

聽
你
聽
我

弦續

2018
慈善音樂會
Inner Symphony Charity Concert No.2

Sponsorship
Proposal

聽



VISION

The background features a light blue, stylized silhouette of a person with their arms raised, positioned on the left side. Scattered across the background are several musical notes and staff lines in a matching light blue color, creating a musical theme.

“Have you ever listened to me? ”

Is this a question teenagers want to ask their parents, or vice versa?

U-Hearts is dedicated to assisting the personal growth of adolescents. We believe that interactions are possible only when both parties are willing to listen to each other, and that we should work together to facilitate the development of adolescents.

In 2018, U-Hearts continues to arouse public awareness in adolescence education through Inner Music Charity concert, so that mutual understanding can be achieved.

Concert Details

Date : November 14, 2018 (Wednesday)

Time : 7:30pm

Venue : Hong Kong Academy for Performing Arts
(Amphitheatre)
1 Gloucester Road, Wan Chai, Hong Kong

No. of Tickets : 598

Performers :

The SAR Philharmonic Orchestra

Dr. Mary Mei Loc Wu, Famous Hong Kong Pianist

Fund-raising Target : HK\$3 Million

Beneficiary: U-Hearts

Use of Fund : After deducting necessary expenses, all donations will go to U-Hearts for supporting its services and development as well as the benefits of the students.

Beneficiary



Tel: 2832 2887

Email: info@u-hearts.org

Website: www.u-hearts.org

U-Hearts is a Hong Kong registered non-profit, charitable organization (Tax File Number IR No: 91/7836), which is founded by a group of enthusiastic and visionary volunteers who committed to facilitate youth development in both Hong Kong and the Mainland. Our services include youth development activities and exchange programs, student sponsorship and school reconstruction.

Since 2005, U-Hearts has organized 11 large-scale youth exchange programs in mountainous areas, arranged large-scale school competitions and U-Talks yearly, rebuilt 104 schools and sponsored around 3,000 senior high school students. Through SITR team, we donate books and teaching facilities to the primary schools in remote areas of the Mainland and provide emergency living assistance to the underprivileged students.



Local Youth Development

U-Talks

Celebrity guests talk and share to inspire students with positive energy and love



U-Trainings

Youth play a leadership role and contribute through the preparation and participation in social service activities



U-Express

Express dreams, gratitude, motivate spirit and positive energy through article/drawing/photography/graphic-design



U-Exchange

Youth to experience the mountainous life and nurture both HK and Mainland students with contribution and leadership



Other Local Services

孝愛共融

為宣揚「以愛為本，以孝傳孝」，本會每年舉行長者探訪服務



樂饕共享·揚愛傳承

發揚愛與傳承精神，為低收入家庭送上溫馨有愛的西餐，並且認識西餐禮儀



地質導賞之旅

由專業的導賞員用輕鬆形式帶領基層家庭成員認識香港特有的地質環境，培養愛護大自然及地質保育的觀念



Student Sponsorship in China

Subsidize the tuition fee for the underprivileged high school students and university student scholarship

Sponsored 3,000 high school students since 2007, with maximum subsidy of RMB1,500 per person per year



Provide one-time “University Student Scholarship” up to RMB5,000 for the graduated high school students admitted to the national university after approval



Other Services in China

Sunshine In The Rain (SITR) Team

Donation for book, stationery, teaching equipment such as computer room, and offering emergency financial relief



School Rebuilding

Reconstruction of dangerous school



陪你行返學

義工親身探訪偏遠山區學生家庭，並陪同他們一起走在返學的路上，親身了解學生的感受及情況



Performer & Organizer



The SAR Philharmonic has a simple goal: Helping to lessen suffering through Sweet And Romantic music. This is mostly carried out by presenting concerts for fund raising by other charitable organizations.

The SAR Philharmonic is the musical arm of SAR PHILHARMONIC CHARITABLE FOUNDATION; a Hong Kong Government registered Charitable Foundation. The orchestra performs several concerts a year and since the first concert in 1999 over \$30 million have been raised for local charities.

Website: www.sarphil.org

Email: info@sarphil.org

The background is a solid teal color. It features several faint, light-colored musical notes and staff lines scattered across the upper half. A large, stylized, light-colored brace or bracket shape is positioned on the left side, extending vertically. The text is centered in the middle of the image.

