

SEASON 3 - 24TH NOVEMBER

REAL & REMITTANCE HEROES

A W A R D 2 0 2 4

MALAYSIA

Event Organizer:



COMPREHENSIVE COOPERATION



Bangladesh High Commission Malaysia

Real & Remittance

HEROES

Award 2024 Season 3

BACKGROUND

- In our society, a multitude of heroes consisted of both institutions and individuals(i.e. remittance earners, farmers, business professionals, experts, freelancers, entrepreneurs, corporate employees, service providers, and mindful citizens) play a significant role in fostering self-reliance and societal progress and instill hope.
- Contemporarily, the online influencers, corporate trainers, and business consortiums wield considerable influence, molding perspectives and driving positive change.
- The Real Heroes initiative seeks to spotlight individuals whose altruistic endeavors improve the welfare and advancement of our communities and stands as a prestigious award program crafted to recognize and honor these mostly overlooked champions.
- The initiative now wants to acknowledge the unsung heroes and pay a heartfelt tribute to these exceptional individuals by showcasing the remarkable achievements and inspiring and empowering others to follow in their footsteps following successful seasons in Bangladesh and Dubai.

HEROES AWARD 2024

INSPIRATION

- 228100 people employed in Malaysia in 2022-23.
- 754 people employed by the government in 2022-23.
- 1744.40 million dollars earned in 2023-24 from Malaysia
- 3670 complaints resolved in FY 2022-23 in Malaysia
- 570 provided withn legal aid support

HEROES AWARD 2024

GOVERNMENT INITIATIVES

- Labor welfare wings in 30 Bangladeshi Missions including Malaysia for the welfare of the remittance earners.
- Drafting Repatriate Migrant Workers' Reintegration Policy, 2024. Overseas employees insurance scheme since 2016
- Training through 06 Institutes of Marine Technology (IMT) and 104 Technical Training Centers (TTC) under the supervision of the Ministry of Manpower, Employment and Training (BMET). In the financial year 2022-23, training has been provided to 16,79,229 people in these institutions.
- Foreign language training courses are being conducted in 41 training centers. Japanese, English, Chinese (Cantonese/Mandarin) and Korean Language courses are conducted in 44 TTCs under BMET where 2423 trainees took training in 2022-23.
- 15,294 people have been provided employment in various destination countries during the period under consideration through BOESEL.
- 11,25,833 workers have gone abroad in 2022-23.
- 10,206 people provided with the Recognition of Prior Learning (RPL) Certificates in 2022-23
- Arrangement of Easy access credit facilities by the Prabashi Kalyan Bank. During this period, BDT 779.55 crore have been distributed to 36096 expatriate workers as migration loans from 120 branches of then in the immigration loan sector.

OBJECTIVES

This program aims aspires to:

- Acknowledge the unsung heroes and pay a heartfelt tribute to these exceptional individuals by showcasing the remarkable achievements and inspiring and empowering others to follow in their footsteps
- Be a catalyst for positive transformation, encouraging individuals to recognize their potential for impact and appreciate the contributions of their peers.
- Motivate individuals to take action and effect change, while also honoring those who have dedicated themselves to uplifting and empowering others.

EVENT LINEUP AND GENRES

HEROES AWARD 2024

INAUGURAL/OPENING CEREMONY

The event will be inaugurated with a lively Inaugural Ceremony featuring Bangladeshi celebrities, a welcoming speech, words from the chief guest, and a ribbon-cutting moment to launch the day's festivities.



DAY LONG REMITTANCE FAIR

There will be Day long Remittance Fair where top earners and experts will showcase innovative services to empower the future of Bangladesh and Malaysia



AWARD SESSION

There will be an award session to celebrate excellence in remittance and finance, highlighting innovation, trust, and industry contributions.



MUSIC FESTIVAL

A high note at Music Festival! Enjoy electrifying performances by top Bangladeshi artists, blending traditional beats with contemporary rhythms for a perfect ending.



HEROES AWARD 2024

GUEST OF HONOUR

MD. SHAMEEM AHSAN

HIGH COMMISSIONER OF BANGLADESH TO MALAYSIA



VENUE

HEROES AWARD 2024



ADDRESS: 3RD FLOOR, WISMA MCA, 163,
JLN AMPANG, KUALA LUMPUR, 50450
KUALA LUMPUR, WILAYAH PERSEKUTUAN
KUALA LUMPUR, MALAYSIA.



