

Gema Raya

Putrajaya 2026

TARIKH

15 Februari - 19 Mac 2026

WAKTU

11 PAGI - 12 MALAM

LOKASI

**Pusat Konvensyen
Antarabangsa Putrajaya
(PICC)**

33 Hari Berterusan

Perayaan Ramadan & Aidilfitri

Lebih Tinggi  Lebih Meriah  Lebih Raya

Dipersembahkan Oleh



Dengan Kerjasama



Lokasi Rasmi



Hotel Rasmi



Disokong Oleh



WHATSAPP
EMMA



WHATSAPP
RAYME

Untuk Maklumat Lanjut

Emma + (60)11-5798 8080

Rayme + (60)13-508 6807

    **GemaRayaPutrajaya2026**

www.klramadanfestival.com

Gema Raya 2026 Putrajaya

Rakan Acara



Bayangkan menyambut Ramadan dan Aidilfitri di puncak bukit Putrajaya, dengan pemandangan terbentang luas dan suasana perayaan yang penuh bercahaya, warna-warni dan kemeriahan.

Gema Raya Putrajaya 2026 mengundang anda seisi keluarga untuk merasai 33 hari perayaan tanpa henti, menggabungkan keindahan Ramadan dengan kemeriahan Syawal dalam satu pengalaman yang berbeza.

Berlokasi di Pusat Konvensyen Antarabangsa Putrajaya (PICC) yang terletak di atas bukit ikonik Putrajaya, inilah destinasi wajib Ramadan dan Raya. Dari beli-belah persiapan raya, juadah berbuka puasa yang menyelerakan, hiburan dan persembahan, sehinggalah pengisian rohani dan aktiviti santai, semuanya tersedia dalam satu lokasi eksklusif dengan panorama yang indah.

33 Hari Berterusan

Perayaan Ramadan & Aidilfitri



TARIKAN UTAMA

Gema Raya

Putrajaya 2026

33 HARI
TANPA HENTI

DI PUNCAK
PICC PUTRAJAYA

300
VENDOR

800,000
PENGUNJUNG



Bazaar Raya

Pelbagai pilihan pakaian raya, kelengkapan ibadah, kuih-muih dan produk tempatan untuk melengkapkan persiapan Ramadan dan Aidilfitri anda.



Anjung E.A.T.S

Destinasi gastronomi yang menghimpunkan aneka juadah berbuka puasa dan hidangan istimewa dalam suasana selesa dan mesra keluarga.



Program Nur Ramadan

Pengisian rohani sepanjang Ramadan yang memberi ketenangan jiwa dan menghidupkan semangat kebersamaan dalam bulan penuh keberkatan.



Serambi Santai & Pangkalan Seni

Ruang santai untuk berehat, berinteraksi dan menikmati elemen seni serta kreativiti tempatan dalam suasana yang harmoni.

TARIKAN UTAMA

Gema Raya

Putrajaya 2026

33 HARI
TANPA HENTI

DI PUNCAK
PICC PUTRAJAYA

300
VENDOR

800,000
PENGUNJUNG



Pengalaman Di Puncak: Iftar & Piknik

Nikmati pengalaman berbuka puasa dan bersantai di puncak Putrajaya dengan pemandangan indah yang menjadikan setiap detik lebih bermakna.



Meet & Greet Selebriti / Influencer

Peluang eksklusif bertemu dan berinteraksi bersama selebriti serta pempengaruh kegemaran anda sepanjang festival.



Cabutan Bertuah

Sertai pelbagai aktiviti dan rebut peluang memenangi hadiah menarik yang disediakan khas untuk pengunjung.



Persembahan Artis Popular

Hiburkan diri dengan persembahan artis popular tanah air yang bakal memeriahkan suasana Ramadan dan Raya.

Sponsorship Tiers

Bentuk Penajaan

Gema Raya

Putrajaya 2026

Lebih Tinggi  Lebih Meriah  Lebih Raya





Sponsorship Tiers

Bentuk Penajaan



PRESENTING SPONSOR (33 DAYS)