U-Hearts Past Concerts with The SAR Philharmonic Orchestra

Inner Music Charity Concert 2017

Date : November 24, 2017 (Friday)

Time : 7:30 pm

Venue: Amphitheatre,
The Hong Kong Academy of Performing Arts

聽你聽我

「兩地一心」再次與「香港愛樂樂團」攜手合作，透過【聽你·聽我】弦動慈善音樂會關注青少年生命教育，創造最具價值的空間讓青少年健康成長。

日期：2017年11月24日(星期五)

時間：晚上7時30分

地點：香港演藝學院 Amphitheatre
香港灣仔告士打道一號

演出：香港愛樂樂團、
美國著名鋼琴家 Ms. Julie Bees

受惠團體：兩地一心 (U-Hearts)

善款用途：扣除活動必需開支後，籌得善款全數用於支持「兩地一心」的服務及發展，造福學生。

活動查詢：電話：2832 2887

網址：www.u-hearts.org

受惠團體

主辦機構



贊助機構



Acting Ltd



Lovely 雅麗



KINGS HOTEL

支持機構



GREENOVATION



artpac

聽你聽我
INNER MUSIC
CHARITY CONCERT
弦動慈善音樂會
2017





Modern Beauty Salon
"My Passion
My Land"
Charity Concert 2007



Shining U-Hearts
Charity Concert
2011



My Passion My Land
Charity Concert 2005



MOM Stringing
U-Hearts Charity
Concert 2009



Publicity & Marketing Plan

- Media: press releases, newspapers, magazines, online media
- Media Interview: newspapers
- Social Media: video or other formats on Instagram, Facebook, WeChat, YouTube and WhatsApp group promotion, etc.
- External publicity: e-mail or distribute posters to various institutions, organizations, schools and outdoor billboards, etc.
- Promotional email (EDM)
- U-Hearts website promotion
- A series of concert products
- U-Talks

Sponsorship Categories

- Sponsors / organizations can have their sponsor trademark, name for publicity or corporate advertisement printed on concert promotional materials, thereby enhancing the corporate image and visibility.
- Welcome donation or sponsorship for concert ticket at **HK\$800** each

聽你聽我 弦續...2018
慈善音樂會
Inner Symphony Charity Concert No.2

11月14日

「兩地一心」致力青少年成長教育，我們仍相信透過彼此聆聽「聽你聽我」用心 feel more，才能創造互動的空間。

2018年，「兩地一心」延續「聽你聽我」精神，繼續透過慈善管弦音樂會，引發大眾關注青少年教育，培育共成長！

場地 香港演藝學院 Amphitheatre
香港灣仔告士打道一號

演出 香港愛樂樂團 & 吳美樂博士

扣除活動必需開支後，籌得善款全數用於支持「兩地一心」的服務及發展，造福學生。

主辦機構 SAR 香港愛樂樂團 PHILHARMONIC

受惠團體 兩地一心

1. Title Sponsor - HK\$350,000 or above

(Will invite 1 title / organization)

(1) The sponsor / organization's name and logo will be displayed on the following promotional items:

- i) Title Sponsor
- ii) Promotional posters / publications
- iii) Promotional video
- iv) Backdrop at all public functions
- v) Signing Board on the day of the concert
- vi) All promotional activities
- vii) Promotional website

(2) The sponsor / organization's name will be issued with all press releases

(3) Formal acknowledgement in all invitation letters, promotional materials, press releases, concert programme, related websites, posters/publications

(4) Formal acknowledgement in Classical Busking

(5) Invitation to give a message in the concert programme

(6) A complimentary full colour advertisement space in the **inside front cover** of the concert programme

(7) Present the appreciation trophy at the event

(8) Invite sponsor / organization's representative to make an opening speech at the event and big cheque transfer ceremony

(9) Sponsor / organization's promotional products can be distributed on the day of the event and concert

(10) 40 complimentary concert tickets

2. Sun Sponsor - HK\$200,000

(Will invite 3 Sun Sponsors / organizations)

- (1) The sponsor / organization's name and logo will be displayed on the following promotional items:
 - i) Promotional posters / publications
 - ii) Promotional video
 - iii) Backdrop at all public functions
 - iv) Signing Board on the day of the concert
 - v) All promotional activities
- (2) The sponsor / organization's name will be issued with all press releases
- (3) Formal acknowledgement in all invitation letters, promotional materials, press releases, concert programme, related website, posters/publications
- (4) Formal acknowledgement in Classical Busking
- (5) A complimentary full colour advertisement space in the **back cover** of the concert programme
- (6) Sponsor / organization will be received the appreciation trophy at the event
- (7) Sponsor / organization's representative will be invited as VIP guest to attend the event
- (8) 25 complimentary concert tickets

3. Moon Sponsor - HK\$100,000

(Will invite 3 Moon Sponsors / organizations)

(1) The sponsor / organization's name and logo will be displayed on the following promotional items:

- i) Promotional posters / publications
- ii) Promotional video
- iii) Backdrop at all public functions
- iv) Signing Board on the day of the concert
- v) All promotional activities

(2) The sponsor / organization's name will be issued with all press releases

(3) Formal acknowledgement in all invitation letters, promotional materials, press releases, concert programme, related website, posters/publications

(4) A complimentary full colour advertisement space in the **inside back cover** of the concert programme

(5) Sponsor / organization will be received the appreciation trophy at the event

(6) Sponsor / organization's representative will be invited as VIP guest to attend the event

