

# DATA-AI-EXPERIENCE CHALLENGE 2026

## SPONSORSHIP PROPOSAL

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# INTRODUCTION

**THE DATA-AI-EXPERIENCE (DAX) CHALLENGE 2026 IS AN INTENSIVE DATATHON ORGANIZED BY THE CENTRE FOR MATHEMATICAL SCIENCES (PSM) AT UNIVERSITI MALAYSIA PAHANG AL-SULTAN ABDULLAH (UMPSA). THIS PROGRAM COMBINES "DATA" AND "HACKATHON" CONCEPTS TO BRING TOGETHER YOUNG TALENTS TO ANALYZE REAL-WORLD DATASETS, BUILD ANALYTICAL MODELS, AND PROPOSE INNOVATIVE SOLUTIONS.**

**THEME: "INTEGRATING DATA AND AI FOR A SUSTAINABLE PAHANG".**

## **KEY OBJECTIVES:**

- To Cultivate Data Literacy and Communication Skills
- To Encourage Innovative Real-World Data Problem Solving
- To Provide a Collaborative Platform for Data Enthusiasts
- To Support National IR4.0 and AI Digital Talent Efforts
- Secondary School Category: Early Career Exposure and STEM Interest
- Pre-University Category: Building Basic Analytical Patterns and Degree Readiness
- Undergraduate Category: Real-World Dataset Application and Industry Networking

# PROGRAM TIMELINE

**JUNE 8**

**OFFICIAL LAUNCH &  
REGISTRATION OPENS**

**AUG 15**

**BRIEFING &  
WORKSHOP**

**AUG 16 -  
SEPT 1**

**PRELIMINARY ROUND  
(PROJECT DEVELOPMENT)**

**SEPT 21**

**FINALIST  
ANNOUNCEMENT**

**OCT 4**

**FINAL ROUND & LIVE PITCHING  
AT UMPSA GAMBANG**

# STRATEGIC PARTNER



MALAYSIAN INSTITUTE OF ROAD SAFETY RESEARCH  
ASEAN ROAD SAFETY CENTRE

## Strategic Value for MIROS

This partnership delivers strategic value across MIROS's critical priorities: advancing public safety and fostering a culture of safety-tech innovation. As a strategic partner, MIROS gains unique access to creative problem-solvers while establishing itself as a catalyst for data-driven transport safety solutions through:

### Safety Data Innovation.

Harness the technical expertise of participants to develop new predictive models for road safety, bridging research with practical application.

### Public Advocacy & Awareness.

Utilize this platform to reinforce MIROS's mission of creating a safer road environment through educational engagement and data literacy.

### Academic-Industry Synergy.

Build long-term partnerships with higher education institutions, opening doors for future joint safety initiatives and research.

### Industry Problem Solving.

Pose real-world safety challenges for participants to solve, gaining fresh, data-driven insights into accident prevention.

# STRATEGIC PARTNER



KEMENTERIAN EKONOMI  
JABATAN PERANGKAAN MALAYSIA  
NEGERI PAHANG

## Strategic Value for Jabatan Perangkaan Malaysia (DOSM)

This partnership delivers strategic value across DOSM's critical priorities: democratizing national statistics and nurturing a data-literate society. As a strategic partner, DOSM gains a direct channel to engage with Malaysia's future data talent while reinforcing its role as the nation's primary source of reliable information through:

### Statistical Advocacy.

Promote the importance of official statistics in national development, encouraging participants to utilize national datasets for real-world problem solving.

### Pipeline for Digital Talent.

Gain early access to skilled data professionals who are trained in handling complex information with integrity and technical precision.

### Leadership in Digital Transformation.

Position DOSM as a key driver of Malaysia's data-driven economy by supporting high-impact analytical challenges.

### Educational Impact.

Direct engagement with attendees helps DOSM disseminate the value of big data analytics and the census to a professional and academic audience.

# STRATEGIC PARTNER



## Strategic Value for MARDI

This partnership delivers strategic value across MARDI's critical priorities: modernizing agriculture through smart technology and ensuring food security innovation. As a strategic partner, MARDI gains a platform to inspire technical talent to solve agricultural challenges while showcasing its commitment to sustainable research through:

### **Agrotechnology Innovation.**

Encourage participants to apply AI and data science to agricultural challenges, paving the way for smarter farming and improved yields.