RM 850,000

COMPONENTS <i>Komponen</i>	DETAILS <i>Maklumat Terperinci</i>	ROI/Benefits <i>Nilai Pulangan</i>
Naming Rights	"Gema Raya Putrajaya 2026 Presented by [Brand]"	Brand Visibility at all platforms
Pavilion Premium - Booth Space	8m × 12m	Premium access + high traffic & engagement
Main Stage Branding	The most prominent logo	Daily exposure (33 days)
LED Outdoor + Indoor	More than 200 rotation display daily × 30 days	More than 1.2 Million viewers
The Main Arch - Branding	Main entrance Higher visibility	The Highest Brand recall
OOH Bunting & Digital Billboard	150-unit bunting + billboard PICC	High outdoor impressions
Digital Exposure	40 postings + daily stories	3-5 Millions reach
KOL Exposure - Mega, Mikro, Nano	7 premium creators 2 Mega, 3 Makro , 2 Nano	Quality Audience & Followers
Press & Media	Mainstreams Media, TV, portal, press release	15 - 20 Media - Printed , Digital -Online , Portal
BRAND DAY Activation	2 days program - Program Launching etc - Daily Slots / Weekend Slots	On ground Engagement activations towards visitors
CSR Program	Infraq Ramadan & Donation - Pelita of Hope	Opportunity to host CSR programs, giving donation & Shopping Raya with Unprivileged children, Iftar Programs
Tax Deduction	Tax Decuction (Sponsorship for Arts, Cultural and Heritage A Heritage Activities Under Section 34(6) (K) Tax Act 1967)	100% Tax (1:1)

Exposure Value RM 3.5M - 4.5M



Sponsorship Tiers

Bentuk Penajaan



PLATINUM SPONSOR (33 DAYS)

RM 550,000

COMPONENTS <i>Komponen</i>	DETAILS <i>Maklumat Terperinci</i>	ROI/Benefits <i>Nilai Pulangan</i>
Logo on Arch	Main entrance	Brand Visibility at all platforms
Premium - Booth Space	6m × 12m	Premium access + high traffic & engagement
Stage Branding	Logo - Prominent	Daily exposure (33 days)
LED Outdoor + Indoor	More than 200 rotation Display × 30 days KL / Putrajaya / Bangi	More than 1.2 Million viewers
OOH Bunting & Digital Billboard	50-unit bunting + billboard PICC	High Outdoor impressions
Social Media / Online Exposure	10 postings + daily stories	3-5 Millions reach
KOL Exposure	5 premium creators / Influencers 2 Mega, 1 Micro, 2 Nano	Quality audience & followers
Press & Media	Press releases - Digital /Online	10 Media Media - Printed , Digital -Online , Portal
BRAND DAY Activation	1 day program - Program Launching etc - Daily Slots / Weekend Slots	On ground Engagement activations towards visitors
CSR Program	Infraq Ramadan & Donation - Pelita of Hope	Opportunity to host CSR programs, giving donation & Shopping Raya with Unprivileged children, Iftar Programs
Tax Deduction	TAX DECUCTION (Sponsorship for Arts, Cultural and Heritage A Heritage Activities Under Section 34(6) (K) Tax Act 1967)	100% Tax (1:1)

Exposure Value RM 1.8M - 2.5M



Sponsorship Tiers

Bentuk Penajaan



GOLD SPONSOR (33 DAYS)

RM 350,000

COMPONENTS <i>Komponen</i>	DETAILS <i>Maklumat Terperinci</i>	ROI/Benefits <i>Nilai Pulangan</i>
Logo on Arch	Main entrance	Brand Visibility at all platforms
Premium - Booth Space	6m x 9m	High traffic + engagement
Stage Branding	Prominent & frequent display	Daily exposure (33 days)
LED Outdoor + Indoor	200 rotation display - daily x 30 days Putrajaya / KL/ Bangi	More than 1.2 Million viewers
OOH Bunting & Digital Billboard	30-unit bunting + billboard PICC	High Outdoor impressions
Social Media / Online Exposure	5 postings + daily stories	3-5 Millions reach
KOL Exposure	3 premium creators / Influencers 3 Makro	Quality audience & followers
Press & Media	Press releases - Digital /Online	10 Media - Printed (Kosmo) , Digital / Online media
BRAND DAY Activation	7 slots	Direct Engagement
Tax Deduction	TAX DECUTION (Sponsorship for Arts, Cultural and Heritage A Heritage Activities Under Section 34(6) (K) Tax Act 1967)	100% Tax (1:1)

Exposure Value RM 1.2M - 1.7M



Sponsorship Tiers

Bentuk Penajaan



SILVER SPONSOR (33 DAYS)

