatre, comedy, circus, film, magic and music.
- c. **Home grown events** are those that have been initiated and staged within Malaysia by a local or national organisation. They are owned by a nationally registered company and may be managed by a local or international company
- d. **Home hosted events** include international events that occur in Malaysia on a regular basis. These events are owned by international organisations and may be managed either by local or international companies or a combination of both.

## Process

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1. Applicants must be a registered event owner that has relevant and proven experience in financial administration as well as the necessary management skills to undertake the project. (An outline of the organizational structure of the event, including event management structure, strategic plan or long term vision and targets for future growth and a viable business plan must be provided).
2. Minimum notification:
  - a. **Sports events:** Applications must provide minimum 6 months notification prior to bid.
  - b. **Arts, Lifestyle & Entertainment events:** Applications must provide minimum 6 months notification prior to bid.
  - c. **Home grown events:** Applications must provide minimum 6 months notification prior to event occurrence.
  - d. **Home hosted events**— Applications must provide minimum 6 months notification prior to event occurrence.

## Checklist

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Below is the list of documentation to be submitted with the application;

1. Duly filled Subvention Support Application form
2. A comprehensive international Advertising and Promotional (A&P) plan
3. Event proposal (concept/ background/ content)
4. Detailed event budget
5. Proposed tourism packages (complementing the event)
6. Pre-approval Letter from the Central Agency Committee for Application for Filming and Performance by Foreign Artistes (PUSPAL) for Arts, Lifestyle & Entertainment based events
7. Approval from Sports Commissioner, Malaysia for Sports based events
8. Confirmation letter/ quotation from venue owner
9. Artist/ rights contract or license fee document
10. Post event report (up to 3 years)
11. Bid documents/ requirements
12. Company background including company registration certificate and 3 years audited company account statement

For more information, please visit

**[www.mymajorevents.com.my](http://www.mymajorevents.com.my)**