

# Sponsorship Packages

The “One Love” charity concert will be held in Chengdu, Sichuan on 14 June 2008. All proceeds from ticket sales and corporate sponsorships will be fully donated to charity. We are appealing to all corporations and organisations for donations towards this event. Appended below are the details of the sponsorship and the various packages and media coverage that we will be provided for all event sponsors and co-sponsors.

## Beneficiaries

All funds raised through ticket sales and corporate sponsorships will be accounted for by Tahota Law Firm and overseen by the Singapore Consulate in Chengdu. The Singapore Consulate in Chengdu, in discussion with the Chengdu Red Cross, the Chengdu City Civil Affairs Authority and the Sichuan Welfare Society, will then disburse the funds to charities and projects that will benefit children whose lives have been affected by the earthquake.

## Sponsorship Packages

The following packages are open to all corporate and individual entities interested in contributing to the event.

### Option A: Sponsor Category

- (a) Minimum donation of **100,000 RMB**
- (b) Will be provided with 35 complimentary corporate tickets
- (c) Will enjoy the benefits of our media and publicity package

### Option B: Co-sponsor Category

- (a) Minimum donation of **50,000 RMB**
- (b) Will be provided with 15 complimentary corporate tickets
- (c) Will enjoy the benefits of our media and publicity package

### Option C: Supporter Category

- (a) Minimum donation of **20,000 RMB**
- (b) Will be provided with 5 complimentary corporate tickets
- (c) Will enjoy the benefits of our media and publicity package

## Tax Exemption

All donations made to the event will be eligible for tax exemption.

## Media and Publicity Package

The media and publicity package for this event will include all media coverage by major media agencies from Singapore and China and in all publicity material used by the event.

### Media Coverage

We will be inviting major media agencies from Singapore and China to cover the event. This will include pre-event publicity events and post-event reporting. Currently the following media agencies have confirmed their attendance for the event:

#### China

##### *Television*

Central China Television (CCTV)  
Sichuan Television (SCTV)  
Chengdu Television (CDTV)

##### *Radio*

People's Broadcast Radio (人民广播电台 105.6)

##### *Newspaper*

Chengdu Business Daily (成都商报)  
Chengdu Evening News (成都晚报)  
TianFu Morning Paper (天府早报)

##### *Magazine*

In Chengdu (明日快一周)

#### Singapore

##### *Newspaper*

Lianhe Zaobao  
Lianhe Wanbao

##### *Magazine*

MediaCorp Publishing (8 Days, i-weekly)

### Publicity Events and Materials

All sponsors and co-sponsors will also be indicated during all publicity events and on all publicity materials. These include:

- (a) Press Release
- (b) Press Conference
- (c) Publicity Posters
- (d) Concert Stage Backdrop
- (e) Announcement of company name during the event by compere

## Contact Details

For further enquiries on donations and the event, please contact the event organisers:

For donations and sponsorship information:

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For event-related information:

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