



S P O N S O R S H I P P R O G R A M

YEAR 2025

About CoreNet Global

CoreNet Global is a non-profit association with HQ in Atlanta, US representing nearly 10,000 members in 50 countries with strategic responsibility for the real estate assets of large corporations.

CoreNet Global's mission

CoreNet Global's mission is to advance and support the practice of Corporate Real Estate globally through professional development opportunities, publications, research, conferences, designations, and networking.

It aims to broaden its network, raise the profile of Corporate Real Estate, serve as the profession's voice & thought leader and champion the profession's development and maturity.



CoreNet Global Members

End Users are corporate occupiers and corporate tenants forming the industry's demand side. The end user membership base is diverse and spans industries including **high-tech, financial services, manufacturing, pharmaceutical, telecommunications, healthcare, insurance and oil and gas**. Google, Unilever, International Monetary Fund, Oracle, Coca-Cola, Amazon, AT&T, General Motors, Barclays and Shell are among our many member companies.

Service Providers are strategic partners and outsourced service partners forming the industry's supply side. Virtually all corporate real estate departments partner with external service provider companies to deliver services needed to acquire, maintain and dispose of real estate. These services include but are not limited to **brokerage, site selection, architecture and interior design, lease administration, facilities management, and technology platforms**. One of the long-term trends in the CRE profession is toward leaner, smaller internal CRE teams focused primarily on strategy and client relationship management, with growing dependence on external service provider companies for tactical delivery and execution. Those external service providers are also members of the association.

CoreNet Global Corporate & Strategic Partners

JOIN THE GROWING LIST OF
CORPORATE PARTNER COMPANIES...



Gold Strategic Partners



Silver Strategic Partners



Bronze Strategic Partners



CoreNet Global Malaysia Chapter

The Malaysia Chapter of CoreNet Global is a young Chapter but has tremendous achievements since its inception in 2015, after successfully achieve the Chapter status within 1 year of formation.

The Chapter aims to provide continuous learning and networking opportunities to members that exceed expectations and deliver value to members and their enterprises, whether face-to-face or virtually.



Connect with professionals and corporations locally and globally through digital and live events



Learning through content sharing events and knowledge based resources



Professional growth through designated programs and resources



Belongs to a worldwide community of corporate real estate professionals

Malaysia Chapter Members

- High growth rate over the past 5 years
- Relevant, In-trend, Informative events planned throughout the year



Awards accoladed by CoreNet Global

❖ 2023 Chapter of the Year Award

❖ 2022 Chapter of the Year Award

Best Chapter for small/medium category

❖ Membership Retention

Year 2024 – Top 3 highest retention with 75% within the small chapters category and global chapters.

Year 2023 – Top 3 highest retention with 86% within the small chapters category and global chapters.

Year 2022 – Highest retention with 95.7% retention rate within the small chapters category and the highest retention rate globally

Year 2021 - Highest retention with 84% retention rate within the small chapters category and the highest retention rate globally.

❖ 2021 Local Chapter Day at inaugural CoreNet Global Corporate Real Estate Week (CRE Week)
Winner for small/medium category

❖ Annual CoreNet Global Awards
Chapter Of The Year for
small/medium chapter category

Year 2024 – Top 3 finalists

Year 2021 – Top 3 finalists

Year 2020 – Top 3 finalists

Why Sponsor?

As a sponsor, you and your colleagues will have first rights to collaborate and network with the best and brightest in corporate real estate in Malaysia, whilst gaining insight into what members think on current issues, challenges they face, and how they approach their work. You will benefit via advertising to a targeted market and an ability to directly speak to our members, showcase your products and services and represent your company through your logo on our website, in collateral and at events.



Events Calendar for Year 2024



- Jan 2024
“After Work Meet Up”
Total Attendance : 25 pax
- Feb 2024
“CRE2030 Roundtable Research Project”
Total Attendance : 35 pax
- May 2024
“CoreNet Connects: Leveraging Your CoreNet Membership For Career Advancement”
Members event
Total Attendance : 36 pax
- July 2024
“Malaysia Market Intelligence: What is happening now & What holds in the future”
Total Attendance : 61 pax
- August 2024
“Site Tour To Semua House”
Total Attendance : 40 pax
- Sept 2024
“Workplace Design : Past, Present and Future”
Total Attendance : 66 pax
- Oct 2024
“Sponsors Appreciation Luncheon”
(Private event)
“Mentorship in Corporate Real Estate: Building Your Career”
at UTM, Johor Bahru
Total Attendance : 85 pax
- Nov 2024
“Annual Signature Event”
Total Attendance = 127 pax

Previous events details are available at link – **PAST EVENTS**

Activities & Events For Year 2024



“After Work Meet-Up”

