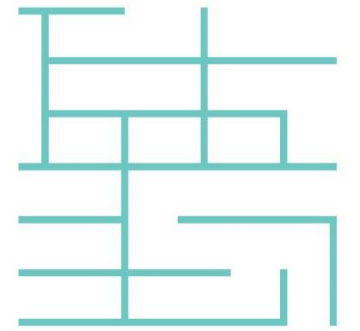




聽你 聽我 INNER MUSIC
CHARITY CONCERT
弦動慈善音樂會 2017

Sponsorship Proposal



VISION

More and more students in Hong Kong are unable to withstand the pressure and commit suicide despite living in a rich society. Is it caused by lack of strong mind while students can get what they want too easily or being affected by the contemporary education system, family issues or social culture?

We truly believe that if we are willing to listen to teenagers, understand their views, be considerate and inclusive with them, love and positive energy can be released to our next generation.

Once again, U-Hearts cooperating with The SAR Philharmonic Orchestra to provide life education and create valuable room for our youths to grow through organizing the Inner Music Charity Concert 2017.

Concert Details

Date : November 24, 2017 (Friday)

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

Ms. Julie Bees, Famous American 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.



Youth Development

Local School Service

U-Talks

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



“Express” School Competition

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



Exchange in China

Youth Exchange Program

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



Leadership Training Program

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



Local Service

U-Talks



C AllStar as guest speaker at CCC Yenching College



Mr. Bob Lam as guest speaker at Chinese YMCA College



Miss Hunny as guest speaker at Yan Chai Hospital 2 Secondary School



Guest Speaker Ms. Hana Tam and Fukien Secondary School Students

Express School Competition



Super Girls as Awards Ceremony Guests at PaperOne™ "Express My Thankfulness" Competition 2016



Ms. Florence Hui Hiu Fai, SBS, JP, Under Secretary for Home Affairs, Home Affairs Bureau as Awards Ceremony Officiating Guest at "Express My Dream" Competition 2015



Ms. Chiu Chung Yu as Awards Ceremony Guest at "Express My Dream" Competition 2015



Ms. Sherman Chung Tsu Man as Awards Ceremony Guest at "Power of Dream" Competition 2015

Exchange in China

Leadership Training Program

Youth Exchange Program



Home visit, live with Mainland student's family, experience rural daily life, agriculture, picking vegetables



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



Send rice to street sleepers



Visit the elderly home



"Start Love from Family" Carnival

Student Sponsorship

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



SITR Group

Teaching facilities and emergency living assistance for the underprivileged students

Donation for book,
stationery, teaching
equipment and
computer room



Provide emergency
living assistance



School Rebuilding

Reconstruction of dangerous school

Mu Ji Bai
Primary School
Before



Wang Wan
Primary School
Before



U-Hearts Mu Ji Bai
Qiao Xin Primary
School
Completion
Ceremony



U-Hearts Amazon
Chemical Wang
Wan Primary School
Opening Ceremony

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.sarpo.org

Email: info@sarphil.org



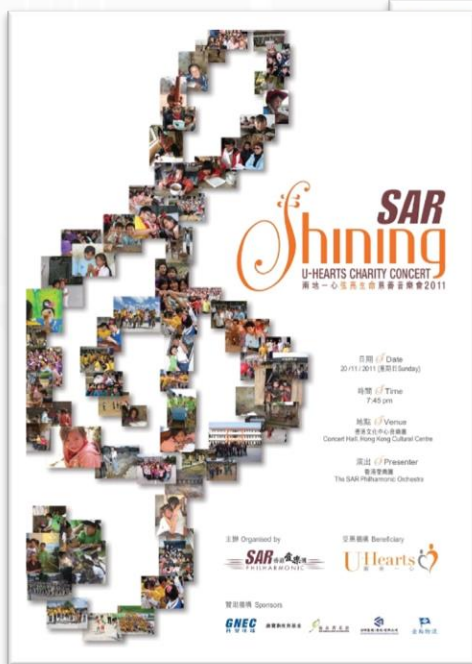
U-Hearts Past Concerts with The SAR Philharmonic Orchestra

Shining U-Hearts Charity Concert 2011

Date: November 20, 2011 (Sunday)

Time: 7:45 pm

Venue: Hong Kong Cultural Centre, Concert Hall



MOM Stringing U-Hearts Charity Concert 2009

Date: November 22, 2009 (Sunday)

Time: 7:15 pm

Venue: Hong Kong City Hall, Low Block Concert Hall

Modern Beauty Salon “My Passion My Land” Charity Concert 2007

Date: November 18, 2007 (Sunday)

Time: 7:15 pm

Venue: Hong Kong Cultural Centre, Concert Hall



My Passion My Land Charity Concert 2005

Date: October 23, 2005 (Sunday)

