

Global Entrepreneurship Week (GEW) Malaysia 2010 PARTNERSHIP MEMORANDUM OF UNDERSTANDING

Dear Global Entrepreneurship Week Malaysian Host,

We are pleased to express our interest and intent to become a Partner with the **Global Entrepreneurship Week 2010 (GEW 2010)** and look forward to our strategic relationship to work together as partner with the Malaysian Host, Warisan Global Sdn Bhd, in supporting GEW 2010.

Please count us in this global movement of entrepreneurial people!

We have read, understood and accepted the attached document, "Memorandum of Understanding".

We look forward to cooperating with the Host and GEW 2010 to help inspire, mentor, inform, connect and engage Malaysian youth and entrepreneurs.

Yours sincerely,

Signature

Date: _____

Company: _____

Company Contact Person: _____

HP#: _____

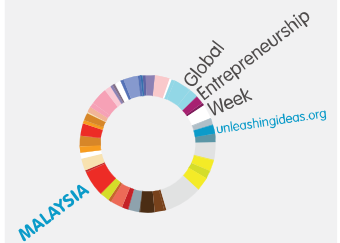
Email: _____

MAIN POINT OF CONTACT FOR GEW SECRETARIAT:

NAME (PRINT): _____

EMAIL: _____

HANDPHONE: _____



Global
Entrepreneurship Week

Nov 8 - 21, 2010

www.gewmalaysia.com
www.unleashingideas.org

Malaysian Country Host

warisan global
CATALYZING SOCIAL INNOVATIONS

Founders



KAUFFMAN
The Foundation of Entrepreneurship

Supported by



British High Commission



GEW 2010 MALAYSIAN PARTNER-HOST MEMORANDUM OF UNDERSTANDING

Partner: _____

What is a GEW Partner?

Participating organization sign up on GEW Malaysia Official Website (www.gewmalaysia.com) and agree to plan & implement **at least ONE entrepreneurial activity** before or during the Week (Nov 8 – 21), and where agreed upon, after the Week.

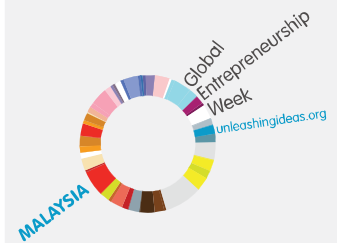
The activities organized by GEW partners will help achieve four key objectives:

- **INSPIRE:** Introducing entrepreneurship to young people (especially under the age of thirty) who otherwise might not have considered it as a career path
- **CONNECT:** Connecting young people and organizations all over the country to discover new ideas at the intersection of cultures and disciplines
- **MENTOR:** Enlist active and inspiring entrepreneurs to coach and mentor the next generation of enterprise talent as they pursue their dreams
- **ENGAGE:** Demonstrate to opinion leaders and policymakers how entrepreneurship is center to a nation's economic health and culture, and give them the opportunity to learn about each other's entrepreneurial policies and practices

Roles and Responsibilities of GEW Partners

As a Partner of GEW2010, you agree to the following main responsibilities which include, but are not limited to:

- Registration
 - Officially register as a Partner at www.gewmalaysia.com
- Organizing Activities
 - Organize **at least ONE entrepreneurial activity** under the banner of Global Entrepreneurship Week Malaysia before or during the Week (Nov. 8 – 21, 2010)
 - Upload activity details to www.gewmalaysia.com as well as inform



Global
Entrepreneurship Week

Nov 8 - 21, 2010

www.gewmalaysia.com
www.unleashingideas.org

Malaysian Country Host

warisan global
CATALYZING SOCIAL INNOVATIONS

Founders



KAUFFMAN
The Foundation of Entrepreneurship

Supported by



British High Commission



by way of email to the GEW Malaysia Secretariat about activities for announcement and promotional purposes

