

ALUMNI DEVELOPMENT CENTRE

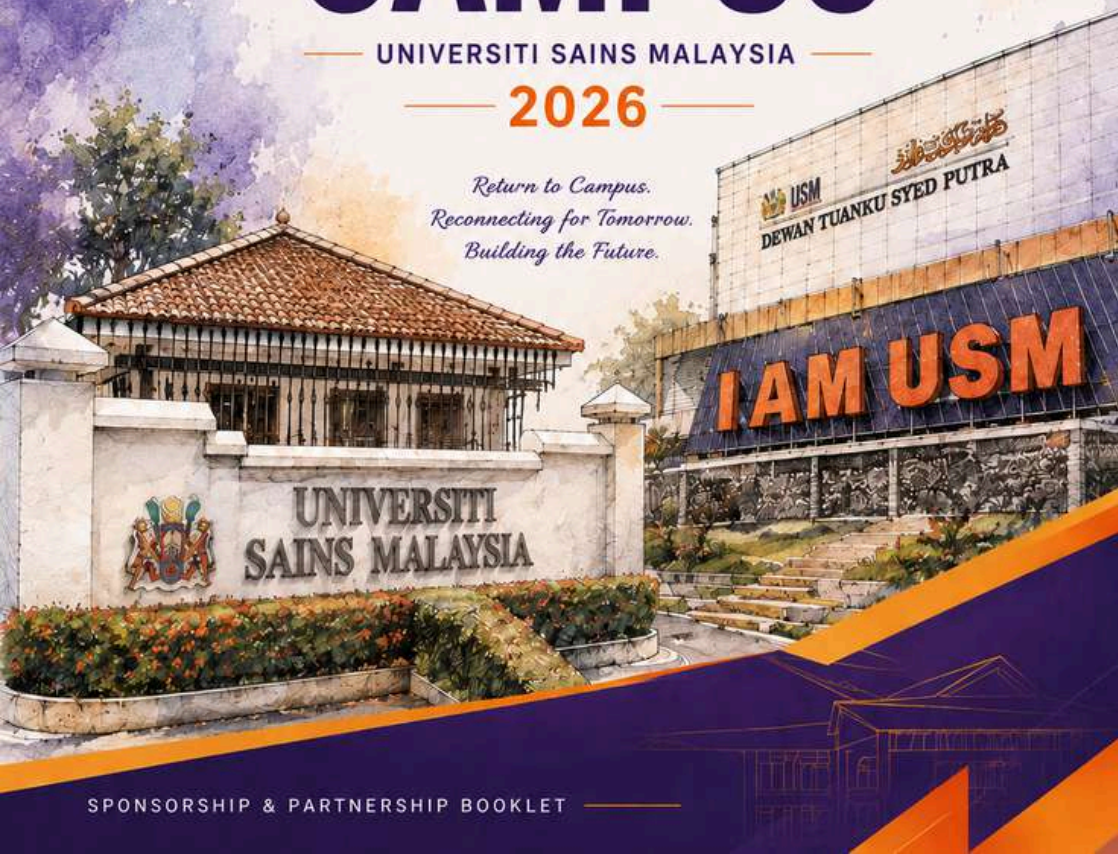
— proudly presents —

THE
ALUMNI
BACK *To*
CAMPUS

— UNIVERSITI SAINS MALAYSIA —

— 2026 —

*Return to Campus.
Reconnecting for Tomorrow.
Building the Future.*



What is ALUMNI BACK TO CAMPUS?

The Alumni Back To Campus Program Universiti Sains Malaysia 2026 is an initiative to engage university alumni with their alma mater, strengthen networks, foster meaningful relationships and work together to build a brighter future with greater impact for the university, community and future generations.



PROGRAM OBJECTIVES



A.

To strengthen the relationship and network between alumni and Universiti Sains Malaysia through active engagement in various social, academic, professional and community activities.



B.

To foster a sense of attachment, pride and sense of belonging towards USM by providing opportunities for alumni to return to campus, share experiences and achieve journeys, while being an integral part of the USM community.



C.

To enhance connections between alumni and current students through mentoring, sharing experiences, career development and networking that can add value to student development.



D.

To encourage alumni to contribute back to the university and society through various forms of support, such as knowledge sharing, networking, career opportunities, endowments, as well as policy initiatives and student development.



E.

To enhance USM's visibility and reputation by engaging alumni achievements and contributions at national and international levels as tangible evidence of the impact of education and experience gained at USM.



WE LEAD

4 FLAGSHIP PROGRAMMES //

01



**ALUMNI TALK
PREMIER USM**

 26 SEPTEMBER
2026

02



**MADANI
ALUMNI RUN USM**

 10 OCTOBER
2026

03



**GOLF
ALUMNI USM**

 19 DECEMBER
2026

04



ALUMNI DINNER USM

 19 DECEMBER
2026

OTHER EXCITING ACTIVITIES //

01



HOMECOMING CAMPAIGN
Let's reunite and return to campus!