Time: 7:30 pm

Venue: Hong Kong City Hall, Concert Hall

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 music stores, etc.
- Promotional email (EDM)
- U-Hearts website promotion
- Design a series of concert products
- U-Talks “Listen to You & Me” in schools

Sponsorship Categories

- In this charity concert, sponsor / organization can be advertised in the activities of publishing their sponsor trademark or name for publicity, thereby enhancing the corporate image and visibility. The sponsors / organizations can be printed their logos or name on the concert publications to promote their corporate image and visibility.
- Welcome donation or sponsorship for concert ticket at each HK\$500



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

(Will invite 1 loving-care sponsor / 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 website, posters/publications

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

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

(6) Present the appreciation trophy at the event

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

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

(9) 50 complimentary concert tickets

2. Loving-Care Duke Sponsor - HK\$250,000

(Will invite 2 loving-care 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) The sponsor will be invited to give a message in the concert programme

(5) A complimentary full colour advertisement space in the **outside 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) Sponsor / organization's promotional products can be distributed on the day of the event and concert

(9) 30 complimentary concert tickets

3. Loving-Care Marquess Sponsor - HK\$200,000

(Will invite 3 loving-care 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) 25 complimentary concert tickets

4. Loving-Care Earl Sponsor - HK\$100,000

(Will invite 3 loving-care 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 or 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) 20 complimentary concert tickets

5. Loving-Care Viscount Sponsor - HK\$50,000

(Will invite 10 loving-care 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 **one 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) 15 complimentary concert tickets

6. Loving-Care Baron Sponsor - HK\$20,000

(Will invite 2 loving-care 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 **one 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) 8 complimentary concert tickets

7. Social Media Sponsor - HK\$10,000

- (1) Video, Instagram, Facebook, WeChat, YouTube and WhatsApp group promotion, etc.
- (2) 5 complimentary concert tickets

8. Kindness Sponsor - HK\$5,000 or below



Sponsorship Categories List for Sponsors/Organizations

	Package Details	Sponsorship Categories and Amount (HK\$)							
		Title Sponsor HK\$350,000 or above	Loving-Care Duke Sponsor HK\$250,000	Loving-Care Marquess Sponsor HK\$200,000	Loving-Care Earl Sponsor HK\$100,000	Loving-Care Viscount Sponsor HK\$50,000	Loving-Care Baron Sponsor HK\$20,000	*Social Media Sponsor HK\$10,000	Kindness Sponsor HK\$5,000 or below
	Will invite loving-care sponsors / organizations	1 sponsor	2 sponsors	3 sponsors	3 sponsors	10 sponsors	2 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 issued with all press releases	★	★	★	★	★	★		
3	Formal acknowledgement in all invitation letters, promotional materials, press releases, concert programme, related website, posters / publications	★	★	★	★	★	★		
4a	Invitation to give a message in the concert programme	★							
4b	The sponsor will be invited to give a message in the concert programme		★						
5a	A complimentary full colour advertisement space in the inside front cover of the concert programme	★							
5b	A complimentary full colour advertisement space in the outside back cover of the concert programme		★						
5c	A complimentary advertisement space in the inside back cover of the concert programme			★					
5d	A complimentary full colour advertisement space in the first or second full page of the concert programme				★				
5e	A complimentary colour advertisement space in one full page of the concert programme					★	★		
6a	Present the appreciation trophy at the event	★							
6b	Sponsor / organization will be received the appreciation trophy at the event		★	★	★	★	★		
7a	Invite sponsor / organization's representative to make an opening speech at the event and big cheque transfer ceremony	★							
7b	Sponsor/ organization's representative will be invited as VIP guest to attend the event		★	★	★	★	★		
8	Sponsor / organization's promotional products can be distributed on the day of the event and concert	★	★						
9	Video, Instagram, Facebook, Facebook advertising, YouTube, website and whatsapp group promotion, etc.								
10	Complimentary concert ticket	50	30	25	20	15	8	5	

Category B - Concert Programme Advertisement

Category	Package Details	Sponsorship Amount
Programme Advertisement	a. Full Page + 4 complimentary tickets	HK\$10,000
	b. Half Page + 2 complimentary tickets	HK\$5,000

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 , Hang Seng Bank 363-479-056-883 or Bank of China 012-866-1-005458-6, 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

Vice-Chairman :

Mr. Donald Cheung

Ms. Liza Kwan

Fund-raising :

Ms. YY Wong

Marketing :

Ms. Mon Shum

Ms. Ella Chan

Ms. Candy Yung

Ms. Kurri Leung

Ms. Inki Kwok

Honorary Treasurer :

Ms. See See Chan

Consultant :

Mr. Stephen Mok

Ms. Kitty Pak

Administration :

Ms. Suzanne Mak

Ms. Ophilia Wong

Enquiry

Tel : 2832 2887

Email : candy.yung@u-hearts.org



Thank you for your kind support