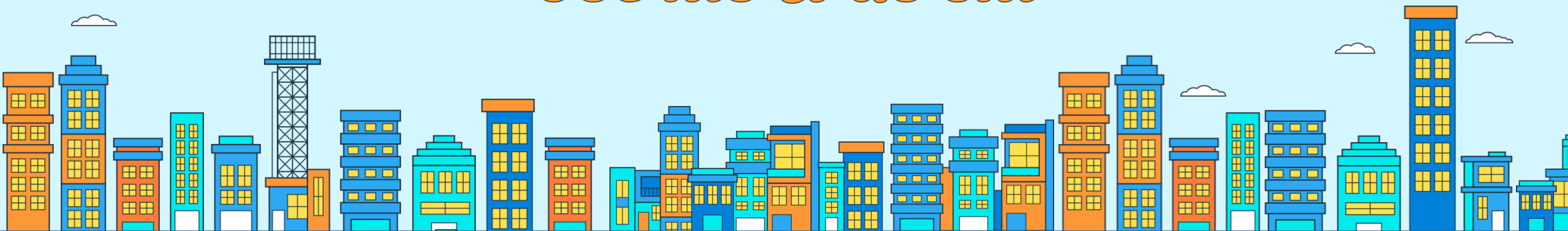


PROPOSAL



*Chuyện
của út*

Ước mơ trao em



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OPENING REMARKS

To whom it may concern!

First of all, the Organizer of the fundraising concert “Chuyện của Út – Ước mơ trao em” wish you the best of health and happiness in the days to come!

The fundraising concert “Chuyện của Út – Ước mơ trao em” (held on 31/05/2024) is among many activities held by Class Cultural Management 16.2. We hope to establish a 'Charity Fund' to help alleviate the financial burden for underprivileged children undergoing treatment at Children's Hospital II in Ho Chi Minh City.

The concert is not only for entertainment but also to promote kindness and sharing, raise awareness about social issues and encourage community engagement by helping those in need.

With all being said, the Organizer kindly present this open letter to invite sponsor package for “Chuyện của Út – Ước mơ trao em”

Wishing you peace, prosperity, and good health.

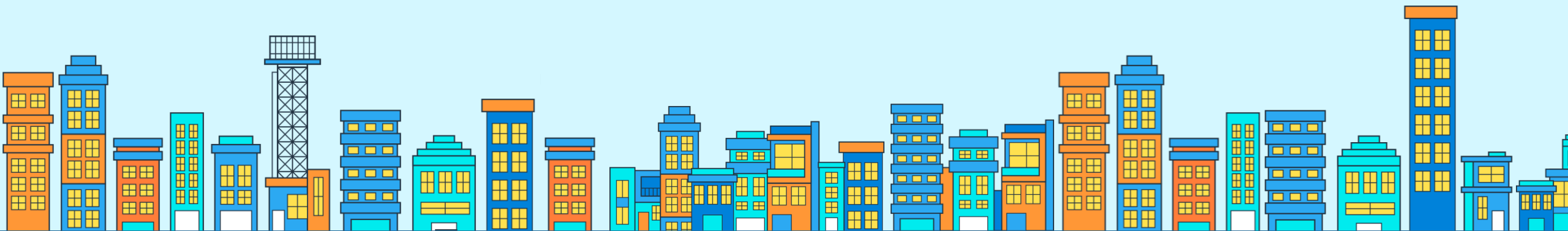
Best regards,

Class Cultural Management 16.2!

*Chuyện
của Ut*

Ước mơ trao em

INTRODUCTION



OUR TEAM



Image of Cultural Management University Class 16.2

Class Cultural Management 16.2 (major in Event Management for Cultural, Sports, and Tourism) bachelor of Cultural and Arts Management, Ho Chi Minh City University of Culture. Through endless effort and youth energy, Class has held many events, promote a lively and value-guided setting.

ACTIVITIES IMAGES



“Huyền Sử Đồi Hùng” event



2023 school sports competition



“Thanh vị” competition

FUNDRAISER TARGET



The Hematology - Oncology Department at Children's Hospital II is a specialized medical department that focuses on the diagnosis, treatment, and prevention of blood cancers and disorders. The department is currently admitting and treating over 100 patients with a variety of conditions.

The fundraising event “Chuyện của Út – ước mơ trao em” hoping to contribute to the humanitarian values of society and in response to the national "Month of Action for Children 2024" with the slogan "Practical action, prioritize resources for children,". The money funded will be able to support 40-50 patients at the Hematology-Oncology Department.

FUNDRAISER TARGET

Ước mơ trao em



VISION

Driven by a beacon of hope, this fundraising event “Chuyện của Út – ước mơ trao em” aims to illuminate the dreams of young patients at Children's Hospital II, who are courageously battling life-threatening illnesses. The entire proceeds from this endeavor will be channeled towards supporting underprivileged patients through the Children's Hospital II Foundation.

