



Borneo Animation & Games Festival 2026

19 - 23 AUGUST 2026 | KUCHING CITY CENTER



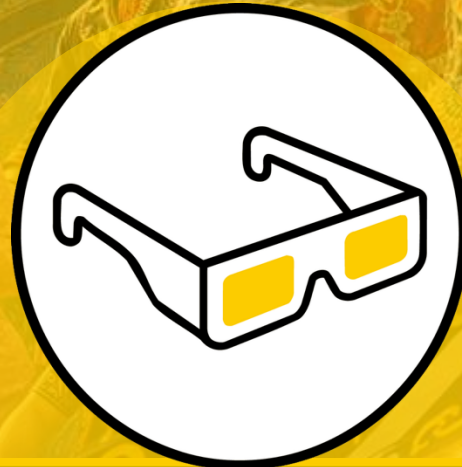
OVERVIEW



The **Borneo Animation & Games Festival (BAGF)** supports Sarawak's vision of becoming a leading **digital and creative economy hub**. The festival aims to nurture local talent, attract industry players, and position Sarawak as a regional centre for **animation, games, and digital innovation**, while connecting Borneo's creative community with global opportunities.



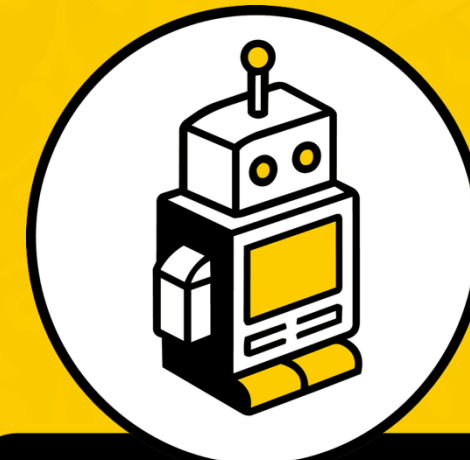
TARGET AUDIENCE



Animation House



**Game Developers
& Studios**



**Tech Companies
& Startups**



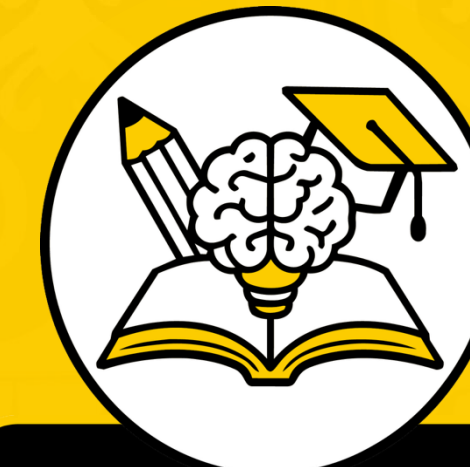
**Investors
& Publishers**



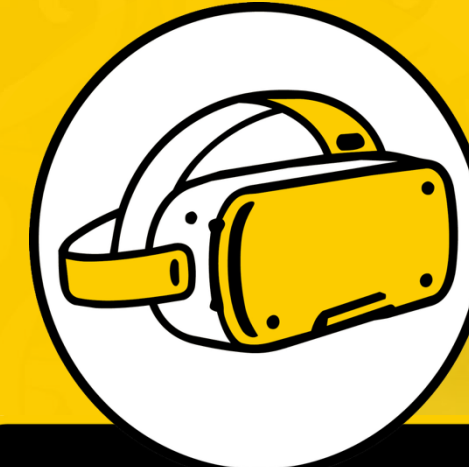
Government



**Creative
Professionals**



**Students
& Educators**



**Pop Culture &
Gaming Enthusiasts**

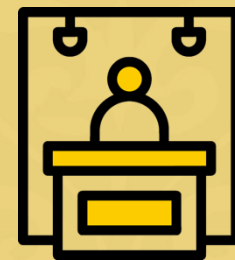


EXPECTED ATTENDANCE



20,000+

PHYSICAL ATTENDEES



100+

EXHIBITORS



10+

SPEAKERS &
INDUSTRY LEADERS



20+

COUNTRIES

EXPECTED OUTCOME



Talent & High Value Job Creation

Target of 39,000 – 48,750 new digital jobs



Digital Content & Industry Growth

Contributes 20% digital economy share of GDP (RM 56.4 billion) by 2030



Investment & Ecosystem Expansion

50% growth in digital investment and partnerships



Tourism & Economic Spillover

20,000 attendees
20+ countries



Youth, Community & Inclusive Development

Supports goal of 500,000 skilled workforce



Digital Economy Transformation & Readiness

500 high-tech startups and 100% digital government services

WHY SPONSOR BAGF 2026?



1

Position your brand at the heart of ASEAN's digital content growth

2

Engage directly with young, tech-savvy audiences

3

Align with MDEC & Sarawak Government initiatives

4

Gain visibility across national & regional media

5

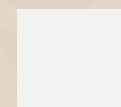
Support Malaysia's digital content ecosystem



PROPOSED AGENDA



DAY 1 19 August Wednesday	Conference Business Matching Exhibition + Career Fair (Pullman Hotel, Kuching) BAGFest Launch by The Right Honourable Premier of Sarawak Networking Dinner
DAY 2 20 August Thursday	Conference Business Matching Exhibition + Career Fair (Pullman Hotel, Kuching)
DAY 3 21 August Friday	Elevator Pitch Business Matching Workshops Student Portfolio Reviews Exhibition + Career Fair (The Hills Kuching) Animation Screening