CAPACITY: 4000 MAX



SPECIAL APPEARANCE ACTOR

SHAKIB KHAN

Facebook Followers: 6.9M followers

Instagram: 380K followers

Youtube: 254K subscribers

Hit Movie: Rajkumar, Toofan, Leader,
Priyotoma, Naqaab.



SPECIAL APPEARANCE ACTRESS

● **TAMA MIRZA**

Facebook: [317K followers](#)

Instagram: [111K followers](#)

Hit Movie: Surongo, The Dark Side of

Dhaka,

Gohiner Gaan, Ohongkar.



SPECIAL APPEARANCE ACTRESS

● **TASNIA FARIN**

Facebook: 6.9M followers

Instagram: 2.4M followers

Hit Movie: Kacher Manush Dure Thuiya, Osomoy, Fatima, X Boyfriend, Punormilone, Cheletir Maa Chilona, Mone Mone, Net Love, Nishwas, Revenge, Pocketmar, Prem Ekattor, Kolonko



SPECIAL APPEARANCE SINGER

AKASH SEN

Facebook: 33K followers

Instagram: 1,798 followers

Youtube Subscribers: 190K subscribers

Hit Songs: Qurbani Qurbani , Bangladesher
Meye, Mubarak Eid Mubarak , Crush Khaaisi
,Kotha Dilam , and Mishe Geche Mon .