- Marketing
 - Participation
 - Promote your own activities to encourage participation
 - Encourage participants register as members at www.gewmalaysia.com to be officially counted by the international organizers and to have access to the entire GEW Malaysia event calendar
 - Record all details of the people attending your events, including name, mobile number, and e-mail address
 - Partners' branding
 - Submit logo (in AI or other suitable high resolution format) to the GEW Malaysia Secretariat who will only use Partner's logos for purposes of GEW and only during the GEW 2010 Campaign.
 - Agree that the final placement of the logo in the promotional materials and collaterals as well as the ultimate decision to use the logo at all is at the complete discretion of the Host and Partner shall not hold the GEW Malaysia Secretariat or Host responsible or liable for any omissions, claims damages arising from the omission or use of the logo
 - GEW Branding
 - Commit to follow the branding guideline and use the "MyGEW2010 standard branding package" - which will include **GEW Malaysia logo, the Country Host logo, Founders & Global Sponsors logos** as well as a link (in a Web banner format) on your websites
 - Commit to using the GEW Logo on your website with a link to www.gewmalaysia.com until the end of the GEW (Nov.8-21, 2010)
 - Promotion of GEW2010 through your announcements, newsletters, emails and other forms of communication
 - Include the GEW Malaysia bunting/branding during your GEW events
 - To use the GEW Logo's solely for the purpose of GEW 2010 Campaign
- Metrics
 - Report back to the Country Host within 1 week of the event on the basic metrics, including:
 - No. of activities
 - No. of participants and their details
 - Outcome of your activity (Please refer to the GEW Malaysian Event Evaluation Form on www.gewmalaysia.com)



Global Entrepreneurship Week
Nov 8 - 21, 2010
www.gewmalaysia.com
www.unleashingideas.org

Malaysian Country Host



Founders




KAUFFMAN
 The Foundation of Entrepreneurship

Supported by





British High Commission

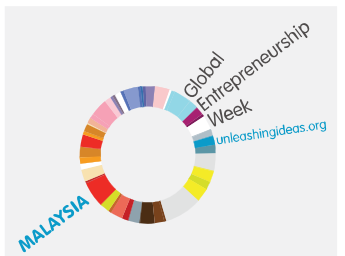


- Agree to share activities photos, videos and success stories with the GEW Malaysia Secretariat
- Understand and approve that activity photos may be published in the GEW 2010 website and included in GEW promotional materials and collaterals at discretion of the GEW Malaysia Secretariat.
- Non-Exclusive
 - This MOU will neither restrict you, the partner, nor the Host, Warisan Global Sdn Bhd, from entering into supplemental or other agreements and MOUs with each other, or other participating organizations, sponsors, NGOs, media or other.

Roles and Responsibilities of the Malaysian Country Host

As the Malaysian Country host, our main responsibilities which include, but are not limited to:

- **Catalyzing**
 - Recruit partners to organize GEW activities
 - Guide Partners where possible in organizing activities and getting members (participants)
 - Highlight key events and success stories for the international media organized by the Global Founders
- **Marketing**
 - Participation
 - Promote your activities in GEW Malaysia website and at events organized by the GEW Secretariat
 - Include your events and announcements related to GEW on the GEW website, Facebook GEW Group, newsletters, announcements, and in press releases where possible.
 - Provide details of all members who have registered for your event from www.gewmalaysia.com
 - Partners' branding
 - Include partners' logos in GEW Malaysia official website (and links where possible)
 - Include partners' logos in press releases & promotional collaterals where appropriate
 - GEW's branding & information
 - Provide partners with the standard branding package, including **GEW Malaysia logo, the Country Host logo,**



Global Entrepreneurship Week

Nov 8 - 21, 2010

www.gewmalaysia.com
www.unleashingideas.org

Malaysian Country Host



Founders



KAUFFMAN
The Foundation of Entrepreneurship

Supported by



British High Commission



Founders & Global Sponsors logos as well as branding guideline (to be downloaded from www.gewmalaysia.com)

- Ensure partners follow the branding guideline
- Make available an Information Package and basic press release and design templates at www.gewmalaysia.com for partners' use and promotions

• **Media Outreach**

- Regularly inform and update media about GEW 210
- Share success stories and highlights with media
- Assist in sharing partners' press releases and announcements with the media
- Include partner information in GEW releases where appropriate and possible

* *Whilst we will strive to send all stories & activities to our media contacts, we cannot be held responsible for what is published and what is not.*

This MOU shall be valid until November 14, 2010

Signature:

Signature:

Name:

Name:

Title:

Title:

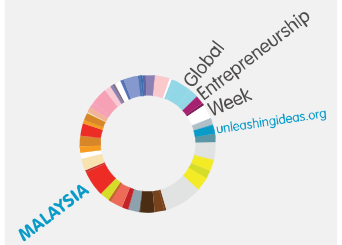
Partner Organization:

Host Organization:

Date:

Date:

**Please read through the MOU carefully & fill it up completely and you can e-mail it back to: tini@gewmalaysia.com. If you have any questions, please do feel free to contact GEW Malaysia Secretariat@ 016 211 2682.*



Global Entrepreneurship Week

Nov 8 - 21, 2010

www.gewmalaysia.com
www.unleashingideas.org

Malaysian Country Host



Founders



KAUFFMAN
The Foundation of Entrepreneurship

Supported by



British High Commission