DAY 4 22 August Saturday	Beyblade Tournament BAGFest Con Exhibition + Career Fair (The Hills Kuching) Animation Screening
DAY 5 23 August Sunday	Beyblade Tournament BAGFest Con Exhibition + Career Fair (The Hills Kuching) Animation Screening



B2B Events



B2C Events



VIP Involvement

B2B ACTIVITIES/EVENTS (19-21 AUGUST 2026)



1 CONFERENCE



2 NETWORKING DINNER



3 BUSINESS CONNECTION PROGRAM



4 WORKSHOP



5 ELEVATOR PITCH



6 PORTFOLIO REVIEW

BUSINESS CONNECTION PROGRAMME (BCP)

The BCP is a structured industry engagement platform designed to drive **partnerships, investment opportunities, and commercial collaborations** across the animation, games, and digital creative ecosystem.

It brings together key stakeholders including:

- Content creators (studios, developers, artists)
- Publishers and distributors
- Investors and venture capitalists
- Technology providers
- Government agencies and industry bodies

The programme delivers tangible industry impact through:

- Creation of concrete business opportunities
- Market access for local studios and ecosystem players
- Increased visibility for Malaysia's creative industry
- Long-term cross-border collaborations



RM150 million

in opportunities generated
(Level Up KL – Games, 300 meetings)

RM2 billion

in business opportunities facilitated
(ASEAN Digital Content Summit 2025)



PROPOSED SPEAKERS



Tc Ayden Lim
CEO, AlgoIn Tech
(Unreal Authorized Instructor)
Sarawakian



Wan Hazmer
CEO & Game Director
Metronomik
(NSR, NSR2)



Suan Goh
Co-Founder, Ctrl-D Studios
(Overhours)
Sarawakian



Steve Goldberg
Walt Disney Animation Studios



Hasnul Hadi Samsudin
Head
Playstation Studio Malaysia



Andrea Goh
Lead
Pixar Animation Studios



Mohan Low
Head
Larian Studio Malaysia



Mufizal Mokhtar
Head
Virtuous Kuala Lumpur

B2C ACTIVITIES/EVENTS (21-23 AUGUST 2026)



1

BAGFEST CON



2

EXHIBITION



3

**BEYBLADE
TOURNAMENT**



4

**OUTDOOR
SCREENING**



5

CAREER FAIR

SPONSORSHIP OPPORTUNITIES



PLATINUM SPONSORSHIP RM300,000

- 1 Solo Speaking Slot
- 15 Conference Passes
- 4 Business Passes
- 4 Exhibitors Passes
- 36sqm Raw Space (B2B) & 18sqm Raw Space (B2C)
- Brand Awareness Opportunities
- Access To BCP



MAX VISIBILITY

Position your brand as a Platinum partner with maximum visibility across BAGF 2026 platforms, including premium logo placement across marketing collaterals, digital channels, airport advertising, and exposure during the Opening Ceremony.