02



PTJ ALUMNI DINNER
Strengthening alumni networks at PTJ level.

03



PTJ ALUMNI TALK
Sharing inspiration together with alumni.

04



ALUMNI SHORT VIDEO CAMPAIGN
Share stories, inspiration, impact.

05



ALUMNI AMBASSADOR LAUNCH 2026
Alumni leaders, voices of inspiration.

06



USM ALUMNI NOSTALGIA FEATURE
Memories that last, bonds that forever.

07



ALUMNI DATA UPDATE CAMPAIGN
"Reconnect with USM: Update Your Alumni Profile"
Let's stay connected.

08



USM ALUMNI HALL OF FAME 2026
Honouring outstanding alumni.

09



USM ALUMNI SPORTS CARNIVAL 2026
Healthy lifestyle, spirited alumni!

10



USM CAMPUS TOUR
Explore the campus, relive the memories.

WHY PARTNER WITH US?

Together, we **connect** alumni,
strengthen networks and
create a lasting impact.



BRAND VISIBILITY

Promote your brand
within the USM
alumni community.



ACCESS TO THE ALUMNI COMMUNITY

Connect with a diverse
and extensive alumni
network.



STRATEGIC PARTNERSHIP

Build meaningful networks
and strategic collaborations
that drive impact.



MEANINGFUL IMPACT

Support experiences and initiatives
that create value and make a
difference in the alumni community.



IN LINE WITH VALUES & CORPORATE RESPONSIBILITY

Align with community, education and
network development efforts that
create a sustainable impact.



TOGETHER WITH USM, YOUR BRAND IS NOT JUST SEEN —
IT IS **REMEMBERED** THROUGH MEANINGFUL EXPERIENCES.

*Our Alumni,
Our Pride.* ❤️



TOGETHER
WE CONNECT
PEOPLE.



TOGETHER
WE STRENGTHEN
NETWORKS.



TOGETHER
WE CREATE
EXPERIENCES.



TOGETHER
WE DRIVE LASTING
IMPACT.

SPONSORSHIP OPPORTUNITIES

Choose the sponsorship package that best suits your organization.

Together, let's make the Alumni Back to Campus USM 2026 a meaningful experience and create a lasting impact for the alumni community.

“

Every contribution you make opens doors to **greater impact** and **meaningful opportunities**.



PLATINUM PARTNER

Lead Strategic Partner

RM50,000

- Premium brand exposure
- Recognised as the Lead Strategic Partner
- Exclusive inclusion in all categories
- Opportunities to lead programme segments
- Involvement in key events & premium activities
- Certificate of appreciation



GOLD PARTNER

Lead Sponsor

RM30,000

- Brand exposure
- Recognised as the Lead Sponsor
- Opportunities for promotional exposure & brand activation
- Involvement in selected activities
- Certificate of appreciation



SILVER PARTNER

Supporting Sponsor

RM15,000

- Logo placement on selected promotional materials
- Recognised as a Supporting Sponsor
- Involvement in selected activities
- Certificate of appreciation



SUPPORTING PARTNER

Programme Supporter

RM5,000

- Recognised as a Programme Supporter
- Logo placement on promotional materials (subject to availability)
- Involvement in selected activities
- Certificate of appreciation



Together with USM, your brand is not just seen — it is **remembered** through meaningful experiences.

*Our Alumni,
Our Pride.*



TOGETHER
WE CONNECT
PEOPLE.



TOGETHER
WE STRENGTHEN
NETWORKS.



TOGETHER
WE CREATE
EXPERIENCES.



TOGETHER
WE DRIVE LASTING
IMPACT.

PARTNERSHIP OPPORTUNITIES

*Build partnerships. Create value.
Grow together.*

Together, let's make the Alumni Back to Campus USM 2026 a meaningful experience and create a lasting impact for the alumni community.

“

Meaningful collaboration that explores **ideas**, **strengthens** networks, creates **experiences** and delivers **greater impact** together.



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Our Pride.* ❤️



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PROGRAMME SPONSORSHIP

Choose a programme. Create experiences. Generate impact.

Sponsors are welcome to support each programme, which brings greater value and provides long-lasting benefits to the alumni community.

“

Every programme brings
unique value.

Choose the one that aligns
with your brand and together
let's create impact
that lasts.

01



ALUMNI PREMIER TALK USM

26 SEPTEMBER 2026

Suitable for organisations that wish to be associated with knowledge sharing, leadership and professional discussions.