Jan 2024

Total Attendance = 22 pax



“CRE2030 Roundtable Research Project”

February 2024

Total Attendance = 35 pax



“CoreNet Connects: Leveraging Your CoreNet membership For Career Advancement”

May 2024

Total Attendance = 35 pax

Activities & Events For Year 2024



**“Malaysia Market Intelligence:
What is happening now &
What holds in the future”
July 2024
Total Attendance = 61 pax**



**“Site Tour to Semua House”
August 2024
Total Attendance = 40 pax**



**“Workplace Design :
Past, Present and Future”
Sept 2024
Total Attendance = 66 pax**

Activities & Events For Year 2024



“Sponsors Appreciation Luncheon”
October 2024
Private event



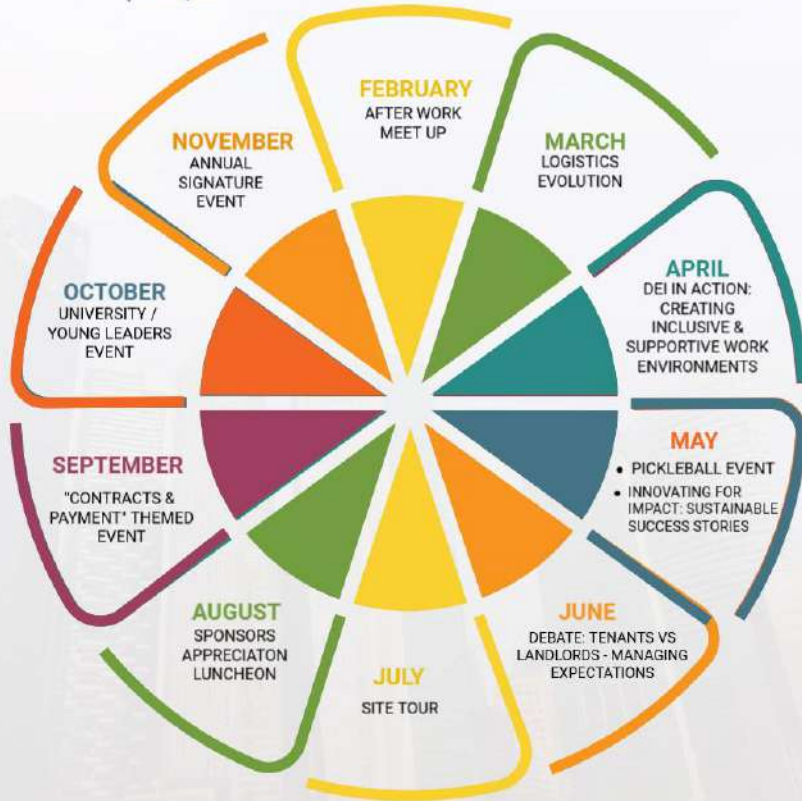
“Mentorship in Corporate Real Estate : Building Your Career
Universiti Teknologi Malaysia
(UTM), Johor
October 2024
Total Attendance = 85 pax



“2024 Annual Signature Event”
November 2024
Total Attendance = 127 pax

Events Calendar for Year 2025

CORENET GLOBAL Malaysia Chapter 2025 EVENTS CALENDAR*



*Tentative events & subject to changes

- Feb 2025
“After Work Meet Up”
Total Attendance : 58 pax
- March 2025
“Logistics Evolution: How It’s Transforming Construction Supply Chain”
Total Attendance : 40 pax
- April 2025
“DEI In Action: Creating Inclusive & Supportive Work Environments”
Total Attendance : 50 pax
- May 2025
Smash & Serve: A CoreNet Pickleball event
Sustainability themed event
Total Attendance = 27 pax
- May 2025
“Innovating For Impact: Sustainable Success Stories”
Total Attendance = 69 pax
- June 2025
“Debate : Tenants vs Landlords – Managing Expectations”
Total Attendance = 97 pax
- July 2025
Site Tour
- August 2025
Sponsors Appreciation Luncheon (Private event)
- September 2025
Contracts & Payment themed event
- October 2025
University/ Young Leader event
- November 2025
Annual Signature Event

Previous events details are available at link – **PAST EVENTS**

Activities & Events For Year 2025



“After Work Meet Up”
February 2025
Total Attendance = 58 pax



**“Logistics Evolution : How It's
Transforming Construction
Supply Chain**
March 2025
Total Attendance = 40 pax



**“DEI In Action : Creating Inclusive
And Supportive Work Environments**
April 2025
Total Attendance = 50 pax

Activities & Events For Year 2025



**“Smash & Serve:
A CoreNet Pickleball Event”
May 2025
Total Attendance = 27 pax**



**“Innovating For Impact :
Sustainable Success Stories”
May 2025
Total Attendance = 69 pax**



**“Debate : Tenants vs Landlords –
Managing Expectations
June 2025
Total Attendance = 97 pax**

Current Sponsors 2025

Platinum Sponsors

teknion

Z E R I N
P R O P E R T . I E S

Gold Sponsors

Instant
RETHINKING WORKSPACE



 Knight
Frank

Gold Sponsors

SENATOR

Allermuir

Gold Sponsors



SEE A BRIGHTER WAY

Wilkhahn

Silver Sponsors



JEB

WIPATec
The Smart Locker Experts

Interface®

Silver Sponsors



S&techs (Malaysia) SDN. BHD.

