

Organiser:



Major Sponsor:

Home Affairs Bureau
民政事務局



SPONSORSHIP INVITATION

2015-2016 UN70 Peace and Sustainable Development Youth Programme

UN70 Peace and Sustainable Development Youth Programme celebrates the 70th anniversary of the establishment of United Nations. The Programme strives to deepen the understanding of UNESCO's core mission, global peace and sustainable development, among local and overseas youths.



The programme objectives are:

- To construct platforms that support community-based activities facilitating intercultural discussion among local and international youth about Global Peace & Sustainable Development.
- To impart knowledge and skills for sustainably developing our economy, society, environment, and culture.
- To encourage our youth to reflect how peace contributes to the sustainable development of the world.
- To cultivate youth positive values and attitudes and train them to be responsible citizens.

UNESCO Hong Kong Association is dedicated to promoting sustainable development and international exchanges through education, sciences and culture.

Key Events

18 September 2015

- Kick-off Ceremony of the “UN70 Peace & Sustainable Development Youth Programme”

21 September – 26 October 2015

- UN International Day of Peace” School-based Activities
 - “Partnerships for Peace – Dignity for All” Programme

October 2015 – June 2016

- Community-based Learning Activities
 - Peace & Sustainable Development Learning Programme
 - UNEP-DHI Eco-Challenge Digital Games Competition

January – February 2016

- UN70 Photo Exhibition

April 2016

- Peace & Sustainable Development International Youth Festival (Peacemakers’ Cultural Celebration)
- UN70 International Education Forum

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Expected number of Participants, Beneficiaries and Community Coverage

Expected number of Participants and Beneficiaries: over 30,000

Reach out to the community: over 200,000

Solicitation of Support & Benefits to Sponsors

(Sponsorship pledged before **12 February 2016**, Sponsors' logos/ names will be included in the publication of the Event)

You are cordially invited to support “UN70 Peace and Sustainable Development Youth Programme” as

1. Financial Sponsor (Note 1),
2. Media partner

Your sponsorship will be matched on a one-to-one basis (Note 2) by the Commission on Youth under the *2015 Large-scale Youth Programme Funding Scheme*, of the HKSAR Home Affairs Bureau.

Sponsorship types	Amount	Benefit packages
Platinum sponsor	≥HKD150,000	<ul style="list-style-type: none"> Those benefits of Gold sponsor Eligible to host a specific event
Gold sponsor	≥HKD100,000	<ul style="list-style-type: none"> Those benefits of Silver sponsor Invitation to officiate the ceremonies of the key events Involvement of sponsoring organization in activity planning, e.g. performing team Involvement of sponsoring organization staff, e.g. as keynote speakers, mentors and instructors
Silver sponsor	≥HKD50,000	<ul style="list-style-type: none"> Those benefits of Classic sponsor Corporate Logo in promotional materials, including leaflets, posters, backdrop Invitation to networking sessions of the Programme Full page (inside page) advertisement* in Souvenir Programme
Classic sponsor	≥HKD20,000	<ul style="list-style-type: none"> Name in Souvenir Programme and Website Insertion of sponsor's marketing materials into the Peace for All Youth Programme packs Half page (inside page) advertisement* in Souvenir Programme
Friend	≥HKD5,000	<ul style="list-style-type: none"> Name in Souvenir Programme and Website
Name Only	≥HKD1,000	<ul style="list-style-type: none"> Name in Souvenir Programme

*** Advertisement Content:**

In the context of Peace, Sustainable Development or Global Citizenship, Congratulatory Message to the Programme. (Please note that Commercial advertisement may NOT be acceptable)

Note:

1. UNESCO Hong Kong Association is a recognized charitable organization. Donation over HK\$100 is tax deductible.
2. With capping
3. Position of logo arrangement is at the discretion of UNESCO HK.