ENGAGEMENT OPPORTUNITIES

Sponsors will be accorded a solo speaking slot, enabling strong thought leadership positioning, alongside priority access to business matching and engagement with key industry stakeholders.



ACCESS & PASSES

The Platinum package includes 15 Conference Passes, 4 Business Passes, and 4 Exhibitor Passes, providing comprehensive access to conference sessions, business matching engagements, and full on-ground participation.



EXHIBITION / ACTIVATION

A combined exhibition footprint of 36sqm raw space within the B2B zone and 18sqm raw space within the B2C zone enables large-scale brand activation and engagement across both industry and public audiences.

(Additional Exhibitor Passes are available upon request for an additional fee)

***Subject to 8% SST**

SPONSORSHIP OPPORTUNITIES



GOLD SPONSORSHIP RM150,000

- 1 Panel Session Slot
- 10 Conference Pass
- 2 Business Pass
- 3 Exhibitors Pass
- 18sqm Raw Space (B2B) & 9sqm Standard Shell Scheme Booth (B2C)
- Brand Awareness Opportunities
- Access To BCP



MAX VISIBILITY

Gold Sponsors receive strong brand presence across marketing collaterals, onsite signage, digital platforms, and official event communications, ensuring visibility among both regional and international audiences.



ENGAGEMENT OPPORTUNITIES

Sponsors are provided with one panel session speaking opportunity, together with access to business matching sessions and curated networking engagements with key industry players.



ACCESS & PASSES

The package includes 10 Conference Passes, 2 Business Passes, and 3 Exhibitor Passes, enabling meaningful participation across both business and conference segments of the festival.



EXHIBITION / ACTIVATION

An allocation of 18sqm raw space within the B2B zone complemented by a 9sqm standard shell scheme booth within the B2C area provides balanced exposure across both professional and consumer-facing environments.

(Additional Exhibitor Passes are available upon request for an additional fee)

***Subject to 8% SST**

SPONSORSHIP OPPORTUNITIES



SILVER SPONSORSHIP RM75,000

- 1 Panel Session Slot
- 5 Conference Passes
- 3 Exhibitors Passes
- 9sqm Standard Shell Scheme Booth
- Brand Awareness Opportunities



MAX VISIBILITY

Silver Sponsors benefit from consistent brand exposure across selected event platforms, including the official website, marketing collaterals, and digital communications.



ACCESS & PASSES

The package includes 5 Conference Passes and 3 Exhibitor Passes, supporting participation in key festival activities and on-ground engagement.



ENGAGEMENT OPPORTUNITIES

Sponsors will be provided with one panel session speaking opportunity, along with access to the business matching platform and networking sessions with industry participants.



EXHIBITION / ACTIVATION

A 9sqm standard shell scheme booth within the B2B exhibition area provides a standard yet effective platform for showcasing products, services, and innovations.

(Additional Exhibitor Passes are available upon request for an additional fee)

***Subject to 8% SST**

SPONSORSHIP OPPORTUNITIES



BRONZE SPONSORSHIP RM30,000

- 3 Conference Passes
- 2 Exhibitors Passes
- 9sqm Standard Shell Scheme Booth
- Brand Awareness Opportunities



MAX VISIBILITY

Bronze Sponsors receive foundational brand visibility across event platforms and selected official marketing materials.



ACCESS & PASSES

The package includes 3 Conference Passes and 2 Exhibitor Passes, enabling participation within the broader festival ecosystem.



ENGAGEMENT OPPORTUNITIES

Sponsors will have access to the business matching platform and general networking opportunities throughout the event.



