

SELF DEFENSE **FOR** HOPE

PRACTICAL SELF DEFENSE THAT WORKS



**KNOW
OPTIONS**
SELF DEFENSE

PROJECTSUMMARY

'Self Defense For Hope' or **SD4HOPE** provides you with an incredible opportunity to have your brand associated with a truly inspirational and far-reaching endeavor. SD4HOPE is an outreach programme training women across Malaysia effective practical self-defense. Sponsoring this project provides a fantastic opportunity to benefit from the associated publicity around the programme, while presenting a unique chance to engage staff, clients, and stakeholders in the process. We need to secure a total of USD25,000 to train almost 1,000 women annually and to turn this programme into reality.

SPONSORSHIPCOSTS

We are looking for your business to be one of the organisations that pledge to commit just USD5,000 towards the costs of Coach Azlimmi's outreach programme; **SD4HOPE**. Not only will you be playing an essential role in a truly remarkable life-saving educational initiative, but you will also benefit from some incredible publicity opportunities, among others, the use of exclusive video content and stunning imagery, and the chance to engage staff, clients, and stakeholders with an exciting talk from Coach Azlimmi on the importance of self-defense.

The total costs being sought for the programme is USD25,000 and if you would like to pledge more than USD5,000 we can develop a bespoke sponsorship package that best suits your needs as a key sponsor and ensure maximum return on investment..



S D 4 H O P E

Azlimmi Himzal, the KNOW OPTIONS Self Defense Head Coach, started the SELF DEFENSE FOR HOPE Project in 2019 to provide free self-defense training for under-privileged and at-risk women.

He has had the opportunity to train with renowned karate masters such as the late Hirokazu Kanazawa *Soke* (10th dan, SKIF), the late Toshiaki Namiki *Sensei* (8th Dan, JSKF), the late Kenji Kusano *Soke* (Kusano-Ha Shito-Ryu), Vince Morris *Sensei* (8th Dan, Kissaki-kai), Okamoto Hideki *Sensei* (8th Dan, JKA), Ueki Masaaki *Sensei* (8th Dan, JKA), Kasuya Hitoshi *Sensei* (8th Dan, WSKF), Tatsuya Naka *Sensei* (6th Dan, JKA), Takenori Tanaka *Sensei* (8th Dan, JKS), Mikio Yahara *Sensei* (9th Dan, KWF), and Toshishiro Obata *Kaiso* (Shinkendo) to name a few. He currently holds black belts in Shotokan Karate and Okinawan Shorin-Ryu Seibukan Karate.





THE HEAD COACH

Azlimmi Himzal

Trinity College, Dublin, Ireland

- Bachelor of Arts (Honours) History & Political Science, 1995

Majlis Sukan Negara, Malaysia

- Sports Science, Level 1 Certificate, 2012
- Coaching Foundation Programme, 2021
- Sports Coaching & Leadership Course, 2021

International Olympic Committee, Switzerland

- Professional Sports Management Course, 2018
- The Art and Science of Coaching Course, 2019
- Sports Medicine : Understanding Sports Injuries Course, 2019
- Sports Coaching Course, 2021
- Sport Event Management Course, 2021

National Alliance for Youth Sports, USA

- Concussion Training Program for Coaches, 2020

Sport England / UK Coaching, United Kingdom

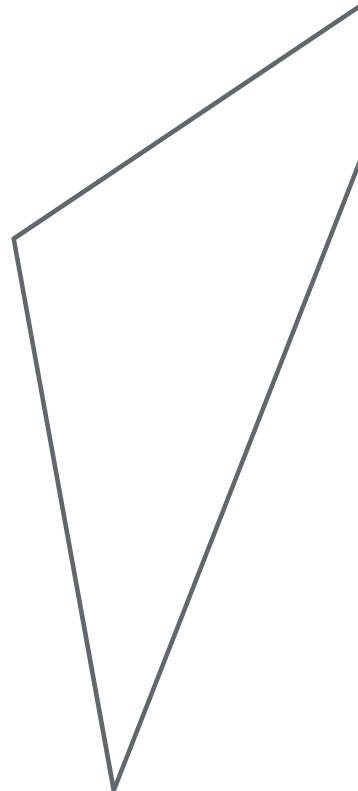
- Mental Health Awareness For Sport & Physical Activity, 2020

United Nations Children's Fund (UNICEF)

- Humanitarian System In Emergency Preparedness & Response, 2021
- Managing in Emergencies and High-Threat Environments, 2021

United Nations Department of Safety and Security (UNDSS)

- BSAFE Certification, 2021



IN THE MEDIA

We were listed on TimeOut Kuala Lumpur (7 February 2018) in as one of '**The Best Self-Defense Classes For Women**'.