In addition, the Organizer hope to bring spiritual values to the audience, soothing and healing the hearts of those who are far from home through soulful performances and songs. Thereby, contributing to spreading love and positivity to society.



*The pediatric patient is being treated at Children's Hospital II on 06/05/24
Photo: Diem Quynh*



*The pediatric patient is being treated at Children's Hospital II on 06/05/24
Photo: Tuan Kiet*

OBJECTIVE

Driven by the desire to help others, Class Cultural Management 16.2, united in spirit and purpose, has come together to organize the fundraising program aimed at easing the burden on families and the children themselves who are undergoing treatment at Children's Hospital II.

Moreover, this event serves as an opportunity for the students of Class Cultural Management 16.2 to hone their communication and fundraising skills, as well as seek sponsorships, effectively bridging the gap between theoretical knowledge and practical application.

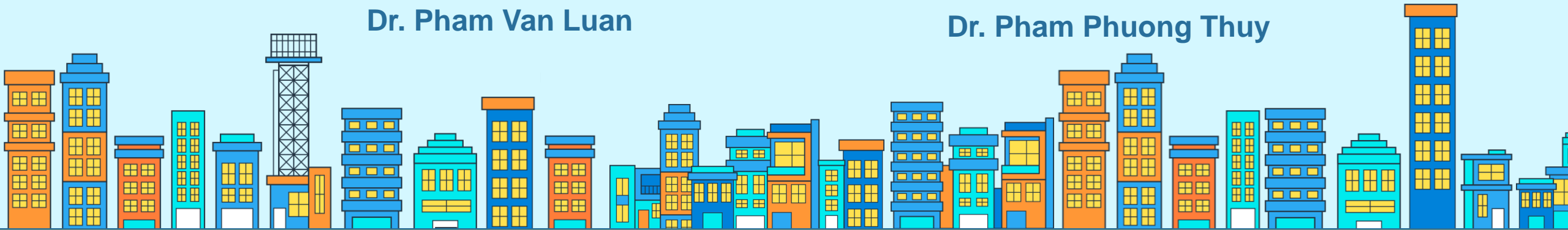
PROGRAM ADVISOR



Dr. Pham Van Luan



Dr. Pham Phuong Thuy



ORGANIZING COMMITTEE



Vice chair of the organizing committee

Hoang Xuan Trang



Chief organizer

Tran Dang Khoi



Organizing committee member

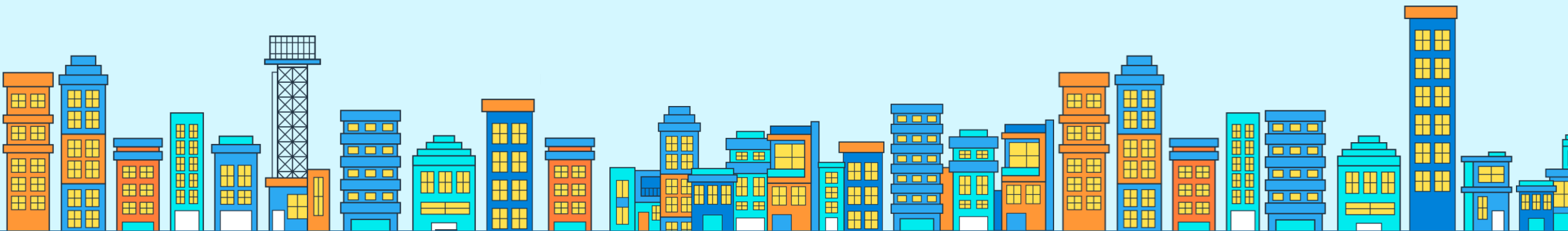
Le Anh Nhan



*Chuyện
của Ut*

Ước mơ trao em

INFORMATION



PRESENTATION FOR THE FUNDRAISING CONCERT

“CHUYỆN CỦA ÚT – ƯỚC MƠ TRAO EM”



Live band



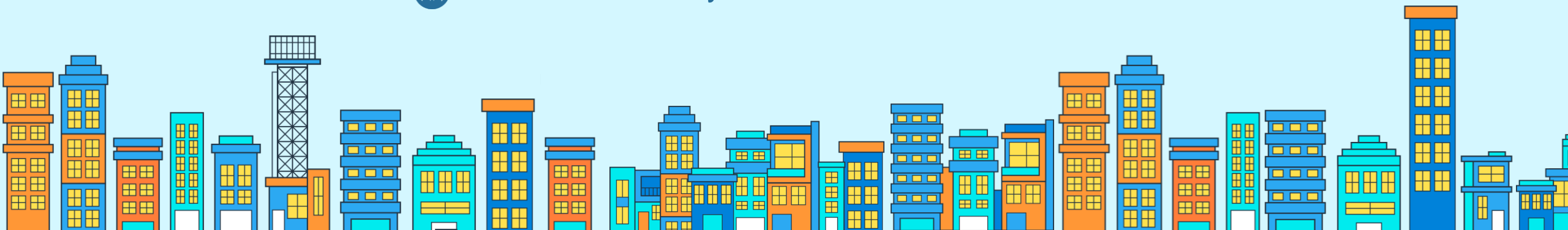
Target audience

Sinh University students in Ho Chi Minh city



Potential audience

3000 university students



TIME AND LOCATION



Time

19h-21h | 31/05/2024



Location

Hall C, Ho Chi Minh city University
of Culture



Capacity

600 students

This is the venue for school programs and events, equipped with a modern sound, lighting, and LED screen system to meet the needs of performing arts programs, seminars, and other events.