RM 250,000

COMPONENTS <i>Komponen</i>	DETAILS <i>Maklumat Terperinci</i>	ROI/Benefits <i>Nilai Pulangan</i>
Logo on Arch	Main entrance	Brand Visibility at all platforms
Premium - Booth Space	6m x 6m	High traffic + engagement
Stage Branding	Daily	Daily exposure (33 days)
LED Outdoor + Indoor	200 rotation display - daily x 30 days Putrajaya / Bangi	More than 1.2 Million viewers
Digital Billboard	Billboard PICC	High Outdoor impressions
Social media / Online Exposure	5 postings + daily stories	3-5 Millions reach
KOL Exposure	3 creators / Influencers 1 Makro, 2 Nano	Quality audience & followers
Press & Media	Press releases - Digital /Online	5 Media - Printed (Kosmo) , Digital / Online media
BRAND DAY Activation	5 slots / Programme	Direct Engagement
Tax Deduction	TAX DECUTION (Sponsorship for Arts, Cultural and Heritage A Heritage Activities Under Section 34(6) (K) Tax Act 1967)	100% Tax (1:1)

Exposure Value RM 800K - 1.2M



Sponsorship Tiers

Bentuk Penajaan



BRONZE SPONSOR (33 DAYS)

RM 150,000

COMPONENTS <i>Komponen</i>	DETAILS <i>Maklumat Terperinci</i>	ROI/Benefits <i>Nilai Pulangan</i>
Logo on Arch	Main entrance	Brand Visibility at all platforms
Premium - Booth Space	6m x 3m	High traffic + engagement
Stage Branding	Logo-on stage	Daily exposure (33 days)
Digital Billboard	Billboard PICC	High Outdoor impressions
Social media / Online Exposure	2 postings + daily stories	3-5 Millions reach
KOL Exposure	3 creators / Influencers 3 Nano	Quality audience & followers
Press & Media	Press releases - Digital /Online	3 Media - Printed (Kosmo) , Digital / Online media
BRAND DAY Activation	3 Slots - Stage activations etc	Direct Engagement
Tax Deduction	TAX DECUCTION (Sponsorship for Arts, Cultural and Heritage A Heritage Activities Under Section 34(6) (K) Tax Act 1967)	100% Tax (1:1)

Exposure Value RM 500K - RM 850K



Sponsorship Tiers

Bentuk Penajaan



OFFICIAL SUPPORTER (33 DAYS)

RM 50,000

COMPONENTS <i>Komponen</i>	DETAILS <i>Maklumat Terperinci</i>	ROI/Benefits <i>Nilai Pulangan</i>
Logo on Arch	Main entrance	Brand Visibility at all platforms
Standard Booth / Booth Space	3m x 3m	Perdana Hall
Stage Branding	Corporate Video: Min of 5	Daily exposure (33 days)
Social media / Online Exposure	2 postings + daily stories	3-5 Millions reach
Press & Media	Press releases - Digital /Online	3 Media - Printed (Kosmo) , Digital / Online media
BRAND DAY Activation	1 slot program / branding activation	Direct Engagement
Tax Deduction	TAX DECUCTION (Sponsorship for Arts, Cultural and Heritage A Heritage Activities Under Section 34(6) (K) Tax Act 1967)	100% Tax (1:1)

Exposure Value RM 200K - RM 550K



Sponsorship Tiers

Bentuk Penajaan



SUMMARY BENEFITS

BENEFITS/ COVERAGE

Booth / Pavilion Size

Social Media Exposure

KOL / Influencer Campaign

Stage Exposure & Activation

VIP Invitation/ Passes

Naming Rights
(Presented By)

Branding Dominance
(Arch + LED High)

LED Branding
(Premium Rotation)

LED Branding
(Standard Rotation)

Signage Branding
(Festival-wide)

Press Conference Visibility

Press Release Logo

CSR Integration
(Infaq, Pelita, 7 Likur)

Analytics & Reporting



PRESENTING RM 850K

8m x 12m

40 posts + daily stories

7 creators

Daily + 2 Brand Day

20 VIP



Full Report



PLATINUM RM 550K

6m x 12m

20 posts

5 creators

Daily + 1 Brand Day

10 VIP

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Summary



Sponsorship Tiers

Bentuk Penajaan



SUMMARY BENEFITS

BENEFITS/ COVERAGE

Booth / Pavilion Size

Social Media Exposure

KOL / Influencer Campaign

Stage Exposure & Activation

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LED Branding
(Premium Rotation)

LED Branding
(Standard Rotation)

Signage Branding
(Festival-wide)

Press Conference Visibility

Press Release Logo

CSR Integration
(Infaq, Pelita, 7 Likur)

