

NAKAWAN  
**TERA**

# The thrill of Northern Trails

ECO TOURISM COMPLEX, SG BATU PAHAT, PERLIS  
9<sup>th</sup> – 10<sup>th</sup> DECEMBER 2022

# NAKAWAN ULTRA



**NAKAWAN RANGE** is the LONGEST continuous LIMESTONE hill in Malaysia. The range is part of the SETUL Formation and runs along Perlis' half of the Malaysia-Thailand border for approximately 36 km.

It is among the most unventured territory in Perlis.

**NAKAWAN ULTRA** will allow runners to run on top and alongside the range. The challenging terrain and ever changing climate will allows runners to experience the mesmerizing view of Perlis National Park.

## TRAIL RUNNING & SCENIC VIEW

- Trail running is a sports gaining huge followings in recent years especially LONG DISTANCE RUNNING labelled as Ultra distance.
- Participants enters for the challenge and to explore NEW territory. The sports has since gained a lot of readership on social media due to the challenges and SCENIC VIEW posted by runners.
- The organizer intends for NAKAWAN ULTRA to be the next most sought after trail event in Malaysia.



## THE EVENT

NAKAWAN  
JERA

STAR / FINISH



# MORE RUNNERS, MORE OPPORTUNITIES

Nakawan Ultra will be different from the rest. Instead of the normal categories for runners, FOR THE FIRST TIME we will be introducing new categories.

## DISTANCES 4 CATEGORIES, 4 OPPORTUNITIES

- 50 KM ultra distance.
- 25 KM medium distance
- 10 KM casual distance
- 5 KM fun run

## NEW CATEGORIES

### SUPERB SENIOR CATEGORY : age 50 years and above.

- \* Giving the recognition they deserved in maintaining a healthy and active lifestyle.

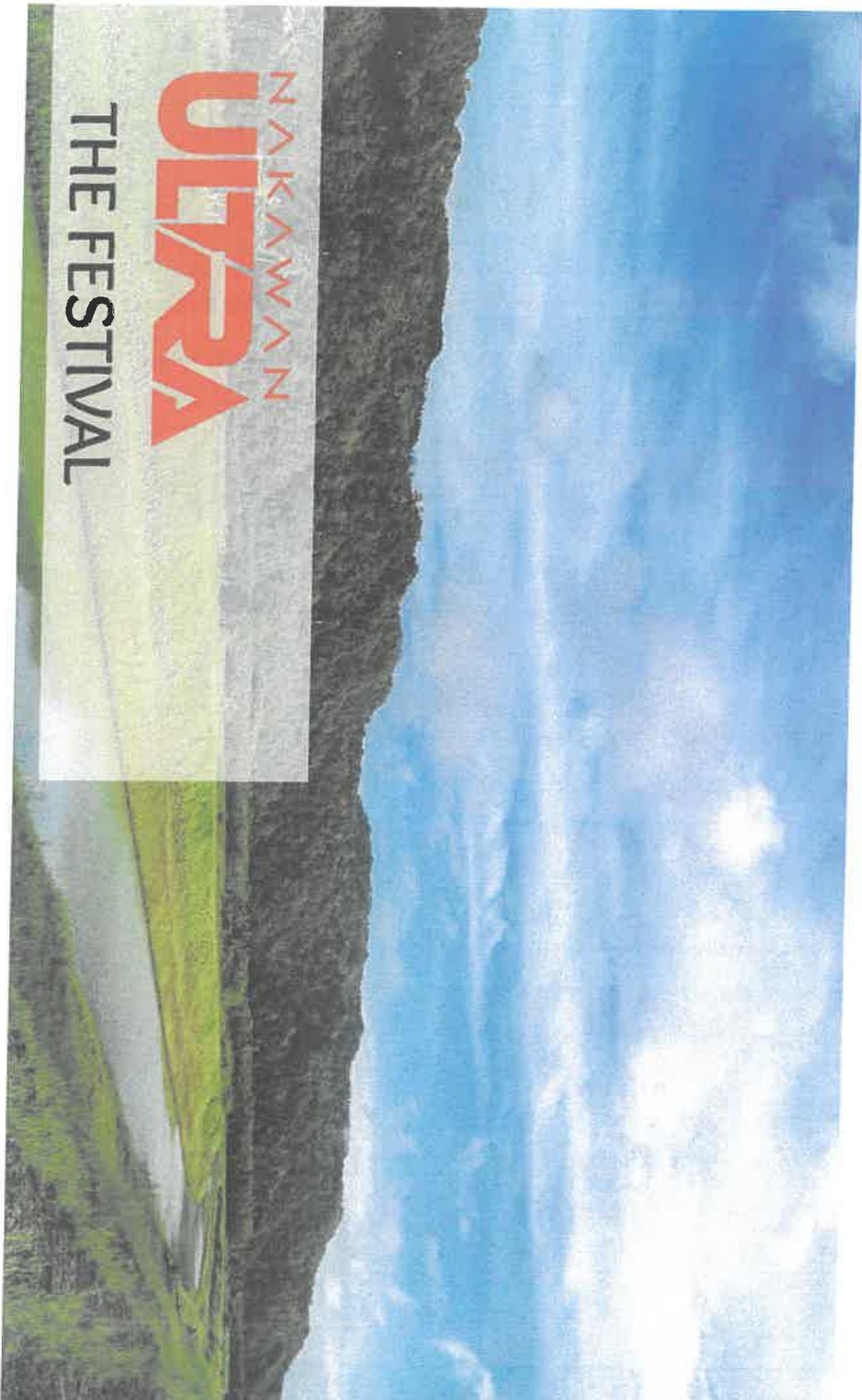
### SPECIAL JUNIOR CATEGORY : 12 -17 years old