### **Modernizing Industry Perception.**

Transform how the youth view agriculture by highlighting the sector as a high-tech field essential for the nation's future.

### **Sustainable Research Visibility.**

Showcase MARDI's latest R&D achievements to a wide audience, highlighting your commitment to environmental and agricultural sustainability.

### **Collaborative Networking.**

Forge connections with technology experts and academic stakeholders to accelerate the adoption of digital tools in agriculture.

# STRATEGIC PARTNER



## Strategic Value for PAIP (Pengurusan Air Pahang Berhad)

This partnership delivers strategic value across PAIP's critical priorities: optimizing utility management through data solutions and promoting sustainable water usage. As a strategic partner, PAIP gains access to innovative ideas for improving service delivery while demonstrating its commitment to community technological growth through:

### Operational Efficiency.

Challenge participants to find data-driven ways to optimize water distribution and resource management, contributing to PAIP's long-term goals.

### Sustainability Leadership.

Highlight PAIP's dedication to water conservation by supporting an initiative that values efficiency and smart resource management.

### CSR & Brand Visibility.

Receive acknowledgement for your involvement in nurturing local tech talent, gaining meaningful brand visibility among future leaders.

### Tech-Driven Problem Solving.

Identify digital tools and analytical methods that can be integrated into utility monitoring systems to enhance service reliability

# SPONSORSHIP REQUEST

## Sponsorship Contributions May Include:

- Cash sponsorship or financial assistance
- Items or materials sponsored for program use
- Products contributed by companies or external parties
- Support for booth setup, decorations, or event arrangements
- Souvenirs, tokens of appreciation, or giveaway items
- Assistance for printing and promotional materials
- Any other contributions deemed beneficial and appropriate for the program

# SPONSORSHIP PACKAGES

RM 3,000 and  
above  
**PLATINUM**

RM 2,000 -  
RM 2,999  
**GOLD**

RM 1,000 -  
RM 1,999  
**SILVER**

RM 200 -  
RM 999  
**BRONZE**

Income Tax Exemption



Token of Appreciation



Future Collaboration  
Opportunities



General Brand Exposure  
(e.g: Logo on poster,  
social media, official  
website)



CSR Highlights  
(Summary overview)



Dedicated Sponsor  
Feature on Official  
Website



Advertisement Display  
During Break



Advanced Brand Visibility  
(Product advertisement on  
website and event virtual  
background)



Providing Juries/Panels



Full CSR Report  
(Detailed documentation)



Special Award  
Sponsorship Rights



# SPONSORSHIP FORM

## SPONSORSHIP FORM

DATE:

Company/ organizational name:

Company/ organizational address:

Contact person name:

Title/position:

Phone number:

Email address:

### Sponsorship Package Selection:

PLEASE / YOUR PREFERRED SPONSORSHIP PACKAGE

PLATINUM ☐

GOLD ☐

SILVER ☐

BRONZE ☐

SPONSOR OF GOODS ☐

Kindly share with us the completed form along with the receipt by sending it to  
email: [dax@umpsa.edu.my](mailto:dax@umpsa.edu.my)

We welcome sponsorship of other gifts as well &  
Gladly accept any items you are able to provide.

# TERMS & CONDITIONS

To ensure proper management and documentation of sponsorship matters, all sponsors and related parties are kindly requested to observe the following guidelines:.

- Cheque sponsorships must be issued under the name Bendahari UMPSA for processing purposes.
- Any cash or cheque contribution may only be handed directly to the authorized committee members of the DATA-AI-EXPERIENCE (DAX) CHALLENGE 2026.
- Sponsors who choose to make payments via online banking or bank transfer are required to provide proof of payment, either a receipt or a screenshot of the completed transaction.
- Contributions in the form of products, equipment, services, or financial support can be submitted directly to the appointed representatives or delivered to the correspondence address provided below.
- All sponsorship contributions received will be managed and documented by the organizing committee for official reference and reporting purposes.
- Payments made are non-refundable and the organiser reserves the right to utilise the funds for programme-related purposes.

# CONTACT US :



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