

MARKETING PROPOSAL

RED SONATA FIESTA 2018 REMINISCING FALL

DATE : 29TH JUNE 2018 - 1ST JULY 2018

VENUE : UNIVERSITI TEKNOLOGI PETRONAS (UTP)

ORGANIZER : UTP & THE FEDERATION OF CHINESE
ASSOCIATIONS MALAYSIA

TECHNICAL SUPPORT : KEDAH CHINESE ASSEMBLY HALL
HE YUE CHINESE ORCHESTRA GROUP MALAYSIA

CO-ORGANIZER : PERAK CHINESE ASSEMBLY HALL

SUPPORT BY : KEMENTERIAN PENDIDIKAN MALAYSIA

CULTURAL PROGRAM : UTP CHINESE ORCHESTRA
REMINISCING FALL



Reminiscing Fall



AN EVENT BY



SUPPORTING ORGANISATION

THE FEDERATION OF CHINESE ASSOCIATIONS MALAYSIA (HUA ZONG)



The Federation of Chinese Associations Malaysia (Hua Zong) was founded in 1991 as a non-profit national organisation representing the major Chinese associations in all of the 13 states in Malaysia. Hua Zong members consist of Chinese Assembly Halls from 13 states of Malaysia. The Chinese Assembly Hall in each state is the leading Chinese organisation itself. Most of the major Chinese associations are in-direct members of Hua Zong because they are members of Chinese Assembly Hall in respective state of Malaysia.

UNIVERSITI TEKNOLOGI PETRONAS (UTP)

Universiti Teknologi PETRONAS (UTP), which was established in 1997, has grown to be one of the most prominent private universities in Malaysia. Offering a wide range of industry-relevant engineering and technology programs at undergraduate and postgraduate levels, UTP has produced more than 9500 graduates and currently has an enrolment of 5,700 undergraduates and 1,250 postgraduates from over 55 countries around the world. UTP complements its engineering and technology programs with quality education in the areas of management and the humanities, with the aim of producing well-rounded graduates exhibiting excellent leadership qualities and communication skills.



UNIVERSITI
TEKNOLOGI
PETRONAS

KEDAH CHINESE ASSEMBLY HALL



Back tracking our Chinese sages, founding Chinese Assembly Hall laid the country current five thousand different types of society statutory registration organizations. In 1979, 3 main divisions, Northern Kedah, Middle Kedah and Southern Kedah were built up separately in order to found Kedah Chinese Assembly. With the support of Kedah Chinese founded on 5th of October and was officially approved on 22nd of March, 1986. List of purposeful activities were held regularly and annually with the hope of helping needy, such as ang-pows given to orphanages and homes.

OBJECTIVE

- To create a conducive environment for youths and students to interact, to socialize and to build their personal attributes and interests towards Chinese Culture.
- To encourage and to promote a healthy and competitive spirit among Chinese Orchestra enthusiasts and musicians.
- To develop and to nurture interest of youth towards traditional Chinese Musical Art.
- To serve as a platform for Chinese Orchestra enthusiast to showcase their talents, skills and experiences.
- To enable a better understanding of our culture diversity in Malaysia to the community.



RUNNING INTO RSF 2018

We had chosen Chrysanthemum as our theme flower for the 9th annual Red Sonata Fiesta as it is one of the ten most renowned flowers and is called as “Four Gentlemen among Flowers” in China together with Plum, Orchid and Bamboo which were our theme flowers before. It symbolizes optimism, joy, friendship and well-wishing. Its petals symbolize perfection, and these are the traits we are hoping to instil in our participants this year by providing them the chance to compete amongst the best for a shot at pride and glory. To symbolize the Chrysanthemum growing season, “Fall” in the theme also brings out the meaning of the increase in number of participants and performances that we hope to get this year. With different colours of Chrysanthemum, it represents our participants from different backgrounds and from various parts of the world but is united with one universal language -- music. With that, our theme this year is **“Reminiscing Fall”**.

New Thoughts about RSF 2018



**KEMENTERIAN
PENDIDIKAN
MALAYSIA**

Collaboration with Kementerian Pendidikan Malaysia

This year, we have invited participants from all over Malaysia and even China and Taiwan which aims to escalate the whole event to the international level. This provides a golden opportunity for participants to learn and exchange experience not only with local participants but also from overseas participants. This indirectly builds a platform to promote our country's unique culture besides boosting our nation's tourism industry. Through the event, participants get to socialize with people all around the world while the cert provided is of greater value with the acknowledgement and collaboration with Kementerian Pendidikan Malaysia (KPM) especially to students who will progress further in the music industry.