SPONSORSHIP OPPORTUNITIES:

- ✓ Programme title sponsor
- ✓ Branding & logo
- ✓ In-programme promotion
- ✓ Certificate of appreciation

02



MADANI ALUMNI RUN USM

10 OKTOBER 2026

A community-driven programme that promotes healthy lifestyle and alumni spirit.

SPONSORSHIP OPPORTUNITIES:

- ✓ Title sponsor
- ✓ On-kit branding
- ✓ Event activation
- ✓ Participant engagement

03



GOLF ALUMNI USM

19 DECEMBER 2026

A platform to build professional networks and strategic relationships in a relaxed and premium setting.

SPONSORSHIP OPPORTUNITIES:

- ✓ Programme title sponsor
- ✓ Branding
- ✓ Hole-in-one / lucky draw prize
- ✓ Corporate activation

04



ALUMNI DINNER USM

19 DECEMBER 2026

An exclusive evening to connect alumni, celebrate achievements and create meaningful memories.

SPONSORSHIP OPPORTUNITIES:

- ✓ Title sponsor
- ✓ Event branding
- ✓ Product placement / promotional materials
- ✓ Certificate of appreciation



CHOOSE YOUR PROGRAMME.
LET YOUR BRAND BE PART OF
MEANINGFUL ALUMNI EXPERIENCES.



Programme
Sponsor



Co-Sponsor



Activity
Sponsor



In-Kind
Sponsor

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*Our Alumni.
Our Pride.* ❤️



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IN-KIND PARTNERSHIP

Give More Than Funding

Share expertise. Contribute resources. **Create experiences.**

In-kind partnership provides organisations with opportunities to contribute products, services, expertise or resources to support the implementation of the Alumni Back to Campus USM 2026 programme.



PRODUCTS & MERCHANDISE

Souvenirs, goodies, gifts, corporate products and other items to support the programme.



FOOD & BEVERAGES

Meals, refreshments, catering or food & beverage products for programme events.



MEDIA & CREATIVE

Photography, videography, design, printing and other digital content support.



EXPERTISE & PROFESSIONAL SERVICES

Consultancy, training, professional services or skilled personnel to support the programme.



TRANSPORTATION & LOGISTICS

Venue, transportation, equipment, technical services or other operational support.



EXPERIENCES & ACTIVITIES

Interactive activities, exclusive experiences, booths, demonstrations or event activations.



“

The value of a partnership is not measured by the amount we give, but by the **experiences we create together.**

”



**YOUR
CONTRIBUTION**



**OUR
PROGRAMME**



**SHARED
IMPACT**



Do you have something you can contribute?

Let's start a conversation and work together.

Contact us to explore meaningful in-kind partnership opportunities.



*Our Alumni.
Our Pride.* ❤️



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PARTNERSHIP IMPACT

Together, we create greater impact.

Every collaboration through Alumni Back to Campus USM brings value that shapes the future of alumni, the community and society.



01

BUILD CONNECTIONS

Connect all alumni with alma mater and the USM community.



226,959+

USM ALUMNI

Data as of August 2026

One network. Thousands of connections.
Countless opportunities to create impact.



02

STRENGTHEN NETWORKS

Strengthen relationships among alumni, industries, organisations and the community.



03

CREATE EXPERIENCES

Deliver meaningful programmes and alumni experiences that inspire and empower.



04

DRIVE GREATER IMPACT

Build partnerships and initiatives that generate long-term benefits and impact.

YOUR PARTNERSHIP CREATES MORE



YOUR SUPPORT

Your commitment becomes the catalyst for meaningful change.



MORE IMPACTFUL PROGRAMMES

Enables more inclusive and diverse programmes to be implemented.



MORE CONNECTED ALUMNI

Brings more alumni together, expands networks and creates opportunities.



STRONGER COMMUNITIES

Builds stronger communities and delivers greater impact to society.

“ When we work together, our impact is not just felt today – but **continues to grow** for the future. ”



Our Alumni,
Our Pride. ❤️



WE CONNECT
PEOPLE.



WE STRENGTHEN
NETWORKS.



WE CREATE
EXPERIENCES.



WE DRIVE LASTING
IMPACT.

LET'S PARTNER

Together, we create more.

Be part of the joy and success shared
by the journey of USM alumni.



SPONSOR

Support programmes
through financial
sponsorship.



PARTNER

Collaborate strategically
with the alumni
community.



CONTRIBUTE

Contribute products,
services, expertise
or experiences.



YOUR BRAND × USM ALUMNI

ONE PARTNERSHIP. GREATER IMPACT.



LET'S WORK TOGETHER!

Contact us to explore sponsorship & partnership
opportunities tailored to your organisation.



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SCAN HERE

LET'S PARTNER
WITH US!

Follow us on →



Alumni Development Centre USM



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Our Pride.* ❤️



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