



Penang Floorball SPONSORSHIP proposal 2026 - 2027



WHY PENANG?

Penang is more than a state association. We are one of Malaysia's leading floorball communities and a key contributor to national team development. With an established and active floorball hub, we have a proven track record in talent development and strong local support with excellent infrastructure.

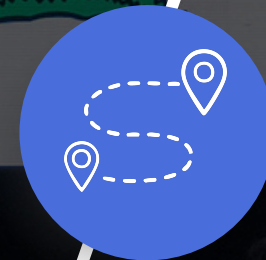
Our association benefits from dedicated coaching staff, well-equipped indoor facilities, and passionate volunteers who have cultivated generations of skilled players. Penang floorball has consistently produced national team representatives, demonstrating our commitment to excellence in Malaysian floorball.



01

State Association under Floorball Malaysia

Active state-level association supported by the national floorball structure.



02

School-to-National Pathway

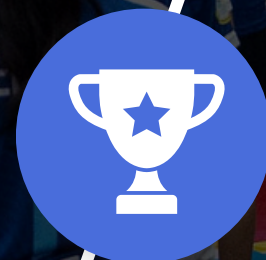
Developing young players from school level toward national teams.



03

Growing Youth Participation

Expanding youth involvement and creating a stronger player base.



04

Strong Tournament Hosting

Demonstrated ability to organise and host quality competitions.



05

Supporting SEA Games Goals

Contributing players and development to Malaysia's SEA Games ambitions.



THE RISE OF FLOORBALL

Active State Association: PFA is fully affiliated with Floorball Malaysia, ensuring credibility and access to national programs. Our established infrastructure provides consistent visibility opportunities for partners across Penang.



OLYMPIC COUNCIL OF MALAYSIA

Malaysia Floorball Association is an Associate Member of Olympic Council of Malaysia (OCM). OCM is the National Olympic Committee representing Malaysia in the worldwide Olympic movement.



INTERNATIONAL FLOORBALL FEDERATION

Malaysia Floorball Association is an ordinary member of the International Floorball Federation (IFF). IFF is an ordinary member of SportAccord and has received full IOC recognition.



MINISTRY OF EDUCATION

MINISTRY OF EDUCATION RECOGNITION

Floorball is an official co-curricular activity under the Ministry of Education's PAJSK system. Students can select Floorball as their co-curricular activity and get rewarded with points when they join trainings and competition.



WHY FLOORBALL?



Floorball is the fastest-growing indoor team sport in the region, with strong affiliations including the Olympic Council of Malaysia. Our movement has seen remarkable acceleration, driven by youth engagement, school programs, and community support across the nation. Floorball participation in Malaysia grew by 40% in the last 3 years. This unprecedented growth reflects increasing recognition of floorball as a competitive, inclusive sport with broad appeal across all demographics.

Accessible & Inclusive:
Floorball welcomes players of all ages, genders, and ability levels. Our youth-driven approach reaches schools and communities, while our fast-paced, media-friendly format generates natural publicity and engagement.



OUR IMPACT

The Penang Floorball Association has established a powerful network of schools across the state, creating pathways for young athletes to discover and develop their talents. Our school engagement program reaches thousands of students weekly, fostering a new generation of floorball enthusiasts in Penang.



20+ Schools Reached

Growing grassroots floorball participation across schools and student communities.



500+ Athletes in Our Community

Building a growing community of athletes through training, competitions, and development programmes.



4–6 State-Level Tournaments Every Year

Providing regular competitive opportunities through state-level tournaments each year.



Active State Association under Floorball Malaysia

Driving state-level floorball development under Floorball Malaysia.



300K+ Monthly Social Media Reach

Expanding the visibility of floorball through athlete stories, tournaments, school programmes, and community engagement.



PENANG FLOORBALL ASSOCIATION

COMMUNITY PROGRAMS



BAYAR
PAY

MALAYSIA ASSOCIATION OF
PAEDIATRIC PALLIATIVE CARE

ATAU PEMBAWA
OR BEARER

RM 5,000.00

RINGGIT
MALAYSIA

FIVE THOUSAND ONLY

JANGAN TANDATANGAN DI BAWAH GARISAN INI

NO SIGNATURE BELOW THIS LINE

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BEYOND THE GAME

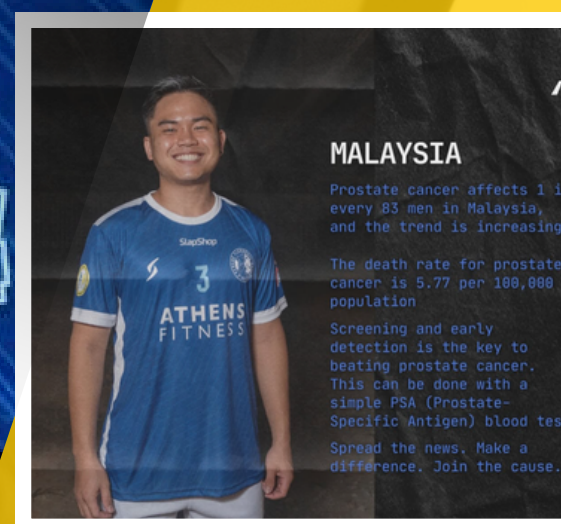
We are committed to using sport as a platform to educate, inspire, and empower the community. Through grassroots programmes, coaching clinics, school engagement, and competitive opportunities, we create pathways for young people to develop healthy lifestyles, teamwork, leadership, discipline, and a lifelong passion for sport.

GIVING BACK

Our commitment to the community extends beyond the floorball court. In 2025, the Penang Floorball Association donated RM5,000 to the Malaysia Association of Paediatric Palliative Care, supporting its work to provide care and support for children with life-limiting illnesses and their families. This reflects our belief that sport can unite communities, inspire meaningful action, and create lasting social impact beyond competition.

