

October 1<sup>st</sup>, 2017

To whom it may concern

## Sponsorship Opportunity to raise funds for Children's Cancer

I am writing to you concerning a sponsorship opportunity to raise funds for The National Cancer Society of Malaysia (NCSM).

NCSM, established in 1966, is a registered tax-exempt charity body and is the first medical cancer NGO in the country. Financed entirely by voluntary contributions from the public, it is the only charitable medical organization that provides holistic cancer diagnosis, care and support to patients and caregivers through its five cancer centres – Cancer and Health Screening Clinic, Nuclear Medicine Centre, Quit Smoking Clinic, Resource & Wellness Centre and the Children's Home of Hope (CHH).

I Education & Career Development Sdn Bhd (IECD), a company involved in education, training, development and social enterprise is embarking on a project to sell specially designed Augmented Reality T-shirts and App which were developed by participating research students. These T-shirts would serve as an ideal corporate merchandise or souvenir item.

Part of the proceeds from the sale of the T-shirts would be donated to a charity body. IECD has identified NCSM to be the beneficiary of a portion of the proceeds from the sale of the T-shirts. The funds raised from this initiative will go towards our Children's Cancer Fund which we set up to provide financial assistance to children with cancer from underprivileged families to enable them to continue seeking treatment at public hospitals.

We hope that your esteemed organization will favourably consider supporting this charitable initiative by IECD by either coming in as a sponsor for the T-shirts or allow IECD to promote their T-shirts at your premises or help IECD to market the T-shirts through your sales outlets (if any) or on your social media platforms.

### The National Cancer Society Of Malaysia

P.O. Box 12187, 50770 Kuala Lumpur.

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Email : [contact@cancer.org.my](mailto:contact@cancer.org.my)

- ▼ Corporate Office
- ▼ Cancer & Health Screening Clinic
- ▼ Nuclear Medicine Centre
- ▼ Resource & Wellness Centre
- ▼ Quit Smoking Clinic
- ▼ Children's Home of Hope

Tel: 03-2698 7300

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Tel: 03-2630 6670

Tel: 03-2691 5137

Fax: 03-2698 4300

Fax: 03-2698 2087

Fax: 03-2698 2087

Fax: 03-2698 4300

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# Persatuan Kebangsaan Kanser Malaysia

PPM-008-14-26011967

Established in 1966 under the patronage of the late Y.A.B Tun Haji Razak bin Hussain, S.M.N.

Royal Patron: D.Y.M.M Sultan Nazrin Muizzuddin Shah Ibni Almarhum Sultan Azlan Muhibbuddin Shah Al-Maghfullah

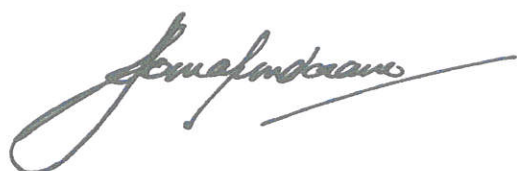
Principal Patron: Tan Sri Rafidah Aziz



For more information about the above project kindly contact our Marketing Director, Ms Indira Menon, at 03 2698 7300 or [indira@cancer.org.my](mailto:indira@cancer.org.my) or Ms Anne Kumari Vincent Charles, Director of Operations of IECD at 012 324 1337 or Anne Kumari [ibnmcompany@gmail.com](mailto:ibnmcompany@gmail.com).

Thank you very much for your time and kind consideration.

Yours sincerely



**SAUNTHARI SOMASUNDARAM**  
President/Medical Director