Coach Azlimmi was featured on a segment of self-defense for teenagers educational channel **Didik TV - NTV7** aired on November 6, 2021.



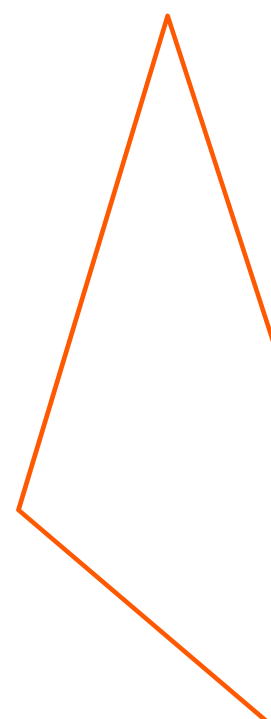
FUNDINGSD4HOPE

is an outreach programme training women across Malaysia in effective practical self defense. Sponsoring this project provides a fantastic opportunity to benefit from the associated publicity around the programme, while presenting a unique chance to engage staff, clients and stakeholders in the process. We need to secure a total of USD25,000 to turn this programme into reality and have the following sponsorship packages for your consideration below:

USD5KSPONSORSHIP PACKAGE

We want to ensure that you secure the maximum return for your investment and for USD5,000 you will receive:

- Exclusive video content and imagery from SD4HOPE's programmes that can be used in your own publications and reports; website and other marketing materials.
- A website presence where your company logo and link will be placed on SD4HOPE's website to showcase your key role in supporting the programme and a period of 12 months from completion of the sponsored programme.
- A talk from Coach Azlimmi Himzal at your office for staff, clients, or stakeholders that provides an exciting overview of the importance of self defense.



BESPOKE SPONSORSHIP

In addition to the USD5,000 Sponsorship Package, we are keen to discuss bespoke sponsorship opportunities with you.

This package would be tailored to your specific requirements and could include:

- **Brand Ambassador:** Coach Azlimmi would act as a 'Brand Ambassador' for a period of twelve months and attend an agreed number of public engagement events on behalf of your company and be mentioned in all press releases and associated publications relating to the 2024 SD4HOPE Seminars.
- **Practical Self Defense Workshop:** Coach Azlimmi will conduct a self defense workshop for your company and run presentations and workshops directly with your staff.
- **Exclusive Video:** There is the opportunity to produce a short film specifically for your company that will see Coach Azlimmi & SD4HOPE participants record a thank you message during a seminar.
- **The Delivery of a School Engagement Program:** Coach Azlimmi is able to deliver a unique school engagement programme, which can build upon schemes that you already have in place.





SPONSORBENEFITS

All sponsors will receive the following benefits:



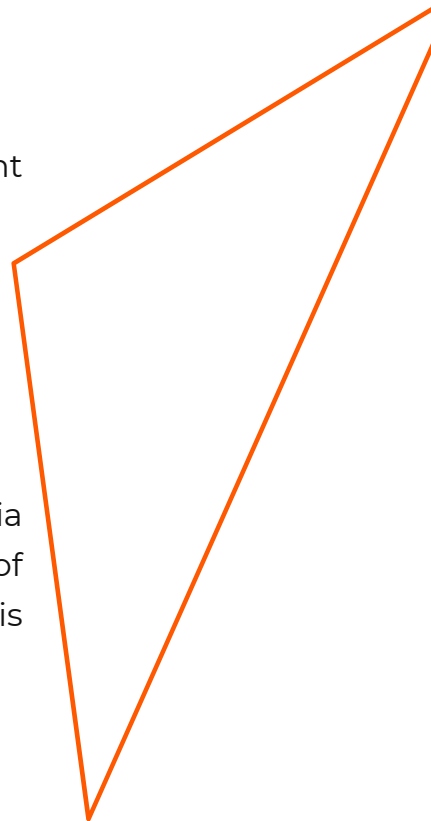
We will designate your company as sponsor of the SD4HOPE Outreach Programme on our website and appropriate signage.



You will be recognised as a sponsor on event promotional materials and signage.



Your logo will be included select social media messages and select emails to the target list of prospects. Combined social media presence is approximately 10,000 subscribers.



THANK YOU FOR TAKING THE TIME TO READ OUR PROPOSAL.

To speak further about our engagement opportunities please contact Azlimmi Himzal directly.

Azlimmi Himzal

Email azlimmi.himzal@gmail.com
selfdefense.my@gmail.com

Phone. +6010.801.3656

Facebook facebook.com/selfdefense.my

Instagram instagram.com/selfdefense.my

YouTube youtube.com/@selfdefensemy

TikTok tiktok.com/@selfdefense.my