OUR COMMITMENT

As floorball continues to grow in Penang, PFA remains committed to building an inclusive, socially responsible, and community-driven sporting environment that creates opportunities for all.



FROM GRASSROOTS TO GREATNESS

Developing Future National Athletes

We are committed to nurturing grassroots talent and creating a clear pathway for athletes to progress to the national stage.

From Grassroots to the SEA Games

Today's grassroots athlete could become Malaysia's next SEA Games representative, with the right opportunities, guidance, and support.

Penang Talent on the International Stage

Penang continues to produce homegrown athletes who represent Malaysia on the international stage, showcasing the strength and potential of local talent.



ROAD TO SEA GAMES 2027

SPORTS

Malaysia to host 2027 SEA Games in Sarawak, Penang, Johor and KL next Sept 18-29



Youth and Sports Minister Hannah Yeoh with national athletes during the handover ceremony of the Malaysian contingent's Jalur Gemilang for the 2025 SEA Games and Asean Para Games in Thailand, held at the National Sports Council (MSN), December 3, 2025. — Bernama pic

Pulau Pinang sedia jadi venue floorball untuk Sukan SEA 2027

BULETIN MUTIARA

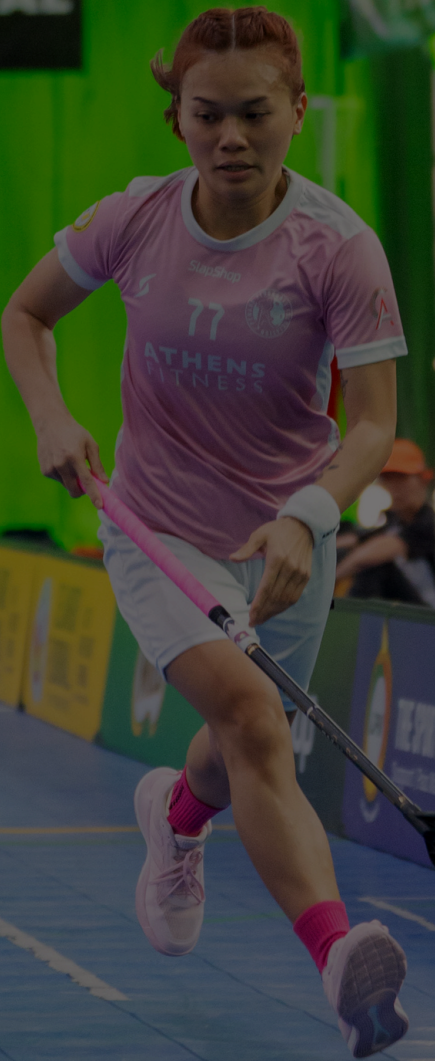
Admin

September 29, 2025 (<https://www.buletinmutiara.com/pulau-pinang-sedia-jadi-venue-floorball-untuk-sukan-sea-2027/>)



(https://www.buletinmutiara.com/wp-content/uploads/2025/09/IMG_4125-scaled.jpeg)

PULAU BETONG – Pulau Pinang bersedia untuk menjadi venue bagi sukan floorball pada temasya Sukan SEA 2027 yang mana Kuala Lumpur telah dipilih sebagai tuan rumah.



PARTNERSHIP OPPORTUNITIES

Reach and connect with engaged youth, athletes, schools, and local communities through floorball.

BRAND VISIBILITY



COMMUNITY IMPACT

Support healthier, more active lifestyles while contributing to meaningful youth and community development.

Create authentic, engaging content around sport, athletes, community initiatives, and your brand's involvement.

CONTENT CREATION



CSR POSITIONING

Demonstrate your commitment to investing local talent, youth development, and the growth of sport in Penang.

Create opportunities for employees to participate in corporate tournaments, community activities, and brand activations.

EMPLOYEE ENGAGEMENT





PARTNERSHIP ASSETS

AVAILABLE SPONSORSHIP INVENTORY

- Team Jerseys & Official Apparel
- Training Kits & Practice Wear
- Rink Board Branding
- Event Backdrop Branding
- Social Media & Digital Content
- Press Releases & Media Coverage
- Community Outreach Clinics
- Corporate Tournaments & Engagement Events



PARTNERSHIP OPPORTUNITIES

STRATEGIC PARTNERSHIP

Products
Services
Publicity

CASH PARTNERSHIP

Gold
Silver
Community

STRATEGIC PARTNERSHIP

Athlete & Association Endorsement, Promotion & Amplification of Your Brand

PRODUCTS

Sports Apparel
Nutrition and Hydration
Floorball Equipment
Recovery Products

SERVICES

Medical
Rehabilitation
Performance
Logistics and Facilities

PUBLICITY

Social Media
Written Media
Broadcast
Events

CASH PARTNERSHIP

GOLD

RM 20,000

Premium Front Jersey Branding

Training Tee Branding

Event Branding & Presence

Social Media Campaign

Product Display Opportunity

Official Website Sponsor Listing

SILVER

RM 10,000

Premium Back Jersey Branding

Event Backdrop Logo

Event Branding & Presence

Social Media Recognition

Official Website Sponsor Listing

COMMUNITY

RM 5,000

1 Jersey Logo Placement (Sleeve or Back)

Event Backdrop Logo

Social Media Recognition

Official Website Sponsor Listing



JOIN OUR JOURNEY

Together we Build the Future of Malaysian Floorball



Partner with Penang Floorball Association today and become part of the journey toward SEA Games 2027

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📘 Penang Floorball Association - PFA

🌐 www.penangfloorball.com



THANK YOU
For believing in our
JOURNEY