- \* To groom more youngsters to enjoy the sport and outdoor lifestyle.



THE FESTIVAL

ULTRA  
NAKAN



## EVENT VILLAGE

Nakawan Ultra is not all about running the trails.

It will be a discovery of the ENCHANTED and WONDERFUL Perlis. The organizer will make the event a FIESTA and 'run-cation' for runners, followers and spectators.



## CAMPSITE

To ensure the spirit of running camaraderie began even before the flag-off, the runners will be provided with a camping venue in the event village.

## FEAST FIESTA

A spread of local food and delicacies prepared by the locals, at the event village all day long to feast the tired runner and to celebrate their success in completing the event.

At night, a get-together music and feast gathering to honour runners for their yearlong quest to be an ultra-runner.

Kompleks Eko-Pelancongan Sungai Batu Pahat, Perlis will be the event village. Thousands are expected to throng the village especially on the second day. The village will hosts various activities from food and performance to kiosk selling event related goods. Expect an abundance of activities to attract visitors and runners.

# NAKAWAN ULTRA

SHARING THE OPPORTUNITIES

We have opportunities, big or small for all to be a part of the NAKAWAN ULTRA family.

We accept all type of contributions, sponsorship, partnership and commercial relationship.

THE THRILL OF  
NORTHERN  
MOUNTAINS

10KM / 25KM / 50KM  
9-10 DECEMBER 2022

ECO TOURISM COMPLEX, SUNGAI BATU PAHAT,  
PERLIS, MALAYSIA

# NAKAWAN ULTRA

NAKAWAN  
ULTRA  
9-10 DECEMBER 2022

ULTRA

We cordially invite local businesses and corporations to be a part of the maiden NAKAWAN ULTRA.

# EVENT PARTNERS

NAKAWAN ULTRA offers an opportunity for all to be our event partners. Be a part of the thrill of northern trails. There are an abundance of opportunities to make a significant brand presence before, during and after the event.

With 800 registered runners, their support crews, supporters and spectators, event partners can expect a crowd of more than 3,000 people at the peak of time.

## FEST FIESTA VILLAGE

During the day, we will be opening a Fest Fiesta Village at the compound of Eco Tourism Complex, Sg Batu Pahat, Perlis. This is the Start Finish zone and all runners of different categories gather here. The village is the nerve of the event with supporters and crowd converging in the area for the whole day on Saturday.