EXHIBITION / ACTIVATION

A 9sqm standard shell scheme booth within the B2B exhibition area provides an entry-level presence for brand exposure and engagement.

(Additional Exhibitor Passes are available upon request for an additional fee)

***Subject to 8% SST**

SPONSORSHIP OPPORTUNITIES



EXHIBITOR PACKAGE RM8,000

- 2 Exhibitors Passes
- 9sqm Standard Shell Scheme Booth
- Brand Awareness Opportunities



MAX VISIBILITY

Exhibitors benefit from on-ground brand presence within the exhibition area, allowing direct exposure to both industry participants and public attendees.



ACCESS & PASSES

The package includes 2 Exhibitor Passes to support booth operations and facilitate engagement with visitors.



ENGAGEMENT OPPORTUNITIES

Exhibitors are able to directly interact with attendees, potential clients, and partners, enabling lead generation, product demonstrations, and market outreach.



EXHIBITION / ACTIVATION

A 9sqm standard shell scheme booth is provided as a dedicated space for showcasing offerings and conducting on-site activations.

(Additional Exhibitor Passes are available upon request for an additional fee)

***Subject to 8% SST**

SPONSORSHIP PACKAGES



SPONSORSHIP PACKAGES		PLATINUM	GOLD	SILVER	BRONZE
CONFERENCE ENTITLEMENTS	Speaking Slot	1 SOLO SPEAKING SLOT	1 PANEL SESSION SLOT	1 PANEL SESSION SLOT	-
	Conference Pass	15	10	5	3
	Business Pass	4	2	-	-
BRANDING & AWARENESS	Logo inclusion on IBAGF26 advertisement video at Kuching International Airport & Kuala Lumpur International Airport	✓	✓	✓	-
	Company Logo Featured On Event Website	✓	✓	✓	✓
	Reciprocal Website Hot-Link to Your Homepage from Event Website	✓	✓	✓	✓
	Branding on Marketing Collaterals, Onsite Signage and Emailer	✓	✓	✓	✓
	Banner Ad in BAGF26 e-Newsletter	2	1	1	1
	Dedicated BAGF26 e-Newsletter Article	2	2	1	1
	30 seconds Static/Video before Opening Ceremony *Content Subject to Organiser's Approval	✓	-	-	-
	Banner Display at Physical Event	✓	✓	-	-
BUSINESS CONNECTION PROGRAM (BCP)	Access to Business Matching Platform for arranging meetings with Conference Delegates	✓	✓	-	-
EXHIBITION ENTITLEMENTS	Booth / Raw Space (in sqm)	36SQM RAW SPACE (B2B) & 18SQM RAW SPACE (B2C)	18SQM RAW SPACE (B2B) & 9SQM BOOTH (B2C)	9SQM BOOTH (B2B ONLY)	9SQM BOOTH (B2B ONLY)
	Exhibitor Pass	4	3	3	2
	Sponsor Listing for Physical Event	✓	✓	✓	✓
	Sponsor Listing on Business Matching Platform	✓	✓	-	-
PACKAGE PRICING (RM)		RM300,000	RM150,000	RM75,000	RM30,000

*Subject to 8% SST

ANCILLARY SPONSORSHIP



ANCILLARY SPONSORSHIP ITEMS		RATES
EVENT MERCHANDISE	<p>Official Event Merchandise Maximise brand visibility as your logo is showcased on event merchandise, ensuring continuous exposure from the BAGF26 and worn by attendees throughout the event, please contact our sales team for further details. Each item sponsored includes:</p> <ul style="list-style-type: none"> • Logo placement on sponsored item • 2 Conference Pass • Logo on BAGF26 digital banners 	
	<p>A1 Event Tote Bag <i>Distributed to all participants at registration—carried throughout the event.</i></p>	RM20,000
	<p>A2 Event Lanyard <i>Worn by every attendee, speaker, and VIP for 2 full days.</i></p>	RM20,000
	<p>A3 Name Badge <i>High-visibility item worn front-facing by all attendees.</i></p>	RM20,000
	<p>A4 Notebook <i>Placed in every tote bag—used during sessions and panels.</i></p>	RM20,000
	<p>A5 Official Crew T-shirt <i>Worn by all official event crew—visible throughout the venue.</i></p>	RM20,000