MESSAGE



Student of Class Cultural Management 16.2 spread joy at Children's Hospital II (Taken by: Diễm Quỳnh)

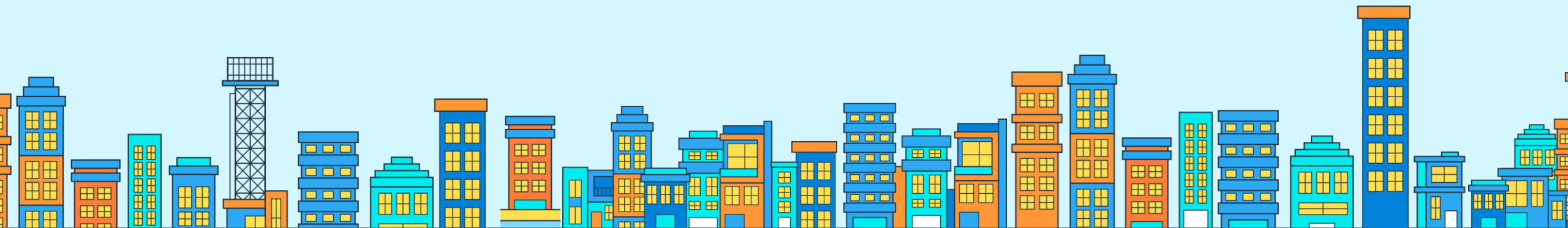
Children are the "future buds of the nation," yet some face hardships and illnesses. Therefore, all proceeds from the charity concert "Chuyện của Út – Ước mơ trao em" will be donated to Children's Hospital II. By contributing to this fundraising program, generous donors will provide not only material and emotional support but also motivation and faith to help children undergoing treatment at Children's Hospital II overcome their illnesses.



PROGRAM TIMELINE

PRE - EVENT

ON - EVENT



FUNDRAISING ACTIVITIES

Ước mơ trao em

Vé số nhân ái



Thời gian
06/05/2024 đến 20/05/2024

Bán vé Đêm nhạc gây quỹ

Vé đêm nhạc gây quỹ



Thời gian
08/05/2024 đến 31/05/2024

Bán hàng gây quỹ



12k
20k

Thời gian
06/05/2024 đến 30/05/2024

Bán sách gây quỹ



Thời gian
15/05/2024 đến 25/05/2024

Thùng quyên góp



VND

Thời gian
31/05/2024

Chuyện của Út

Ước mơ trao em

TIKTOK



Have at least 1 clip with 1000 views or more on Tiktok channel
Achieve 60 engagements (like, shares, comments) per post per week
Average over 100 views for videos and have at least 3 videos reach over 700 views on Tiktok channel.

COMMUNICATION OBJECTIVE

FACEBOOK



Increase the total number of followers for "Tổ chức sự kiện văn hoá, thể thao, du lịch" fanpage (1100 follow) by 30% after 1 month of communication.

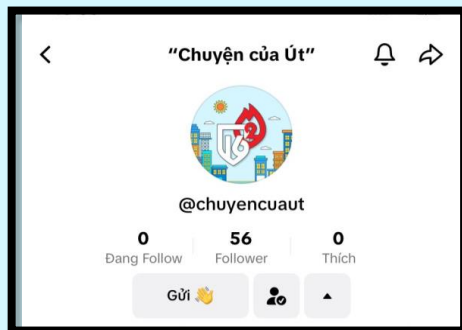
BRAND AWARENESS



After two weeks of initial communication efforts, 90% of students from the bachelor of Cultural and Arts Management; 60% of students from other faculties; 90% of lecturers, staff, and officers working at Campus 1 of HCM City University of Culture; and 5 out of 10 households in the surrounding area will be aware of the program."

