

MARKETING PROPOSAL

RED SONATA FIESTA 2017 THE ORCHID'S REDOLENCE

DATE : 7th JULY – 8th JULY 2017
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
THE ORCHID'S REDOLENCE



AN EVENT BY



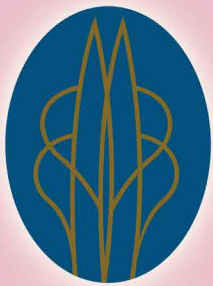
SUPPORTING ORGANIZATION

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

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.

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.

RED SONATA FIESTA

“RED” is the auspicious symbol of Chinese Culture in which it is associated with spring, good fortune, success, passion, pride & honour.

“SONATA” originally means a form of music work with three movements. will kick off with an in-campus cultural week in the form of sonata, consisting of cultural expo, cultural games and activities, and cultural concert night as finale, hence bringing in the whole concept of a “SONATA” event masterpiece.

“FIESTA” means celebration where this event aim to celebrate the importance of culture & tradition, thus enhancing the interest and involvement of all towards cultural and orchestral performances.

COMPETING CATEGORIES & ACTIVITIES

- Chinese Orchestra Competition (Big Group & Small Group)
- Brass Band & String Orchestra Competition
- Dance Competition
- Chinese Cultural Week & Exhibition
- Cultural Performance & Concert Night

OBJECTIVES

- ✓ 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 competitive spirit among Chinese Orchestra enthusiasts and musicians.
- ✓ To develop and to nurture interest of youngsters 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 cultural diversity in Malaysia to the community.



RUNNING INTO RSF 2017

The Orchid's Redolence

In the traditional Chinese culture, flowers have privileged position and each of them symbolized a spiritual trait or values that are cherished dearly by the Chinese. As a member of the ten most renowned flowers in China, the orchid resemble integrity, nobility, love and friendship, all of which are virtues of a perfectly cultured gentleman as scholar. The word 'Redolence' carries the meaning of the delicate and overwhelming fragrance let out by an orchid, just like harmonious tunes played by the hands of a skilful artist that tends to dig deep into the human soul. In light of organizing our 8th Red Sonata Fiesta, we encourage and uphold the values of reflecting on past mistakes and failures to inspire ourselves to dream bigger and achieve the impossible.

New thoughts about RSF 2017



VISIT
PERAK
MALAYSIA
2017
World of Wonders

Perak Darul Ridzuan, coined as the Land Of Grace, the second largest state in Peninsular Malaysia. Perak is a truly World Of Wonders and it will totally surprise you! According to State Tourism, Arts, Culture, Multimedia and Communication exco, Datuk Nolee Ashilin Mohamed Radzi said that various programmes and initiatives were carried out to further boost activities in the state such as RED SONATA FIESTA 2017. Visit Perak 2017 can attract more tourists to Perak and RSF 2017. We believe that Visit Perak 2017 can bring the maximum number of tourists until 10 billion people to Perak. Through Visit Perak 2017, more people will know about the beauty of music and Chinese culture. This will increase the participants of RSF 2017 and achieve a more excellent result in Malaysia Record 2017. RED SONATA FIESTA 2017 will start and kick out a new page this year in the collaboration with Visit Perak 2017.



This year, Universiti Teknologi Petronas Chinese Orchestra Society, together with The Federation of Chinese Associations Malaysia (Hua Zong) will be organizing its 8th instalment of Red Sonata Fiesta (RSF'17) with the theme of 'The orchid's Redolence'. Our passion, determination, will power and endurance has served as a catalyst for us to continue challenge ourselves to craft another name in The Malaysia Book of Records in different category. Due to our endeavours, we believe that the record-breaking event will go a long way in fortifying the status of Chinese culture as well as promoting this culture to more and more people in all walks of life, especially the younger generation in the near future.