SPECIAL APPEARANCE SINGER

● **AYESHA MOUSUMI**

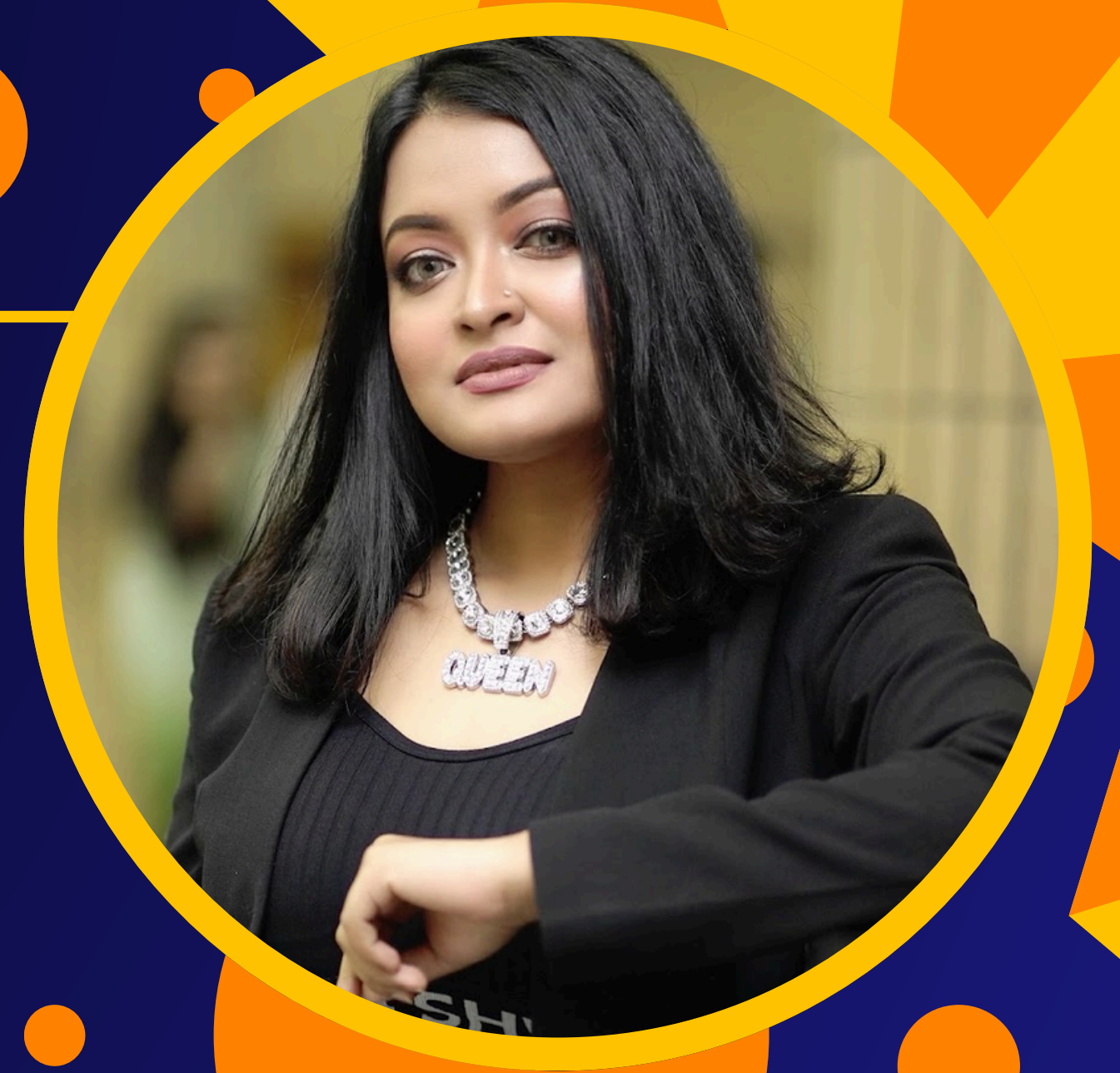
Facebook: 476K followers

Instagram: 6,936 followers

Youtube Subscribers: 58.4K subscribers

Hit Songs: Ay Khuku Ay, Mon, Folk

Mashup, Makeup Shundori, and Bolona



SPECIAL APPEARANCE SINGER

● PULAK ADHIKARY

Facebook: 30K followers

Instagram: 174 followers

Youtube Subscribers: 5.68K subscribers

Hit Songs: Nondini, Bhalobashi Bole Bondhu, Aula

Jhoola Pola, Rabb Jane



SPECIAL APPEARANCE SINGER

KAJAL ARIF

Facebook: 10K followers

Instagram: 997 followers

Youtube Viewers: 90k

Hit Songs: কেমন ভালোবাস বন্ধু কস্ট দেখো চুপি চুপি

গানটির মিউজিক ভিডিও দেখতে ক্লিক করুন



PROGRAM ANCHOR

SHARMIN NAHAR LINA

Facebook: 17K followers

Instagram: 43K followers

About: Sharmin Nahar Lina, News

Broadcaster of NTV, a popular private TV

channel in Bangladesh, Youth Activist,



MARKETING PLAN

HEROES AWARD 2024

POSTER AROUND MALAYSIA

Promote the strategic marketing plan for expanding business in Malaysia, highlighting key growth areas, opportunities, and tailored strategies.

LEAFLET AND STICKERS DISTRIBUTIONS

Develop a grassroots marketing strategy to increase brand visibility and customer interaction by distributing leaflets and stickers in key locations.

SMS BLASTS

Create an effective SMS marketing strategy to drive customer engagement, increase sales, and enhance brand loyalty through personalized and timely messages.

LOCAL AND OVERSEA NEWSPAPER ADS

Craft a dual-focused marketing strategy to increase brand awareness and market penetration through targeted newspaper advertisements in both local and international markets.

STANDEES AT STRATEGIC LOCATION

Design and implement a standee marketing strategy to increase brand visibility and drive engagement by placing eye-catching standees at high-impact locations.

SOCIAL MEDIA PLATFORM

Create a comprehensive social media strategy to enhance brand awareness, engagement, and customer loyalty across key platforms.

Poster around Malaysia

Promote the strategic marketing plan for expanding business in Malaysia, highlighting key growth areas, opportunities, and tailored strategies.