Organiser:



聯合國教育
科學及文化組織
United Nations
Educational, Scientific and
Cultural Organization

Hong Kong Association

香港協會
宣揚聯合國教科文組織宗旨
The Movement of
Associations of UNESCO

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2015-2016 UN70 Peace and Sustainable Development Youth Programme Donation Confirmation Form

Donor's Information *(Please ✓ if appropriate.)*

<input type="checkbox"/> Individual	Name: (Mr /Mrs /Miss)	
<input type="checkbox"/> Institutional	Organization Name: _____	Contact Person: _____

Contact Information

Tel: (Mobile) (Office)	Fax:
Address:	Email:

Donation Amount *(Please ✓ if appropriate.)*

<input type="checkbox"/> ≥HK\$150,000 Platinum sponsor	<input type="checkbox"/> ≥HK\$100,000 Gold sponsor	<input type="checkbox"/> ≥HK\$50,000 Silver sponsor
<input type="checkbox"/> ≥HK\$20,000 Classic sponsor	<input type="checkbox"/> ≥HK\$5,000 Friend	<input type="checkbox"/> ≥HK\$1,000 Name Only
<input type="checkbox"/> Other: _____		

Donation Method

<input type="checkbox"/> Crossed Cheque Please send your cheque (No. _____) payable to “UNESCO Hong Kong Association Limited” together with this form to UNESCO HK.
<input type="checkbox"/> Direct transfer to UNESCO Hong Kong Association Limited bank account no. 200-40-400120-5 at the Bank of East Asia (Bank Code 015). Please send /fax the original bank pay-in-slip together with this form to UNESCO HK.

Signature: _____ Date: _____

I/ My organization wish to remain anonymous in donor listings, if any. (Please insert ✓, if applicable)

A receipt will be issued for donation HK\$100 or over which is HK tax deductible. (HK IRD Ref. No. 91/10053)

UNESCO Hong Kong Association Limited

Tel: 2312 7696 Email: info@unesco.hk Fax: 2312 1515 Website: www.unesco.hk
Address: Unit 216, 2/F, Building 12W, Phase 3, Hong Kong Science Park, Shatin, Hong Kong

Organiser:



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**2015-2016 Peace and Sustainable Development
 International Youth Festival
 Souvenir Programme Advertisement
 Booking Form**

Publishing Date: 9 April 2016
Format: A4 size, 4-colour
Copies 2,000
(Printed & Electronic): (local & international readership reaching 100,000 people)
Distribution:

- Participants and visitors
- Schools, Principals, Teachers and Students
(both Hong Kong and China)
- Consulate General's Offices, Sponsors,
Supporting Organizations, Trade Organizations

Advertisement Charges

Page	Amount
<input type="checkbox"/> Outside back cover	HK\$30,000
<input type="checkbox"/> Inside front cover	HK\$20,000
<input type="checkbox"/> Inside back cover	HK\$10,000
<input type="checkbox"/> Full page, 4 colour	HK\$6,000
<input type="checkbox"/> Half page, 4 colour	HK\$4,000
<input type="checkbox"/> Name only	HK\$1,000

Note: artwork and design to be provided by advertiser.

Organization: _____

Contact Person: _____ Mobile: _____

Address: _____

Tel: _____ Email: _____

- Please send cheque payable to “UNESCO Hong Kong Association Limited” together with this form to Unit 216, 2/F, Building 12W, Phase 3, Hong Kong Science Park, Shatin, Hong Kong on or before 12 February, 2016.
- Please submit your artwork, conforming to specifications (see next page) on or before 19 February, 2016.

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Advertisement Specifications

Brochure (trim/finished) size:

- Full page: 4-colour, 210 mm (W) x 297 mm (H)
- Half page (Landscape): 4-colour, 210 mm (W) x 148 mm (H)

Bleed ads:

- Add 5 mm on all sides for bleed ads

Advertising Materials:

- For better print quality, digital files instead of films are preferred

Digital submission - file formats:

- PDF files (distilled in 2400 dpi), JPG files (300 dpi and must have bleeds and crop marks) or native design application files (Illustrator, Photoshop, etc)
- Files must include all embedded fonts and images (hi-res scans, logos, artwork, etc.)

Logo submission:

- Please also submit logos in either of the following formats: 300 dpi - EPS Outline, AI, TIFF, PSD

Content:

- In the context of Peace or Global Citizenship
- Commercial advertisement may not be acceptable

(Note: This Programme is sponsored by the Commission on Youth under the 2015 Large-scale Youth Programme Funding Scheme, of the HKSAR Home Affairs Bureau.)

Enquiry:

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