COMMUNICATION

SOCIAL MEDIA



TIKTOK



FACEBOOK

P
O
S
T
M

BANNER

POSTER

HASTAG

STANDEE

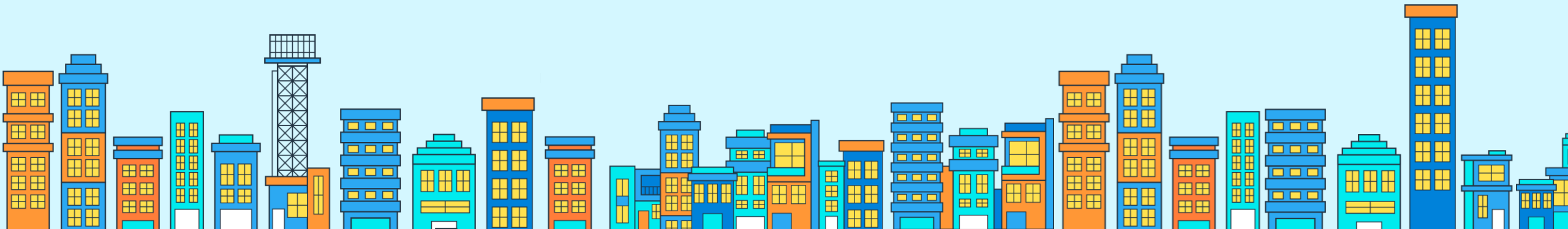


*Chuyện
của Ut*

Ước mơ trao em



COMMUNICATION TIMELINE



	DATE	ACTIVITIES	DETAILS	COMMUNICATION TOOL	IMPLEMENTER	NOTES
PRE - EVENT						
1	13/04/2024	Assemble members for communication team	Divide the team into 3 smaller teams: Content, idea, media		Leader	
2	19/04/2024	Develop a communication plan and create a media timeline	Develop a detailed plan based on the information provided by the Organizing Committee		Leader and members	
3	22/04/2024	Complete the communication plan			Leader	
4	24/04/2024	Present the communication plan to the class	Present and revise the plan as needed		Leader	
5		Finalize the staffing roster	Divide the team into 4 platforms: Facebook, TikTok, Press, and POSM		Leader	
6	26/04/2024	Implement the timeline for each platform	Specific personnel allocation		Leader of each platform	
7	30/04/2024 - 01/05/2024	Finalize social media platform timelines			Leader of each platform	
8		"Schedule a photoshoot for the Advisory Board and Organizing Committee	Schedule and finalize concepts		Idea team	
9		Create a TikTok channel			Tiktok team	
10		Create a brand identity system			Design team	

	DATE	ACTIVITIES	DETAILS	COMMUNICATION TOOL	IMPLEMENTER	NOTES
TRƯỚC CHƯƠNG TRÌNH						
11	02/05/2024	Launch the communication campaign	Launching fanpage and Tiktok channel	Fanpage Tổ chức sự kiện văn hóa, thể thao, du lịch 16.2/ Tiktok "Chuyện của Út"	Communication team	
12	06/05/2024	Scout the location with the organizers			Media team	
13	07/05/2024	Contact media outlets			Leader	
14	09/05/2024	Charity livestream shopping			Fanpage Tổ chức sự kiện văn hóa, thể thao, du lịch 16.2	
15	10/05/2024	Document the training sessions based on the training schedule			Media team/ Facebook team/ Tiktok team	
16		POSM implementation			POSM TEAM	
17	13/05/2024	Organizing Committee Photography Day			Media team, Communication team and the Organzing Committee	
18	14/05/2024	Media data update – Conduct evaluation, review and propose changes (if necessary)			Advisors and Leaders, organizers	

	DATE	ACTIVITIES	DETAILS	COMMUNICATION TOOL	IMPLEMENTER	NOTES
ON – EVENT						
19	25/05 - 31/05/2024	Pre-production meeting		Fanpage Tổ chức sự kiện văn hóa, thể thao, du lịch 16.2	COMMUNICATION TEAM	
20		Collect event documentation: BTS, rehearsal, program date				
21		Assign videographers for the concert				
22		Event staff deployment plan				
POST – EVENT						
23	31/05 - 07/06/2024	Publish the rest of the scheduled posts		Fanpage Tổ chức sự kiện văn hóa, thể thao, du lịch 16.2	COMMUNICATION TEAM	
24		Data summary and report				

