



# **INSTITUT SUKAN NEGARA**

## Request for Proposal for Sponsorship and Marketing Agency

### **Introduction**

The National Sports Institute (ISN) invites qualified and experienced companies to submit proposals for the appointment of a Sponsorship and Marketing Agency to develop and execute strategic sponsorship, marketing and business development initiatives aimed at commercialising ISN's services and generating sustainable revenue.

The appointed agency is expected to identify commercial opportunities, secure strategic partnerships and sponsorships, and expand market reach in alignment with ISN initiatives and program implementation.

### **Background**

The National Sports Institute (ISN) is a statutory body established under the National Sports Institute Act 2011 (Act 729) and serves as Malaysia's national centre of excellence for sports science, sports medicine, sports technology and athlete support services.

In accordance to Act 729, ISN is empowered to undertake commercial activities and generate revenue through the provision of professional services, research, consultancy, education, training, technology, facilities and other related products and services.

To strengthen its commercialisation efforts, ISN intends to appoint a competent Sponsorship and Marketing Agency to formulate and implement comprehensive sponsorship and marketing strategies that will increase revenue, build strategic partnerships and expand ISN's commercial presence.

Interested companies shall submit, at minimum:

- Company Profile
- Company Registration
- Organisation Structure
- Key Personnel
- Relevant Experience

- Client Portfolio
- Case Studies
- Financial Capability
- Proposed Methodology
- Commission Structure
- References

Shortlisted agencies may be invited to attend an official briefing and site visit at ISN to gain a comprehensive understanding of ISN's facilities, services and commercial opportunities. Following the briefing, shortlisted agencies may be required to submit and present their detailed strategic proposal.

The appointment shall be based on a commission-based remuneration model. Details of the commission structure will be discussed during negotiations with the successful applicant.

### **Submission Deadline**

15 July 2026 (Monday)  
12.00 pm

### **Submission Address**

[rfp@isn.gov.my](mailto:rfp@isn.gov.my)

**For enquiries**, please contact:

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