*Subject to 8% SST

PASSES AND BENEFITS



TICKETS

BUSINESS PASS

RM 1000

EARLY BIRD RM 600

CONFERENCE PASS

RM 250

ACADEMIC PASS

RM 150

BAGFESTCON/B2C PASS

FOC

Passes	Business Pass	Conference Pass	Academic Pass (Only for Students & Academicians)	BAGFestCon/B2C Pass
Price	RM1,000 (<i>Early Bird RM600</i>)	RM250	RM150	Free
Access to Business Connection Program (B2B Meetings)	✓	—	—	Access to BAGFest Con Exhibition Hall
Access to Networking Dinner	✓	—	—	Access to Cosplay & Fan Activities
Priority Networking with Investors, Studios & Publishers	✓	—	—	Access to Animation & Creative Showcases
Access to Keynote Sessions & Panel Discussions	✓	✓	✓	Access to Selected Public Workshops & Demos
Access to Talks & Presentations	✓	✓	✓	Access to Merchandise & Artist Alley
Access to Selected Workshops / Knowledge Sessions	✓	✓	✓	Access to Gaming Experience Zones
Networking with Speakers & Industry Participants	✓	✓	✓	Access to Entertainment & Cultural Performances
Access to Exhibition Floor	✓	✓	✓	Access to Public Creative Learning Sessions
Access to Industry Insights & Learning Opportunities	✓	✓	✓	Access to Creator & Fan Engagement Activities

CONTACT US



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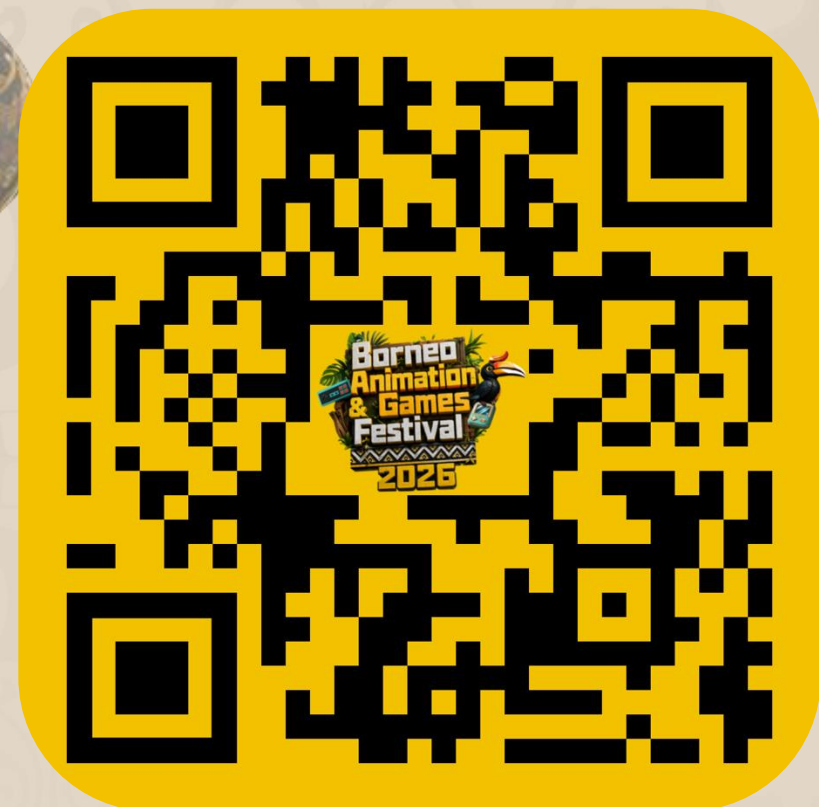
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Animation
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Festival
2026**



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MDEC



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THANK YOU

MDEC @ 30

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5
YEAR
ANNIVERSARY