Chuyên
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Ước mơ trao em

SPONSORSHIP PACKAGE



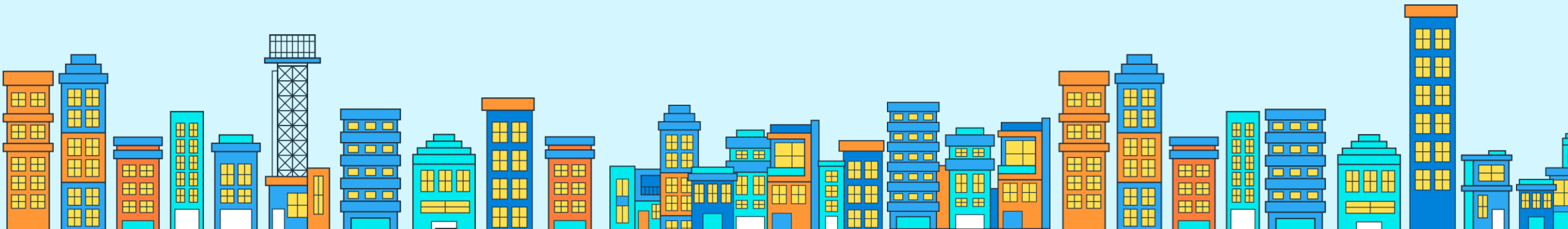
10.000.000 VND and above



15.000.000 VND and above



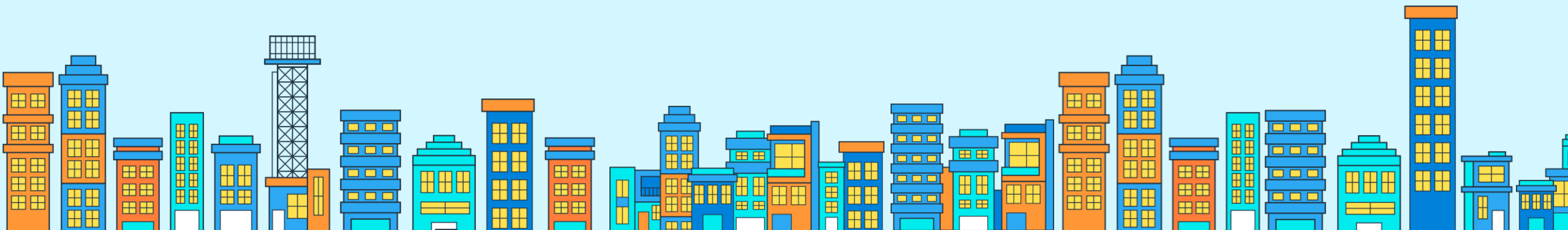
5.000.000 VND and above



SPONSORSHIP PACKAGE

PROGRAM
PARTNER

From 2.000.000 to 5.000.000 VND

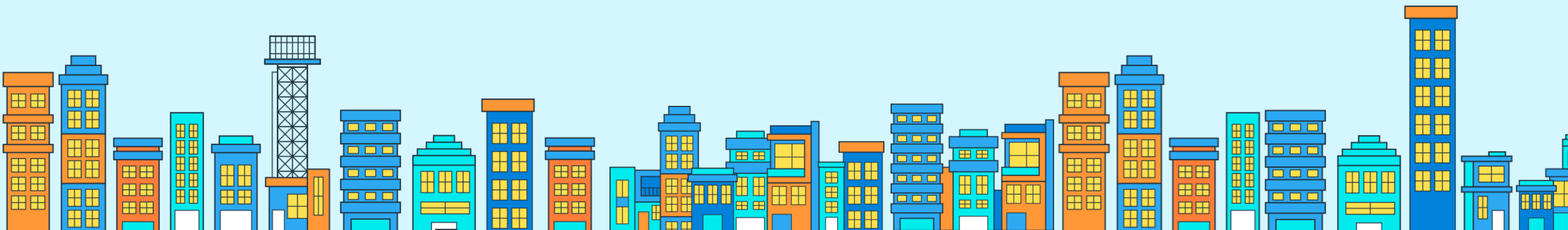




SPONSORSHIP PACKAGE

BEVERAGE SPONSOR

Provide refreshments for organizers, singers, artists, and others. Provide beverages throughout the event.

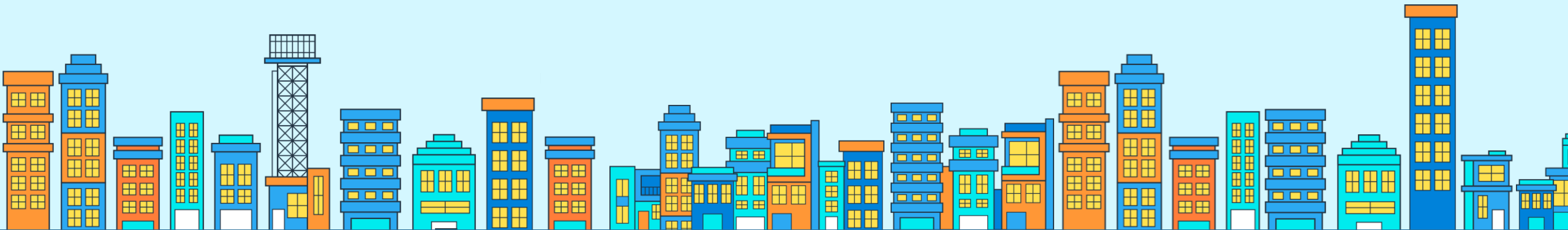




SPONSORSHIP PACKAGE

EXCLUSIVE BEVERAGE SPONSOR

Set up a booth to sell drinks at the fundraising concert.

