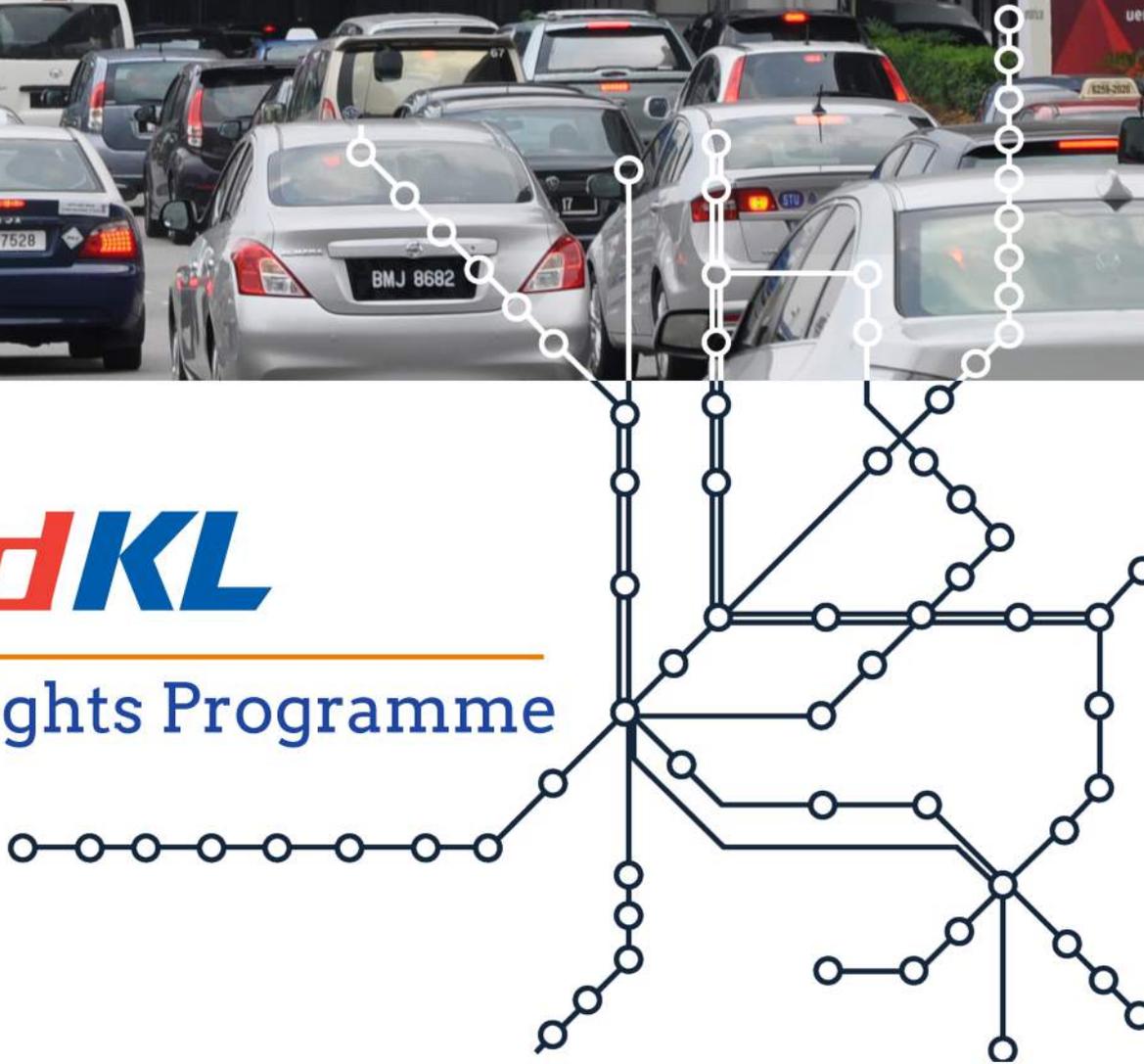




rapidKL

Naming Rights Programme

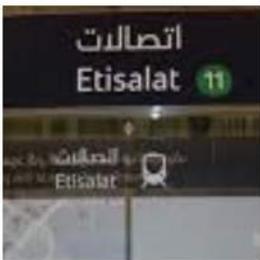


What is Naming Rights?

Naming Rights is amongst the most exclusive forms of sponsorship and marketing that exists today.

Outside of sports stadia, city based transit systems have become a natural choice for companies and brands who are looking to:

- increase awareness and engagement levels with their audience
- make a difference in peoples' everyday lives
- demonstrate their commitment to the city and its citizens



Etisalat Station,
Dubai



Barclays Cycle Hire,
London



Barclays Atlantic Av, St.
New York



AT&T Station,
Philadelphia



Vodafone Sol Station,
Madrid

An Opportunity - like no other



Datuk Seri Ahmad Phesal - The Mayor of Kuala Lumpur

"Our public transport system is of utmost importance - it will enable our already vibrant and pulsating city to realize its full potential – to bring communities closer together, to allow the economy to grow and prosper. The involvement of leading companies in marketing partnerships will be hugely significant in reaching our common goal."



Dato' Sri Shahril Mokhtar - Group Managing Director, Prasarana

"We are very excited to be offering companies the opportunity to operate across our platform and work with us in achieving our common goals of improving the quality of life of everybody who lives, works or visits the great city of KL."

Stations available under the Naming Rights Programme



Bukit Bintang



Bangsar



Universiti

Snapshot of rights

- ✓ Right to create composite signage
- ✓ Principal Partner Designation
- ✓ Category Exclusivity (optional)
- ✓ Branding on external station facade
- ✓ Branding on internal concourses and platforms
- ✓ Right to create experiential /sampling events
- ✓ Branding on in-train and station maps
- ✓ Use of RapidKL logo and marks in ATL communication
- ✓ PR announcements including launch event
- ✓ Integration into RapidKL digital assets
- ✓ Right to create exclusive marketing programmes

Why be the first ever naming rights partner in SE Asia?

15 million
ridership per month

8 million
people in Klang Valley

Engage
with consumers
beyond advertising

Demonstrate
your company's involvement in the
city's public transport network

Improve
lives of everyday
commuters



Become an intrinsic part of KL infrastructure

Key Information

Key Dates, Next Steps & Contact Details

15th July	Launch of RFP
July & August	Commercial team available for meetings
1st September	Pre-bid clarification meeting
20th September	RFP bid submission
October	Announcement of successful bidders
December	Launch of stations



For more information on this unique opportunity, or to arrange a meeting for it to be presented in more detail please contact:

PHAR Partnerships

T: +603 22420330 E: rapidkl@pharpartnerships.com



Owning a piece of
Kuala Lumpur
history