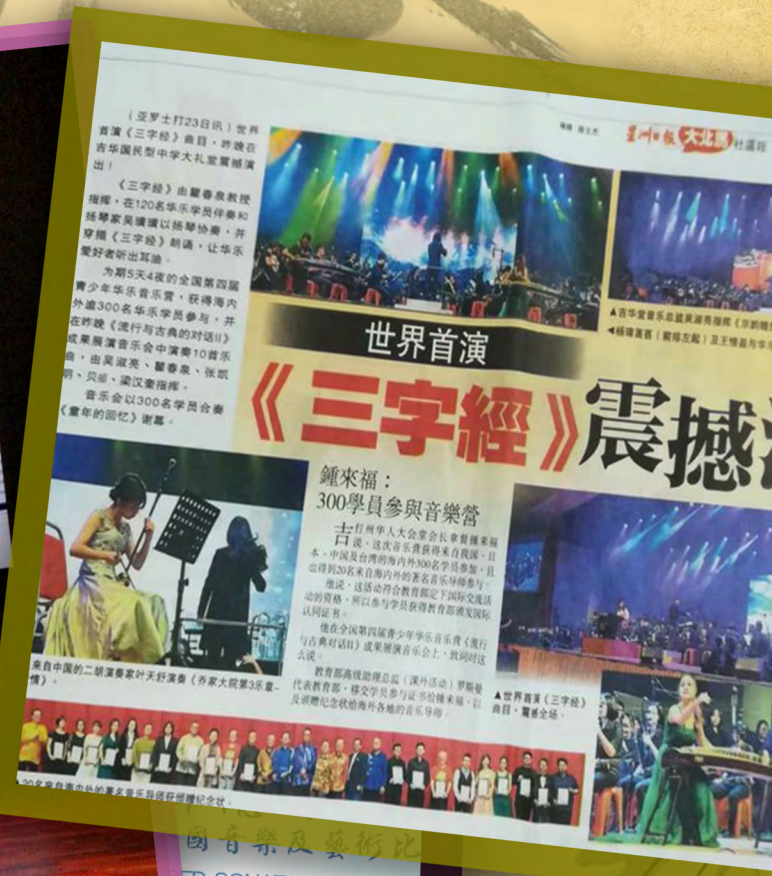
Press Conference

RSF 2018 aims to promote the event during the press conference at Wisma Hua Zhong, Seri Kembangan, Selangor on the upcoming 26th April 2018. A similar press conference was conducted for RSF 2017 and we will continue organizing conferences for this year to reiterate the importance of the event. This heritage, which our event is based on, will be required to continually instil into future generations, for a hope that it will not fade into obscurity. The public will also be acknowledged for the upcoming event.



MEDIA HIGHLIGHTS

As one of the top private universities in Malaysia, Universiti Teknologi Petronas (UTP), together with Hua Zhong (Federation of Chinese Associations Malaysia) has successfully organised the RSF 2017 and has attracted a staggering amount of 4,000 participants across the country. Participants competed over the course of 2 days in fields of Chinese orchestra, dance performances and martial arts, all adjudicated by international panel of judges of various disciplines. This championship serves as a noble mean to preserve and propagate Chinese culture and heritage in Malaysia.



PRE-EVENTS

Mandarin Song Singing Contest

To raise fund and at the same time creating awareness of Red Sonata Fiesta 2018 to the public, we have come up with a brand-new competition which is the Mandarin Song Singing Competition. It aims to involve participations from various institutions, ranging from Chinese organisations, primary and secondary school to universities. Tentatively held on 23rd March 2018, we plan to have a few categories in this competition including the Open Category. Funds raising for this activity would be done via registration fees collection with the support and collaboration with a few Chinese Organisations. Since the competition is related to music, we hope that we could find more talented performers from all around Perak through this event. The winner of this pre-event will be performing on our concert night to honour the person's achievement.



Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) is a community service done by RSF 2018 in collaboration with UTPCO. We have paid a visit to an orphanage home, Pertubuhan Pengurusan Pusat Jagaan 1 Malaysia which is located in Ipoh, Perak. Around 96 of our committee members have spent some time interacting and playing games with the children during the visit. The objective of this visit is to create awareness among the students about the importance of contributing our love to the society and to improve the society by showing our love not just to our own families and friends, but to everyone in the society.

PRE-EVENTS



4th National Youth Chinese Orchestra Music Camp

Red Sonata Fiesta (RSF) has conducted a Chinese Orchestra Music Camp in Alor Setar, Kedah with the help of our producer, Mr Steven Goh on the 19th December 2017 to 23 December 2017. The objective of this camp was to gather all Chinese Orchestra performer from all over Malaysia and different countries such as Japan, Taiwan and China to learn and exchange experiences together. We have also invited some guest performers to share experience and guide participants throughout the camp. Besides, we believe that through this camp that more people would be interested to join us and learn more about Chinese Orchestra.