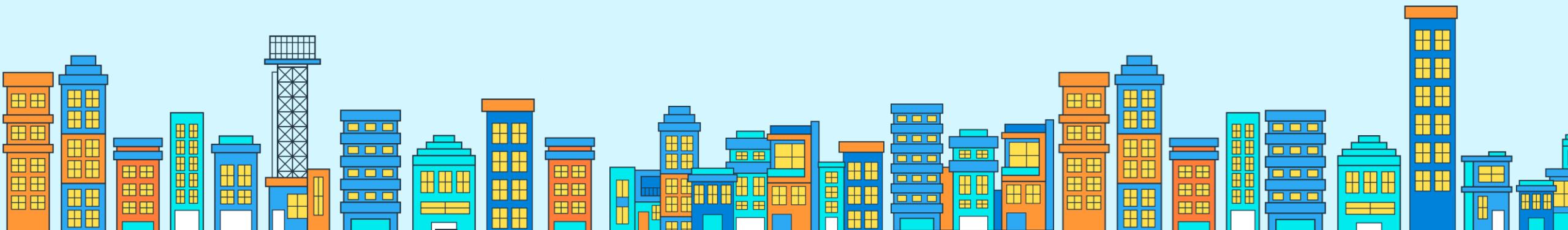


SPONSORSHIP PACKAGE



FLOWER SPONSOR

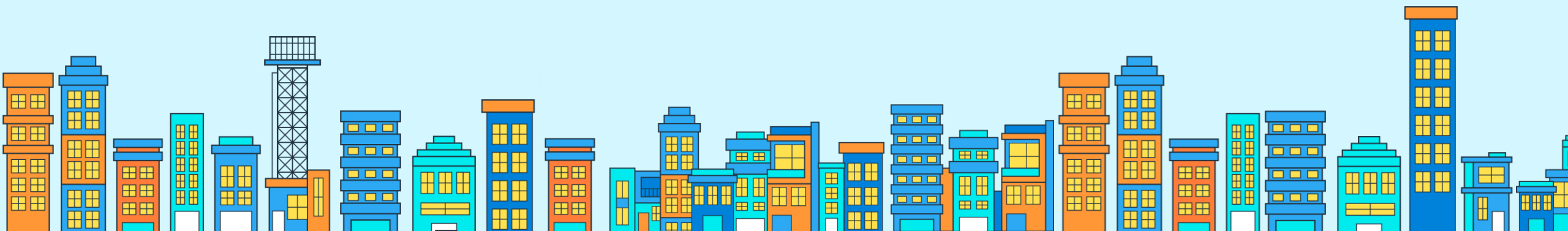
Provide flowers for delegates and guests.



SPONSORSHIP PACKAGE

PRINTING SPONSOR

Provide printing services throughout the event.

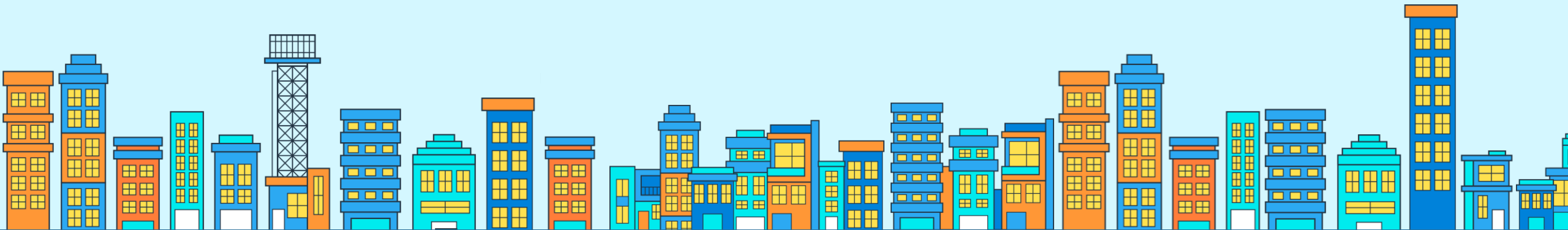




SPONSORSHIP PACKAGE

Media Sponsor

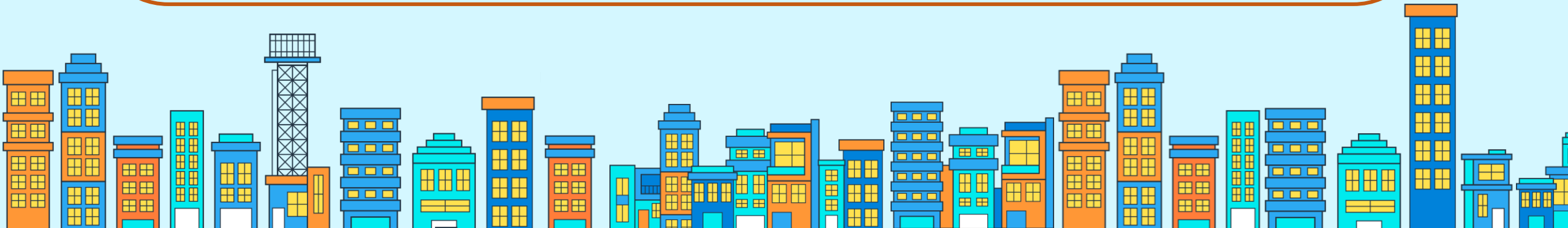
Provide program media support.