A camp site will be situated next to village to accommodate the ultra runners who are expected to spend two nights during the event.

1. Naming right as event partners
2. All publicity will list the sponsor's as event partners.
3. FREE display area at race village.
4. FREE 20 running slots

RM10,000.00

## CHECKPOINT & WATER STATIONS PARTNER

There will be 2 major Water Station/Check Points whereby runners will stop for meals and refreshments. For the interested parties, we will be offering naming rights and product placement at the water stations. The whole venue will be colored with the sponsors theme.

It is an opportunity to introduce their products especially drinks and light food to refresh runners after most of them completed more than 30kms of running (ultra).

This is the spot for most photographic images and pictorial images for runners and supporters who will definitely converge the area.



1. Station named.
2. Station decorated with sponsor's colors and branding.
3. Station name highlighted in all event publicity.
4. FREE display area at race village

**RM3,000.00  
per station**

# COMPETITOR'S RACE ENTRY PACK

Want their undivided attention? All competitors will be handed their personal competitors kit which includes their running, bib numbers and a host of sample items and vouchers. Place your product and promotional items for them and get their attention immediately.

## EVENT'S KIOSK

At the event village we will host a row of booth and kiosk for our event partners to display and sell their products and services. Opportunity for our event partners to gather attention and create market awareness in a new market environment.

- Expected nos. of visitors : 3000
- Opening hours : 9<sup>th</sup> Dec 2022 : 12 noon until 10<sup>th</sup> Dec 2022 : 6 pm
- T&C applies

1. Logo & name on event's official communications
2. Display area during Race Entry Pack Collection

**RM1,000.00 incld  
product samples / brochures  
For 1,500 RACE KIT BAGS**

## SELLING BOOTH

1. 3m x 3m outdoor space
2. RM1500.00 per space

## FOOD TRUCK

1. Campsite opens 24hrs
2. RM200.00 per space

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PROMOTIONS

NAKAWAN  
ULTRA



# A DIFFERENT RUNNING EVENT!

## Being different attracts attention!

For the first time in local running events, our focused is to create an event as the grandest ultra trail event in Malaysia in term of hospitality and runner-friendly to be the most sought after ultra trail event yearly. All the event itinerary is design to cater towards it and will a create a huge interest for runners to register for the event.



## MATTA TRADE FAIR 2022

From 2<sup>nd</sup> to 4<sup>th</sup> September 2022,  
Nakawan Ultra was at the annual MATTA FAIR promoting the event during the biggest travel and tourism event.



## LAUNCH CEREMONY

Launched by DYTM RAJA MUDA PERLIS at a tourism ceremony in Kuching, Sarawak on 1<sup>st</sup> Sept 2022



## SOCIAL MEDIA

### OFFICIAL CHANNEL

Facebook : Nakawan Ultra  
Instagram : nakawan\_ultra  
Webpage : nakawan\_ultra.com

### REGISTRATION CHANNEL

checkpointspot.asia  
mep21-online.com

## EVENT BROADCAST

### MAINSTREAM MEDIA

Utusan  
Berita Harian  
Territorial Radio broadcast program

### LIVE ON SOCIAL MEDIA

Running clinics with top trail runners  
Route simulation with registered runners

### RUNNERS MEDIA CHANNEL

Twtmarathon (9k subscriber on fb / 5k subscriber on  
IG / 1.3k subscriber on telegram)

### SOCIAL MEDIA ADS

A series of planned social media ads on multiple  
platform to attract runners and create spectators  
attention for the event.

### INFORMATIVE MEDIA CHANNEL

Perlisaktif (230k fb / 30k IG)  
Perlispermai (5k fb / 4k IG)

# JOINTLY ORGANISED BY:



PUTRA TRAIL RUNNING CLUB  
(KELAB PELARI DENAI PUTRA)  
C-PLS-11474



(1212616-P) established 2016

## SUPPORTED BY:



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