Leaflet and stickers distributions

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SMS blasts

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MARKETING PLAN

OOOOO

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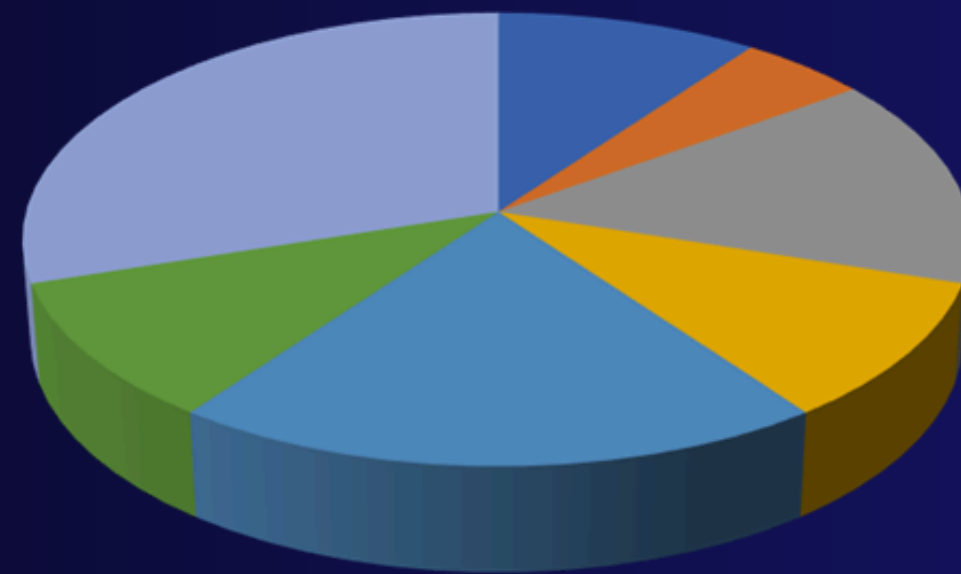
Standees at strategic location

Design and implement a standee marketing strategy to increase brand visibility and drive engagement by placing eye-catching standees at high-impact locations.

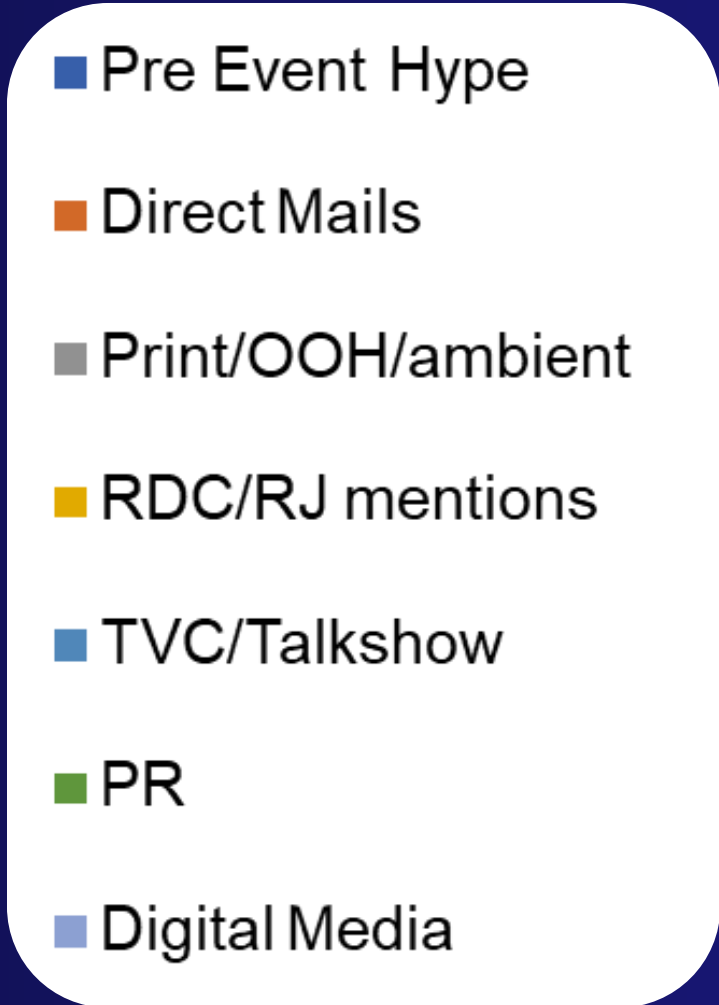
Social Media platform

Create a comprehensive social media strategy to enhance brand awareness, engagement, and customer loyalty across key platforms.