SPONSORSHIP GUIDELINES

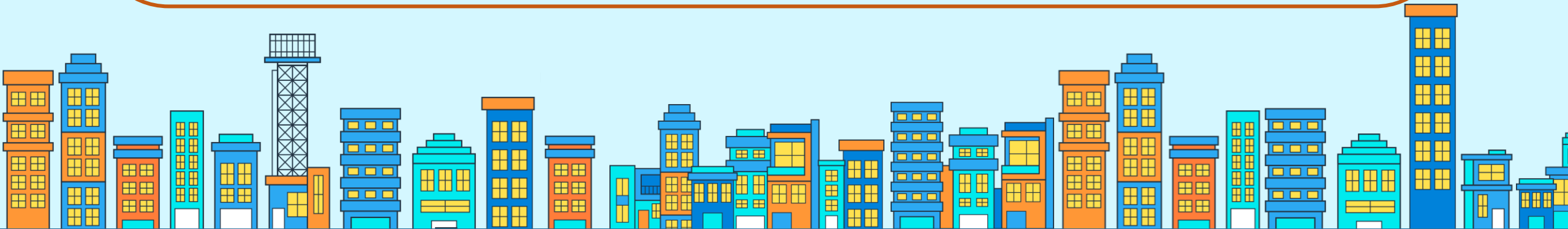
Sponsors can contribute both cash and in-kind donations.

- Cash contributions must **comprise 80% of the total sponsorship package value.**
- **In-kind donations** will be valued at **20% of the cash value.**
- **All food items** donated must have a **minimum shelf life of 60 days** (from the date of product handover).
- Based on actual circumstances and the specific characteristics of each sponsor, the organizing committee may modify certain sponsorship principles to accommodate the sponsor's requirements.



PAYMENT METHODS

- Cash sponsors have two payment options:
 - + **Cash: Sponsors** can pay in cash to a representative of the organizing committee. The payment location will be agreed upon between the organizing committee and the sponsor.
 - + **Bank transfer:** Sponsors can transfer funds to the organizing committee's bank account: **19072632444011 Techcombank**. The organizing committee encourages sponsors to use this method as it is faster, safer, and more convenient for both parties.
- **In-kind sponsors** should hand over the donated goods to a representative of the organizing committee. The handover location will be agreed upon between **the organizing committee and the sponsor**.