Red Sonata Fiesta (RSF) aims to promote the event during the press conference which will be held at Wisma Hua Zong on the 22nd April 2017. During the press conference, we will share our highlights for this year's Red Sonata Fiesta 2017 to all the medias and hope that by having this press conference, we will have a good opportunity to promote our event in the most favourable light.

New thoughts about RSF 2017



**KEMENTERIAN
PENDIDIKAN
MALAYSIA**

For this year, we have invited participants from Taiwan and China which aimed to escalate the whole event to an international level. This provides a golden opportunity for the participants to learn and exchange ideas not only with the local participants, but also learn about the Chinese culture from other countries. This indirectly becomes a great platform to promote our country's Chinese culture to the students from Taiwan and China. It also helps in Malaysia's tourism in conjunction with the program Visit Perak 2017. It enhances the experience as the participants get to socialize with students from other countries while the cert provided is of greater value with the acknowledgement and collaboration with Kementerian Pendidikan Malaysia (KPM) especially to those students who would pursue in the music industry for their future profession.

In 2016, it was our honour that we have invited Tan Sri Pheng Yin Huah (President of Hua Zong), Dato' Seri Ong Ka Chuan, Datuk Cheng Lai Hock and Dato' Dr. Mah Hang Soon as VIPs for our main event. For this year, our confirmed VIPs will be Tan Sri Pheng Yin Huah (President of Hua Zong) and Datuk Cheng Lai Hock (Deputy President of Hua Zong) while our potential VIPs will be Dato' Seri Ong Ka Chuan, Y.B. Senator Datuk Chong Sin Woon (Deputy Minister of Education Malaysia), Y.B Datuk Chua Tee Yong (Deputy Minister of International trade) and Dato' Dr. Mah Hang Soon for our main event (Red Sonata Fiesta 2017). It will definitely be our pleasure if we have successfully invited them to join us at RSF 2017 which will be held in Universiti Teknologi PETRONAS in July 2017.



PRE-EVENTS

Coming to the 8th instalment of Red Sonata Fiesta, we are witnessing the inaugural of pre-events for the upcoming RSF.

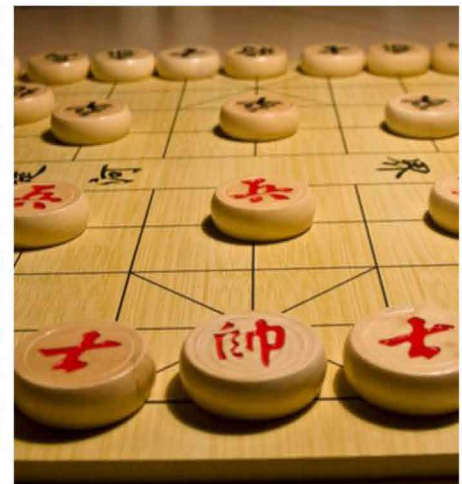
It is a community service done by RSF in collaboration with UTP-CO. For this CSR, we have paid a visit to an orphanage and old folks' home in Ipoh, namely "An Ning" to spend some time and to interact with the children and the elderly. The objective of this CSR was to create awareness among the students about the importance of LOVE & CARE towards children and senior citizen as it is a beautiful culture that should be kept by everyone.

Corporate
Social
Responsibility
(CSR)



Chinese Chess Competition

This particular competition will be tentatively held on April 2017 that has never been conducted by previous Red Sonata Fiesta. Chinese Chess also called 'xiangqi' in Chinese is a traditional and popular Chinese board game for two players. This particular board game is usually played by elderlies but in recent has caught the attention of our younger generations. We hope to unite young enthusiastic players to compete in this competition and to bring more understanding of Chinese traditions and culture among the younger generation.



