



## Sabah Tourism Support Assessment Form

Thank you for your interest in seeking support from the Sabah Tourism Board (STB). This form is designed to help us understand your event or initiative in detail—its objectives, organisers, strategic partners, promotional approach, expected tourism impact, and the type of support you are requesting. The information you provide will be used to assess alignment with STB's tourism goals, including attracting domestic and/or international visitors, enhancing Sabah's tourism branding and image, generating measurable economic benefit, encouraging overnight or extended stays, and providing Sabah with meaningful promotional visibility.

**Self-Evaluation Checklist:** (Please check all that apply)

Criteria	Yes	No
1. Event will attract tourists from outside Sabah (domestic or international)	<input type="checkbox"/>	<input type="checkbox"/>
2. Event supports Sabah's branding as a tourism destination	<input type="checkbox"/>	<input type="checkbox"/>
3. Event has potential to generate hotel stays, transport usage, and F&B spend	<input type="checkbox"/>	<input type="checkbox"/>
4. Event has a clear promotional strategy to reach visitors / target audience	<input type="checkbox"/>	<input type="checkbox"/>
5. Event aligns with STB's tourism pillars (e.g., Culture, Adventure, Nature)	<input type="checkbox"/>	<input type="checkbox"/>
6. Event is open to public or allows tourist participation	<input type="checkbox"/>	<input type="checkbox"/>
7. Event is recurring or has potential to grow as an annual tourism event	<input type="checkbox"/>	<input type="checkbox"/>

Note: For all matters pertaining to M.I.C.E (Meetings, Incentives, Conferences, and Exhibitions) support, applicants are advised to liaise directly with the Sabah Convention Bureau to seek for advice on support matters.

### SECTION A: APPLICANT DETAILS

A1	Organisation Name :	
A2	Event Name :	
A3	Type of Organisation :	<input type="checkbox"/> Government <input type="checkbox"/> NGO <input type="checkbox"/> Private Company

		<input type="checkbox"/> Community Group  <input type="checkbox"/> Other:
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A4	Contact Person :	
A5	Email & Phone Number :	
A6	Past events (if any) ;	

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## SECTION B: EVENT OVERVIEW

B1	Brief Event Description (Max 200 words):	
B2	Event Objective;	
B3	Date & Duration :	
B4	Is the event held in Sabah?	<input type="checkbox"/> YES
		<input type="checkbox"/> NO
B5	Venue / Location :	

B6	Estimated Number of Attendees :	
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### SECTION C: TOURISM VALUE & IMPACT

C1	Target Attendees :	<p>Local : _____ (%)</p> <p>Domestic : _____ (%)</p> <p>International : _____ (%)</p>
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C2	How does your event support Sabah Tourism's strategic goals? : (Check all that apply) <input type="checkbox"/> Promotes Sabah as a destination <input type="checkbox"/> Highlights Sabah's unique culture/nature/heritage <input type="checkbox"/> Attracts international or domestic tourists <input type="checkbox"/> Encourages sustainable or responsible tourism <input type="checkbox"/> Supports community-based tourism	
C3	Will the event encourage overnight stays in Sabah? :	<input type="checkbox"/> YES <input type="checkbox"/> NO
C4	Will the event generate economic spillover to tourism sectors? :	(Check all that apply) <input type="checkbox"/> Hotels / Homestays <input type="checkbox"/> Airlines / Transport <input type="checkbox"/> Local F&B <input type="checkbox"/> Tour operators <input type="checkbox"/> Handicraft / souvenir sales <input type="checkbox"/> Other:
C5	Is the event open to public or allows tourist participation :	<input type="checkbox"/> YES <input type="checkbox"/> NO

## SECTION D: PROMOTION STRATEGY

D1	What is your pre, during and post event promotion? (Attach media plan, social media strategy, partnerships)	
D2	How will this event Showcase Sabah's Unique identity or appeal?	
D3	Do you work with travel agents or OTAs?	<input type="checkbox"/> YES Specify –
		<input type="checkbox"/> NO

D4	Digital presence	(check all that apply):  <input type="checkbox"/> Official website  <input type="checkbox"/> Facebook/Instagram/TikTok  <input type="checkbox"/> Event listing platforms  <input type="checkbox"/> Media collaborations  <input type="checkbox"/> Other:
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## SECTION E: BUDGET & FUNDING REQUEST

E1	Total Estimated Event Budget (RM):	
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E2	Type of Support Requested from STB :	
E3	Other funding partners (other funding sources are you exploring or confirmed) :	
E4	Has STB supported this event or organizer before? (Attach recent event report) :	<input type="checkbox"/> YES  specify year/event:
		<input type="checkbox"/> NO

## SECTION F: APPLICANT DECLARATION

☐ I certify that all information and supporting documents submitted in this application are true, complete, and accurate. I acknowledge and accept the Terms & Conditions governing this request. I understand that the Sabah Tourism Board (STB) reserves the right to verify any claims made, and that any false, misleading, or omitted information may result in the modification, suspension, or withdrawal of support, even if initial approval was given. STB also retains full discretion in determining whether to provide support and the extent or value of such support.

Event :	
Name of Applicant :	
Position :	
Organization :	

Email	:	
Mobile number	:	
Signature		

#### Terms & Conditions

- Eligibility & Alignment:** Support is discretionary and conditional on alignment with STB's strategic tourism objectives. Submission of this form does not guarantee approval or any specific level of support.
- Decision Rights:** STB reserves the right to approve, modify, defer, or decline support requests at its sole discretion. Partial support may be offered with conditions.
- Accuracy of Information:** Applicants certify that all information submitted is true, complete, and accurate to the best of their knowledge. Misrepresentation may disqualify the application or result in withdrawal of support.
- Supporting Documentation:** Applicants must provide relevant substantiating materials (e.g., promotional strategy, expected tourist breakdown, accommodation tie-ins, past performance data) to enable fair evaluation.
- Visibility & Branding:** STB support is expected to be acknowledged as agreed. Applicants must include Sabah branding/logos in promotional collateral where applicable and provide STB with the agreed visibility (e.g., mentions, logo placement, spokesperson opportunities).
- Previous Support & Track Record:** Past support from STB will be taken into account. Applicants are required to disclose previous collaborations and submit post-event reports for any prior events supported by STB; however, past support does not guarantee future support—each new request is evaluated on its current merits, context, and STB's current available resources.
- Post-Event Reporting:** If support is granted, the applicant agrees to submit a post-event report including actual attendance, tourist conversion (domestic/international), economic impact estimates, media coverage, and any agreed deliverables within the stipulated timeframe.
- Use of Information:** STB may share submitted information internally and with selected partners for the purpose of assessing, coordinating, or promoting the initiative. Confidential information should be clearly labelled; STB will handle it responsibly but cannot guarantee nondisclosure beyond its normal information-sharing practices for evaluation.
- Changes & Cancellation:** Applicants must promptly notify STB of any significant changes to the event (dates, scope, partners). STB may review or revoke support if key assumptions change without prior agreement.
- Compliance:** The event and organisers must comply with all relevant laws, permits, safety requirements, and local regulations. STB support does not substitute for required approvals.