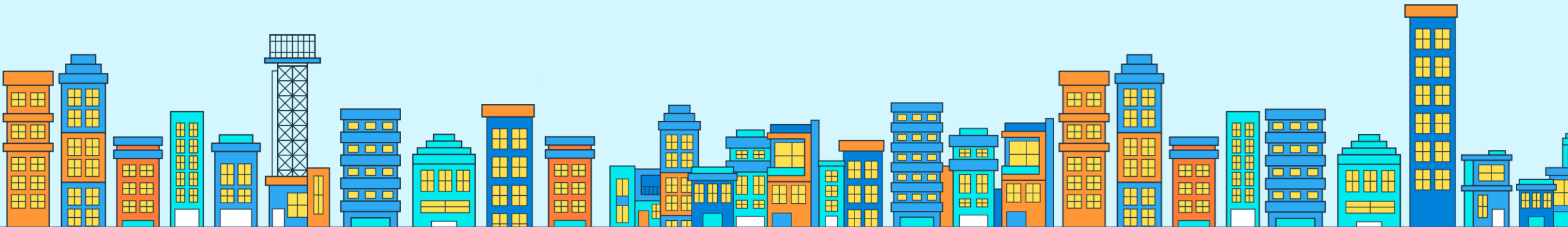


*Chuyện
của Ut*

Ước mơ trao em



SPONSOR BENEFITS

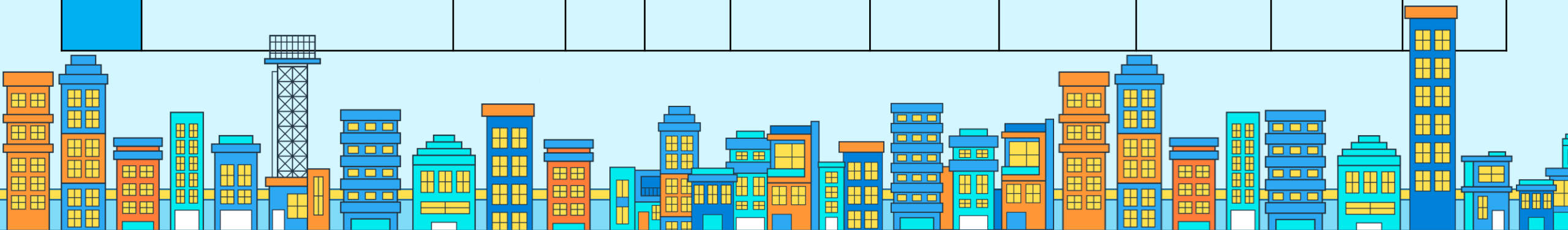


ORDER	Sponsor Benefits	Gold	Silver	Bronze	Program partner	Media sponsor	Beverage sponsor	Exclusive beverage sponsor	Flower Sponsor	Printing Sponsor
PROMOTIONAL AND MEDIA BENEFITS										
1	Sponsor logos will appear on all event materials: backdrop, banners, standees, etc	X	X	X	X	X	X	X	X	X
2	Sponsor logos will be printed on the organizer's badges	X	X	X	X	X	X	X	X	X
3	Post sponsor-provided promotional content on the program's fan page.	2 post	1 post	1 post	1 post	1 post	1 post	1 post	1 post	1 post
4	Sponsor logos will be included in all program posts and images on Fanpage	X	X	X	X	X	X	X	X	X
5	Post sponsor TVC on Fanpage	1 post						1 post		

ORDER	Sponsor Benefits	Gold	Silver	Bronze	Program partner	Media sponsor	Beverage sponsor	Exclusive beverage sponsor	Flower Sponsor	Printing Sponsor
ON – EVENT BENEFITS										
6	Set up a pop-up booth at the event							X		
7	Set up a standee in the designated organizer area	X Sponsor Prepared standee (size requirements as defined by the Organizing Committee)								
8	Name of the sponsor will be credited at the beginning of the event	X	X	X	X	X	X	X	X	X
9	Sponsorship representative presented with flowers and gratitude letter at Event concluded	X	X	X	X	X	X	X	X	X
	VIP Admission Ticket to		2	1	1	1	1	1	1	1

Ước mơ trao em

ORDER	Sponsor Benefits	Gold	Silver	Bronze	Program partner	Media sponsor	Beverage sponsor	Exclusive beverage sponsor	Flower Sponsor	Printing Sponsor
ON – EVENT BENEFITS										
11	Invited to Children's Hospital 2 to Donate Gifts to Young Patients	X	X							
12	Logo Inclusion in recap Video	X	X	X	X	X	X	X	X	X
13	Social Media Usage of Event Images (Non-Commercial)	X	X	X	X	X	X	X	X	X



CONTACT INFORMATION



Tran Dang Khoi – Chief organizer

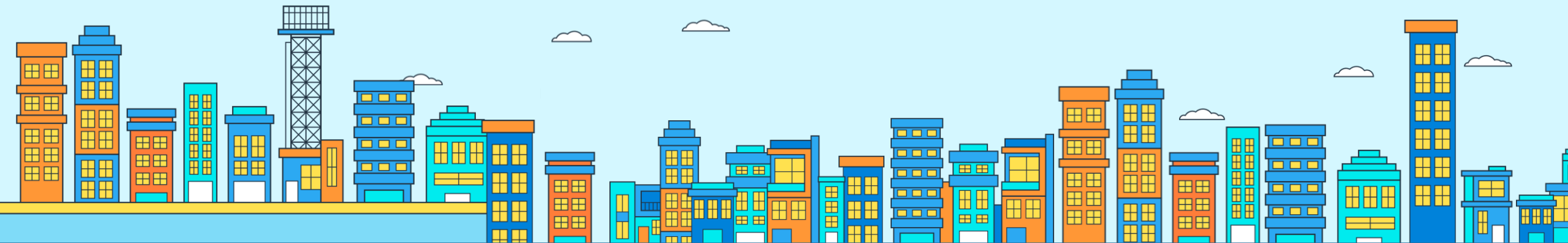
Phone number: 0334361198

Email: Tk992003@gmail.com

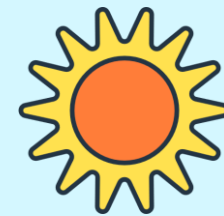
**Hoang Xuan Trang – Vice chair of
the organizing committee**

Phone number: 0911603884

Email: hxtrang.vh.2003@gmail.com



THOUGHTS



On behalf of the Organizing Committee, we would like to express our sincere gratitude to your esteemed organization for taking the time to consider our proposal.

We are confident that with your generous support and the dedication of our organizing team, this program will make a positive impact and bring much-needed encouragement to the young patients at Children's Hospital 2.

The Organizing Committee eagerly awaits your response and sincerely hopes to have the opportunity to partner with your organization for this meaningful event. For detailed information regarding collaboration opportunities, please contact us directly to receive the most accurate and prompt response.

On behalf of Class Cultural Management 16.2, we extend our heartfelt gratitude!