- 1 Pre Event Hype
- 2 Direct Mails
- 3 Print/OOH/ambient
- 4 RDC /RJ mentions
- 5 TVC/Talkshow
- 6 PR
- 7 Digital Media



Media Use





Social Media



Video Streaming portals



Website

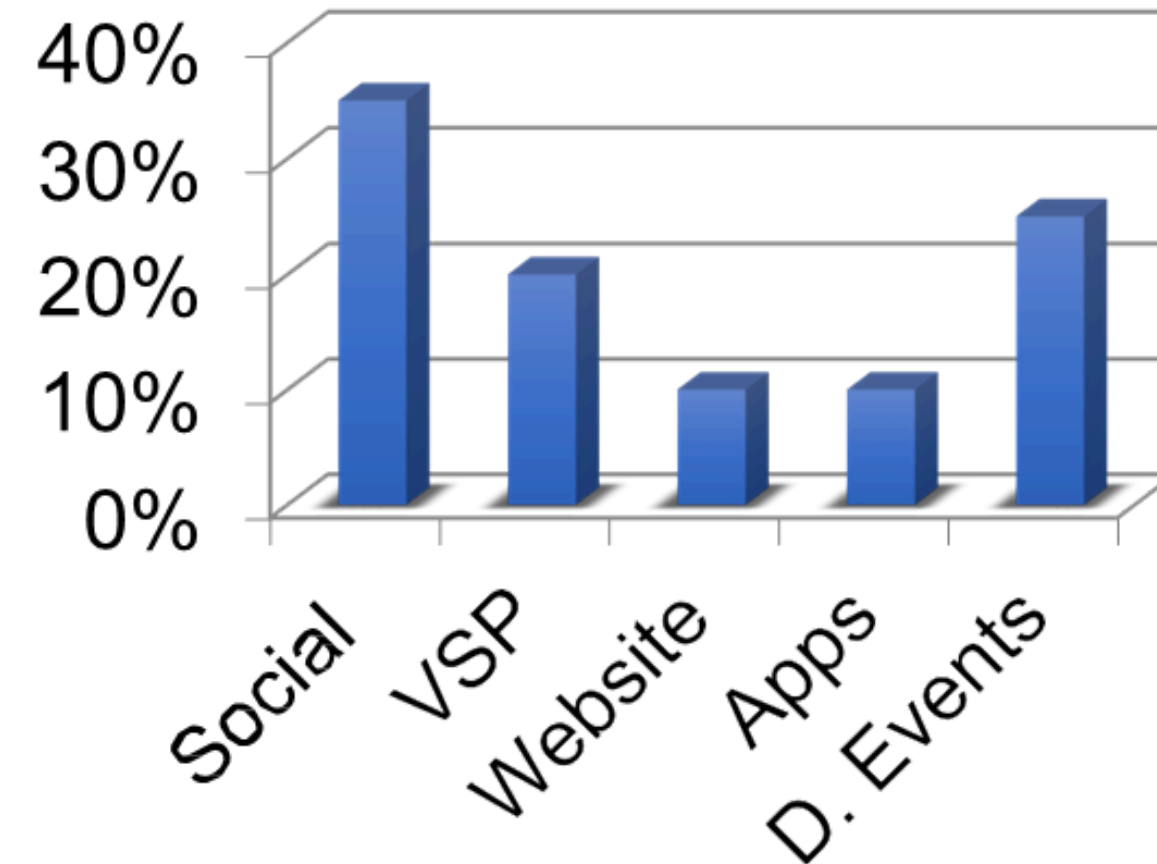


Apps



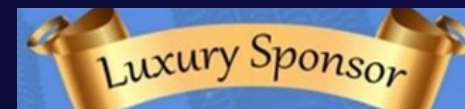
Digital events

Digital Media



PARTNERSHIP CATEGORIES

Real & Remittance
HEROES
Award 2024 Season 3



Platinum Sponsor



Diamond Sponsor



Golden Sponsor



Golden Sponsor



Silver Sponsor



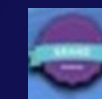
Silver Sponsor



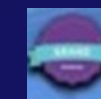
Silver Sponsor



Grand Sponsor



Grand Sponsor



Grand Sponsor



Hotel Partners -3 | Food Partners -3 | Airlines Partners -3
Transportation Partners -3 | Banking Partners -3 | Telecom Partners -2
Food & Beverage -2 | Others Partners -7

HEROES AWARD 2024

BRANDING OPPORTUNITIES

- MAIN BACKDROP
- VISUAL PROJECTION
- OUTDOOR MEDIA
- SOCIAL MEDIA
- PRINT MEDIA
- EVENT VIDEO AD
- VVIP ELEVATED SECTION
- PARKING
- POST EVENT VIDEO
- ONLINE