This competition will be tentatively held on September 2017 and is also unique only to this coming Red Sonata Fiesta onwards. This competition is a post event of Red Sonata Fiesta which will be conducted after the main day of Red Sonata Fiesta and will be held at Alor Setar, Kedah with the help and guidance from our advisor, Mr Steven Goh. Huqin is very common in the older generations as it is one of the old instrument where people use to create music. Now, we hope that this precious heritage can be pass down to the younger generations so that it will not fade away from existence.

Solo Huqin
Competition
at National
Youth
Chinese
Orchestra
Music Camp



MEDIA HIGHLIGHT

At Universiti Teknologi Petronas (UTP), one of the top private universities in the country, to present to the university as joint organisers with Hua Zong (Federation of Chinese Associations Malaysia), the Malaysia Book of Records (MBR) certificate for organising the "Largest Participation in a Chinese Art & Music Championship", and witnessed by Dato Seri Ong Ka Chuan. For the RSF 2016 we successfully attracted over 2862 participants from all over Malaysia competing over the course of three days in fields of Chinese music, dance and martial arts and are judged by an international panel of judges for various disciplines. This championship serves as a noble mean to preserve and propagate the Chinese culture and heritage in Malaysia.

馬漢順：不能假手於人 傳承文化須親力親為

(怡保2日訊) 由国油大学华乐团和松迹梦音乐晚会筹委会联办，怡保圣母中小学和露雳州书画联盟协办的国油大学之松迹梦书法比赛，获得露雳州中小学生的踊跃参与。

这场书法比赛是于今日在怡保圣母中学礼堂举行。露雳州行政议员拿督马汉顺在书法比赛闭幕礼上致词指出：在我国，传承和发扬中华文化不能假手于人，华裔得亲力亲为，全力地去推动。

“身为华裔，要具备很强的民族性就得坚守传统文化；我们要有深厚的民族内涵底蕴，就得在文化艺术下功夫。”



建议学校推动书法教学

也是露雳州非伊斯兰事务局主任的他透露，近年来，露雳州非伊斯兰事务局主催书法营、挥春赛、围棋课程、中华文化艺术营、华乐培训营等，即“琴、棋、书、画”一应俱全。事务局是用心良苦，目的是要年轻人从小培养“琴、棋、书、画”四大领域的文化内涵。

他表示，对学校而言，虽然书法不是一门必修科，但拥有它的文化价值。要是能在学校大力推动书法教学，让学生在潜移默化之下受到熏陶，热爱中华文化，将能成为兼具文化内涵的学生。

▲塔哈哈山（左二起）、马汉顺、邓启平和庄御竹在李绍荣（左一）的陪同下，在闭幕礼上挥毫，挥出“琴”、“棋”、“书”、“画”4个字。

国油大学之松迹梦书法比赛成绩

小学组

特等奖：
陈芷欣（怡保培南华小）、刘倩欣（怡保圣母华小）、曾芷倩（怡保育才华小）

优秀奖：
王晖（安顺三民一校）、罗伟健（怡保培南华小）、陈威琦（怡保昆仑喇叭华小）、甘芷琳（怡保圣母华小）、郑凯徽（怡保育才华小）

入选奖：
陈韶敏（怡保昆仑喇叭华小）、刘恺祥（怡保三德华小）、姚芳颖（安顺三民一校）、陈欣柔（怡保露雳华小）、谢汶壕（怡保育才华小）、朱丽可（怡保圣母华小）、江晓露（怡保中山华小）、陈佩伶（怡保中山华小）、李嘉欣（怡保昆仑喇叭华小）、张立恩（怡保三德华小）



▲中小学组特等奖、优秀奖及入选奖的得主与嘉宾们合照。

鄧啟平：外州學生寫書法具功力 露學生須加倍學書法

露雳州非伊斯兰事务局副局长 任镇桑庆、露雳书画联盟秘书庄御竹、怡保圣母中学校长廖瑞芳、怡保圣母

一起来圣母中学挥毫 国油大学4月2日办书法赛

小学各年级)和中学组(预备班至大学先修班)。

由于大学先修班学生的积极响应，主办单位临时决定开放给A水平、Matriculation、大学基础班(Foundation)、大马高级学校文凭(STPM)或任何一所大学先修班学生参与。