(7) 20 complimentary concert tickets

4. Star Sponsor - HK\$50,000

(Will invite 10 Star Sponsors / organizations)

- (1) The sponsor / organization's name and logo will be displayed on the following promotional items:
 - i) Promotional posters / publications
 - ii) Promotional video
 - iii) Backdrop at all public functions
 - iv) Signing Board on the day of the concert
 - v) All promotional activities
- (2) The sponsor / organization's name will be issued with all press releases
- (3) Formal acknowledgement in all invitation letters, promotional materials, press releases, concert programme, related website, posters/publications
- (4) A complimentary full colour advertisement space in **the first and second full page** of the concert programme
- (5) Sponsor / organization will be received the appreciation trophy at the event
- (6) Sponsor / organization's representative will be invited as VIP guest to attend the event
- (7) 10 complimentary concert tickets

5. Gold Advertisement Sponsor - HK\$20,000

- (1) A complimentary colour advertisement space in one full page of the concert programme
- (2) 6 complimentary concert tickets

6. Silver Advertisement Sponsor - HK\$10,000

- (1) A complimentary colour advertisement space in one half page of the concert programme
- (2) 4 complimentary concert ticket

Sponsorship Categories List for Sponsors/Organizations

	Package Details	Sponsorship Categories and Amount (HK\$)					
		Title Sponsor HK\$350,000 or above	Sun Sponsor HK\$200,000	Moon Sponsor HK\$100,000	Star Sponsor HK\$50,000	Gold Advertisement Sponsor HK\$20,000	Silver Advertisement Sponsor HK\$10,000
	Will invite loving-care sponsors / organizations	1 sponsor	3 sponsors	3 sponsors	10 sponsors		
1	The sponsor / organization's name and logo will be displayed on the following promotional items:						
	i) Title Sponsor	★					
	ii) Promotional posters / publications	★	★	★	★		
	iii) Promotional video	★	★	★	★		
	iv) Backdrop at all public functions	★	★	★	★		
	v) Signing Board on the day of the concert	★	★	★	★		
	vi) All promotional activities	★	★	★	★		
	vii) Promotional website	★					
2	The sponsor / organization's name will be included in all press releases	★	★	★	★		
3	Formal acknowledgement in all invitation letters, promotional materials, press releases, concert programme, related website, posters / publications	★	★	★	★		
4	Formal acknowledgement in Classical Busking	★	★				
5	The sponsor will be invited to give a message in the concert programme	★					
6a	A complimentary full colour advertisement space in the inside front cover of the concert programme	★					
6b	A complimentary full colour advertisement space in the outside back cover of the concert programme		★				
6c	A complimentary advertisement space in the inside back cover of the concert programme			★			
6d	A complimentary full colour advertisement space in the first or second full page of the concert programme				★		
6e	A complimentary colour advertisement space in one full page of the concert programme					★	
6f	A complimentary colour advertisement space in one full page of the concert programme						★
7a	Present the appreciation trophy at the event	★					
7b	Sponsor / organization will be presented with the appreciation trophy at the event		★	★	★		
8a	Invite sponsor / organization's representative to make an opening speech at the event and big cheque transfer ceremony	★					
8b	Sponsor/ organization's representative will be invited as VIP guest to attend the event		★	★	★		
9	Sponsor / organization's promotional products can be distributed on the day of the event and concert	★					
10	Complimentary concert ticket	40	25	20	10	6	4

Donation Method

- Please send the completed sponsorship form together with a crossed check payable to "U-Hearts" by mail to Flat 12, 9/F, Block B, Tonic Industrial Centre, 19 Lam Hing Street, Kowloon Bay, Hong Kong.
- It can be directly deposited to HSBC 614-041267-838 or Hang Seng Bank 363-479-056-883, please send us the copy of the bank-in-slip by email at candy.yung@u-hearts.org or by fax at 2838 3369.

For sponsorship form and donation enquiry, please email to candy.yung@u-hearts.org

Tax deductible receipt will be issued upon receipt of donation.

Organizing Committee Members

Chairman:

Mr. Eric Lam

Committee:

Ms. Liza Kwan

Mr. Donald Cheung

Mr. Alex Ho

Ms. Kitty Pak

Ms. Amanda Fok

Ms. Mon Shum

Mr. Johnny Li

Ms. YY Wong

Consultant:

Mr. Stephen Mok

Ms. Adei Cheung

Administration:

Ms. Suzanne Mak

Ms. Candy Yung

Ms. Ella Chan

Enquiry

Tel : 2832 2887

Email : candy.yung@u-hearts.org

The background is a solid teal color. It features several faint, light-colored musical notes and staff lines scattered across the upper half. On the left side, there is a large, stylized, light-colored graphic element that resembles a musical brace or a large, curved letter 'C'.

Thank you for your kind support