SPONSORSHIP

TYPE	AMOUNT (in RM)	BENEFITS	DIGITAL BENEFITS	TELECAST BENEFITS
PLATINUM	90000	<ul style="list-style-type: none"> Exposure in the program promo Logo Placement beside event mnemonic, printing Materials and Venue Branding Video bites with Title sponsor announcement On stage presentation. TVC display on LED Presence in Press Conference and Pre Hype program Every time program name will be announces with brand name by MC 	<ul style="list-style-type: none"> Platinum Sponsor name announced by Influencers Promotion in all social media platform. Special promo/teaser in Facebook. Interview/company video (AV) with event logo. Logo presence on Streaming of the program. Post promotions and upload. 	<ul style="list-style-type: none"> News coverage. Recorded Telecast on social media
DIAMOND	75000	<ul style="list-style-type: none"> Exposure in the program promo Logo Placement beside event mnemonic, printing Materials and Venue Branding Video bites with Title sponsor announcement. TVC display on LED Presence in Press Conference and Pre Hype program Every time program name will be announces with brand name by MC 	<ul style="list-style-type: none"> Promotion in all social media platform. Special promo/teaser in Facebook. Interview/company video (AV) with event logo. Logo presence on Streaming of the program. Post promotions and upload. 	<ul style="list-style-type: none"> News coverage. Recorded Telecast on social media
GOLD	55000	<ul style="list-style-type: none"> Golden sponsor will get exposure in the program promo Logo Placement beside event mnemonic. All printing Materials. Venue Branding TVC display on LED Presence in Press Conference and Pre Hype program Every time program name will be announces with brand name by MC 	<ul style="list-style-type: none"> Promotion in all social media platform. Special promo/teaser in Facebook. Logo presence on Streaming of the program. Post promotions and upload. 	<ul style="list-style-type: none"> News coverage. Recorded Telecast on social media
SILVER	40000	<ul style="list-style-type: none"> Silver sponsor will get exposure in the program promo Logo Placement beside event mnemonic. All printing Materials. Venue Branding TVC display on LED Presence in Press Conference and Pre Hype program Every time program name will be announces with brand name by MC 	<ul style="list-style-type: none"> Promotion in all social media platform. Special promo/teaser in Facebook. Logo presence on Streaming of the program. Post promotions and upload. 	<ul style="list-style-type: none"> News coverage. Recorded Telecast on social media
GRAND SPONSOR	30000	<ul style="list-style-type: none"> Logo Placement beside event mnemonic. All printing Materials. Venue Branding Special crest handover program stage. Announces with brand name by MC 	<ul style="list-style-type: none"> Promotion in all social media platform. Special promo/teaser in Facebook. Logo presence on Streaming of the program. Post promotions and upload. 	<ul style="list-style-type: none"> News coverage. Recorded Telecast on social media
PARTNERS SPONSOR	20000	<ul style="list-style-type: none"> Logo Placement beside event mnemonic. All printing Materials. Venue Branding Special crest handover program stage. Announces with brand name by MC 	<ul style="list-style-type: none"> Promotion in all social media platform promo/teaser in Facebook. 	<ul style="list-style-type: none"> News coverage. Recorded Telecast on social media



**PROPOSE
MEDIA 
COVERAGE
PARTNERS**

SESSION 01 SUCCESS STORY BANGLADESH



SESSION 02 SUCCESS STORY UAE



REAL HEROES AWARDS IN UAE
Season 2

Shakib Khan, Ilias Kanchan, Shibli, Kajal Arif, Toma Mirza, Rihan Rafi, Santa Jahan

15th January (Sunday) 4 PM, 2023
WINNER SPORTS CLUB & EVENTS L.L.C, AJMAN, UAE
Contact for Ticket: +971507120124, +971 55 944 7666

TICKET AVAILABLE FROM 2nd JANUARY

Sponsored by: Sanvee's, WAGS

Leaflet_Poster: (Size: A4)

ABOUT OUR DIRECTOR

SILVI MAHMUD

Director At
Real Heroes Expo and communications



ABOUT OUR MD

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THE SMART PATH TO SUCCESS

THANK YOU

Real & Remittance

Award

2024 Season