大学先修班学生的比赛组别是中学组，只要报名人数超过50人，主办单位即予安排。

这个比赛无需报名费，参赛者可赢取高达1千令吉的总奖金和证书一张。

欲知更多详情可联络钟元哲(012-502 0715)或林秀伶(014-346 8849)或电邮至rsf2016.utp@gmail.com。

组别	名次	名額	奖励
特等奖	1	1	各获奖金100令吉和奖状一张



SPONSORSHIP PACKAGES

PLATINUM SPONSOR (RM 5,000 & ABOVE)	DIAMOND SPONSOR (RM 4,000 - RM 4,999)	GOLD SPONSOR (RM 2,000 - RM 3,999)	SILVER SPONSOR (RM 1,000 - RM 1,999)	BRONZE SPONSOR (RM 500 - RM 999)	ORCHID SPONSOR (RM 100 & ABOVE)
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Benefits

Exhibition booth	✓	✓	✓	✗	✗	✗
Advertisement in Programme Book (A5)	2 pages full with colour	1 pages full with colour	1 pages full with colour	1/2 pages full with colour	1/2 pages full with colour	Name in booklet
Banner & Poster	✓	✓	✓	✓	✓	✓
Montage of List of Sponsors	✓	✓	✓	✓	✓	✓
Promotion on Official Website	✓	✓	✓	✓	✓	✓
Promotion of Corporate video	✓	✓	✓	✓	✓	✗
Complimentary Tickets	20	15	10	8	5	2
Invited to the opening ceremony	✓	✓	✓	✓	✓	✗
Mock Cheque Presentation	✓	✓	✓	✓	✗	✗
Certificate of Appreciation and souvenirs	✓	✓	✓	✓	✓	✓
RSF '17 T-Shirt	3	2	1	✗	✗	✗
Engraving of Company Name on Trophy	✓	✓	✓	✗	✗	✗

- All packages will have the privilege of the company name and logo features in RSF 2017 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 RSF 2017.
- If there are more than six Gold, Diamond and Platinum Sponsors, the top six sponsors will be chosen for their company's name to be engraved on one trophy (limited to six trophies only).

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



MERCHANDISE PACKAGE

- ✓ Red Sonata Fiesta 2017 also accept sponsor in term of merchandise (goodies, coupons, vouchers, drinks, 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)

DELIVERY

Delivery of such merchandise can be addressed to:-

NG HAO KIT / CHONG YONG MING

Universiti Teknologi PETRONAS,
Bandar Seri Iskandar,
32610 Tronoh,
Perak Darul Ridzuan.

Contact No.:0111-0755173
013-5238683

DELIVERY



TERMS & CONDITION

- ✓ 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 9th June 2017. This is to avoid any complications regarding the publications of the promotion materials.
- ✓ Any changes prior to RSF 2017 will be informed through attachments.

CONCLUSION

It is our commitment to ensure that our sponsors receive 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 organization that the above proposal be considered as its intentions will go a long way in promoting the advancement of education. Counting on your company's immense support and consideration.



CONTACT INFORMATION

For further information, please direct any inquiries to

NG HAO KIT

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8th Red Sonata Fiesta - The Orchid's
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Email: benjellymin@gmail.com

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PENDIDIKAN
MALAYSIA



UTP
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energising futures



国油大学华乐团
Universiti Teknologi PETRONAS
Orchestra Chinese Musical

THE
MALAYSIA
BOOK
of RECORDS®



RED SONATA FIESTA 2017

THE ORCHID'S REDOLENCE

UNIVERSITI TEKNOLOGI PETRONAS

32610 BANDAR SERI ISKANDAR

PERAK DARUL RIDZUAN

MALAYSIA

www.facebook.com/redsonatafiesta