Annual Sponsorship



Limit to 2 sponsors
RM15,000

Category	Description
Membership	Include 4 memberships from company representatives
Logo	Presence in all marketing collaterals and Malaysia Chapter website
Acknowledgement (virtual or in-person event where applicable)	Verbal and logo flash up at events, option to provide company video at Signature Event between sessions, option to introduce speaker(s) at event(s), option to host a booth/desk in Signature Event, option to provide promotional “give away” at Malaysia Chapter event (subject to Committee’s approval), option to display company banner at Signature Event.
Complimentary passes	8 tickets to all Malaysia Chapter events
Access	Chapter’s virtual events recordings & quarterly Newsletter & annual Sponsors Appreciation event
Introduce Speaker	Options to be introduced to VIP guests / speaker(s)
Mailing List	Company name of attendees of the events
Speaker	Invitation to submit program content submission for Committee’s review and approval - 4 panel sessions
Events	Option to host 2 chapter events as agreed (subject to Committee’s approval)

Annual Sponsorship



RM10,000

Category	Description
Membership	Include 2 memberships from company representatives
Logo	Presence in all marketing collaterals and Malaysia Chapter website
Acknowledgement (virtual or in-person event where applicable)	Verbal and logo flash up at events, option to introduce speaker(s) at event(s), option to host a booth/desk in Signature Event, option to provide promotional “give away” at Malaysia Chapter event (subject to Committee’s approval), option to display company banner at Signature Event.
Complimentary passes	5 tickets to Malaysia Chapter events
Access	Chapter’s virtual events recordings & quarterly Newsletter & annual Sponsors Appreciation event
Introduce Speaker	Options to be introduced to VIP guests / speaker(s)
Speaker	Invitation to submit program content submission for Committee’s review and approval - 2 panel sessions

Annual Sponsorship



RM5,000

Category	Description
Logo	Presence in all marketing collaterals and Malaysia Chapter website
Acknowledgement (virtual or in-person event where applicable)	Verbal and logo flash up at events, option to host a booth/desk in Signature Event.
Complimentary passes	2 tickets to Malaysia Chapter events
Access	Chapter's virtual events recordings & quarterly Newsletter & annual Sponsors Appreciation event

Annual Sponsorship

Category	Description	Platinum	Gold	Silver
		Limited to 2 sponsors		
		RM15,000 annually	RM10,000 annually	RM5,000 annually
Membership	Memberships from company representatives	4	2	
Logo	Presence in all marketing collaterals and Malaysia Chapter website	✓	✓	✓
Acknowledgement (virtual or in-person event where applicable)	Verbal and logo flash up at events	✓	✓	✓
	Option to provide company video at Signature Event between sessions	✓		
	Option to introduce speaker(s) at event(s),	✓	✓	
	Option to host a booth/desk in Signature Event,	✓	✓	✓
	Option to provide promotional “give away” at Malaysia Chapter event (subject to Committee’s approval),	✓	✓	
	Option to display company banner at Signature Event.	✓	✓	
Complimentary passes	Number of tickets to Malaysia Chapter events	8	5	2
Access	Chapter’s virtual recordings	✓	✓	✓
	Quarterly Newsletter	✓	✓	✓
	Annual Sponsors Appreciation Event	✓	✓	✓
Introduce Speaker	Options to be introduced to VIP guests / speaker(s)	✓	✓	
Mailing List	Company name of attendees of the events	✓		
Speaker	Invitation to submit program content submission for Committee’s review and approval	4 sessions	2 sessions	
Events	Option to host chapter events as agreed (subject to Committee’s approval)	2 chapter events		

Sponsorship Benefits



Branding & Visibility

Increased brand awareness and visibility at all events



Targeted Marketing

Stands out in the CRE industry and attracts niched audiences and members of organizations



Involvement & Insights

Gain involvement and industry's insights with the industry's professionals and organizations



Collaborative Partnerships

Develop collaborative partnerships and business leads



Return On Investments

Social engagement, audience development, branding & memberships



**For more information,
please contact us at**

malaysia@corenetglobal.org