活动宗旨：
促进全马各地华乐爱好者音乐技术及艺术层面的切磋与交流，借此提升全马的华乐演奏水平、传承及推广华族音乐文化，同时为我国华乐爱好者设立一个消息平台及展现音乐潜能的舞台。

Wushu Competition

This competition will be tentatively held on 12th May 2018 and is also unique only to this coming Red Sonata Fiesta onwards. This competition is a pre-event of Red Sonata Fiesta which will be conducted before the main day of Red Sonata Fiesta at Ipoh, Perak. Wushu is one of the representative culture of Chinese society and is a variation of martial arts of China. By doing this, it brings the Chinese cultural atmosphere to Ipoh and its surrounding areas before our main event, which is the Chinese culture competition and Chinese concert night.



SPONSORSHIP PACKAGE

PLATINUM SPONSOR (RM 5000 & above)	DIAMOND SPONSOR (RM 4999- RM3000)	GOLD SPONSOR (RM 2999- RM1000)	SILVER SPONSOR (RM 999- RM500)	BRONZE SPONSOR (RM 499- RM100)
---------------------------------------	--------------------------------------	-----------------------------------	-----------------------------------	-----------------------------------

Benefits

Exhibition Booth	✓	✓	✓	—	—
Advertisement in Programme Book (A5)	2 pages full with colour	2 pages full with colour	1 pages full with colour	1/2 pages full with colour	1/2 pages full with colour
Banner & Poster	✓	✓	✓	✓	✓
Montage of List of Sponsors	✓	✓	✓	✓	✓
Promotion on Official Website	✓	✓	✓	✓	✓
Promotion on Corporate Video	✓	✓	✓	✓	✓
Complimentary Tickets	20	15	10	8	4
Invitation to the Opening Ceremony	✓	✓	✓	✓	✓
Mock Cheque Presentation	✓	✓	✓	—	—
Certificate of Appreciation and Souvenirs	✓	✓	✓	✓	✓
RSF '18 T-Shirt	4	2	1		
Engraving of Company Name on Trophy	✓	✓	✓	—	—

- All packages will have the privilege of the company name and logo featured in RSF2017 programme book, banner, backdrop, official website, posters and montage.

- Platinum and Diamond sponsors will be invited as officiator for Opening ceremony or Closing ceremony for RSF2018.

- If there are more than six Gold, Diamond & Platinum Sponsors, the top six sponsors will be chosen for their company's name to be engraved on one trophy. (limited to 6 trophies only).

NOTE: Additional tailored benefits are to be mutually agreed upon, as per request.

MERCHANDISE PACKAGE

- Red Sonata Fiesta 2018 also accepts in terms of merchandise (goodies, coupons, vouchers, drink, packet snacks etc.). Any form of merchandise is accepted.
- All sponsorship benefits will be evaluated based on the value of merchandise sponsored.
(Refer to Sponsorship Package)



TERMS & CONDITIONS

- All amounts and benefits aforementioned in the proposal are negotiable to better suit respective sponsors.
- All forms of publication materials, company profile, logo and corporate video (if any) should reach us no later than 1st of June 2018.



CONCLUSION

It is our commitment to ensure that our sponsors receive the best possible return on their valued investment. Hence, it is our pleasure to work closely with your company to meet your specific needs and requests. It is the desire of the event organisation that the above proposal be considered as its intentions will go a long way in promoting the advancement to education. Counting on your company's immense support and consideration.

CONTACT INFORMATION

For further information, please direct any inquiries to



LOH LI TYNG

Head of Sponsorship Department
9th Red Sonata Fiesta - Reminiscing Fall(RSF18)
Universiti Teknologi PETRONAS,
32610 Seri Iskandar, Perak Darul Ridzuan.
PHONE: (+60) 12-9501298
EMAIL: rsf2018.sponsor@gmail.com

JOEL WEE HONG SEN

Asst. Head of Sponsorship Department
9th Red Sonata Fiesta
- Reminiscing Fall(RSF18)
Universiti Teknologi PETRONAS,
32610 Seri Iskandar, Perak Darul Ridzuan.
PHONE: (+60) 17-4055388
EMAIL: rsf2018.sponsor@gmail.com





Perak Chinese Assembly Hall
霹靂中華大會堂



RED SONATA FIESTA 2018

REMINISCING FALL

UNIVERSITI TEKNOLOGI PETRONAS
32610 BANDAR SERI ISKANDAR
PERAK DARUL RIDZUAN
MALAYSIA

www.facebook.com/redsonatafiesta