Analytics & Reporting



GOLD
RM 350K

6m × 9m

10 posts

5 creators

7 Slots

8 VIP

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Summary



SILVER
RM 250K

6m × 6m

5 posts

3 creators

5 Slots

5 VIP

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Sponsorship Tiers

Bentuk Penajaan



SUMMARY BENEFITS

BENEFITS/ COVERAGE

Booth / Pavilion Size

Social Media Exposure

KOL / Influencer Campaign

Stage Exposure & Activation

VIP Invitation/ Passes

Naming Rights
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Branding Dominance
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LED Branding
(Premium Rotation)

LED Branding
(Standard Rotation)

Signage Branding
(Festival-wide)

Press Conference Visibility

Press Release Logo

CSR Integration
(Infaq, Pelita, 7 Likur)

Analytics & Reporting



BRONZE
RM 150K

6m × 3m

3 posts

3 creators

3 Slots

2 VIP

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—

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—

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SUPPORTER
RM 50K

3m × 3m

3 posts

—

1 Slot

2 VIP

—

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—

Sponsorship Benefits

Kelebihan Sebagai Penajaan



Categories

Benefits for Sponsors / Partners

Event Scale & Reach

Exposure to an estimated **800,000 visitors over 33 days**, with participation of approximately **300 booth vendors**.

Brand Visibility

Brand presence across event signage, stages, LED screens, key zones, booths, and official promotional materials.

Audience Engagement

Direct engagement with a diverse audience including families, professionals, SMEs, and the wider community.

On-Ground Activation

Opportunities for product showcases, brand activations, customer interaction, and experiential marketing.

CSR & Community Impact

Participation in community and humanitarian initiatives, including **public donation drives** and **Raya assistance programmes**.

Brand Positioning

Association with a positive, community-driven Ramadan & Raya festival that **reflects care, inclusivity, and shared values**.

Content, PR & Media Exposure

Inclusion in event publicity, media coverage, social media content, and post-event reporting.

Business & Networking Opportunities

Access to SME vendors, partners, and industry stakeholders for **collaboration and business development**.

Official Recognition

Recognition as an Official Sponsor / Official Partner of a major Ramadan & Raya festival at PICC.

Tax Deduction

Potential tax deduction eligibility (subject to MOTAC approval) and alignment with tourism, cultural, and community objectives . 1:1



Programmes Activation

(Subject to discussion)



Programme

Description & Opportunities

Product Launches

Exclusive product or service launches may be conducted on-site, supported by stage announcements, audience engagement, and media exposure, subject to mutual agreement.

CSR & Community Programmes

Customised CSR initiatives such as Iftar with orphans, single mothers, or underprivileged communities, Raya assistance, and donation drives can be organised in collaboration with sponsors.

Ramadan & Raya Campaigns

Brand-led Ramadan & Raya themed campaigns, promotions, and festive activations aligned with the spirit of the season.

Educational & Awareness Sessions

Talks, workshops, or sharing sessions related to financial literacy, zakat, sustainability, or community awareness, subject to relevance and suitability.

Brand Experience & Engagement

Bespoke experiential activations designed to create meaningful interaction with visitors throughout the festival.

Media & Content Integration

Special programmes may be integrated into PR stories, media coverage, and digital content, subject to programme scale and approval.

Customised Activations

All special programmes and activations are flexible and customisable, to be developed through mutual discussion to align with sponsor objectives and event guidelines.



Sponsorship Confirmation Form

Borang Pengesahan Penajaan

Please select (✓) Sponsorship Package:

Sila tandakan (✓) pada ruang bulat di bawah pakej penajaan.



PRESENTING SPONSOR
RM 850K

☐

SILVER SPONSOR
RM 250K

☐

PLATINUM SPONSOR
RM 550K

☐

BRONZE SPONSOR
RM 150K

☐

GOLD SPONSOR
RM 350K

☐

OFFICIAL SUPPORTER
RM 50K

☐

Sponsor Details

Maklumat Penaja

Name

Nama

Designation

Jawatan

Contact No

No Tel

E-mail

E-mel

Address

Alamat

Signature

Tandatangan

Company Stamp

Cop Pengesahan Syarikat

Date

Tarikh

Please return this Confirmation Form to:

Mohon dikembalikan borang pengesahan ini kepada:

E-MAIL: gemarayaputrajayapiccinfo@gmail.com



WHATSAPP
EMMA



WHATSAPP
RAYME

For More Details

Untuk Maklumat Lanjut

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