



# Superwomen in Concert

An AWARE 25th Anniversary Gala

Venue: Esplanade Concert Hall

Date: 8 June 2010, 7:30pm

Sign up as a sponsor of this unprecedented one-night only concert. We have a range of sponsorship packages for both companies and individuals.

Call Suzanna Adahar on 9624-8750 or email [superwomen@aware.org.sg](mailto:superwomen@aware.org.sg)

Join some of Singapore's best-known female talents as they come together at the beautiful Esplanade Concert Hall in an unprecedented evening to celebrate women and commemorate 25 years of groundbreaking achievements by AWARE in its quest for gender equity.

This blockbuster event will feature musicians, actors, dancers and also sporting icons in a gala concert that pays tribute to the ability, imagination and tenacity of women in Singapore who have pursued a life and voice of their own.

AWARE believes every woman has unique gifts and a distinct calling. This is reflected in the line-up of performers, each an individual in her own right, with a body of work that has been, and continues to be, inspiring and inspired.

## Who are the Superwomen?

Conceptualised, produced and directed by the indomitable **Pam Oei** and ever funny **Selena Tan**, Superwomen in Concert promises to be a night of fun, laughter and music, hosted by celebrated actor-directors **Tan Kheng Hua** and **Beatrice Chia**.

Over the course of the evening, you can expect to look forward to:

- ◆ Dim Sum Dollies Selena Tan, Pam Oei and Emma Yong impersonating famous female figures with their signature irreverent sense of humour.
- ◆ A rare performance from Rahimah Rahim, one of Singapore's most wondrous voices.
- ◆ Theatre mothers Tan Kheng Hua, Petrina Kow and Karen Lim performing a heart-warming number with their daughters.
- ◆ The silky-smooth vocals of Rani Singham, one of Singapore's leading jazz vocalists.
- ◆ Multi-medal-winning national squash player Belinda Foo and ten-pin bowling champion Grace Young come together in a once-in-a-lifetime opportunity of sportsmanship and song.
- ◆ Vocalist, saxophonist and 1980s Talentime icon Kuo Po performing with students from her Kids Performing school.
- ◆ Wendi Koh and Pam Oei luxuriating in all their head-banging, rock-chic glory.
- ◆ Talent and Singapore Idol vocal coach Ann Hussein who might just end up in a duet with Rahimah Rahim.

- ◆ The liquid R&B vocals and show-stopping piano talent of Michaela Therese.
- ◆ Ex-AWARE president Constance Singam on violin accompanied by the extremely talented Methodist Girls' School String Ensemble.
- ◆ Child Prodigy Julia Abueva who appeared on The Oprah Winfrey Show in 2008 in an episode on The World's Most Talented Kids.

## What is AWARE?

AWARE (Association of Women for Action and Research) is a not-for-profit organization that works to improve the lives and status of women through education, advocacy, research and social services.

As Singapore's leading women's rights group, AWARE wants to see an end to gender discrimination. It helps to achieve this by identifying and finding ways to eliminate the societal and other barriers which keep women from realizing their potential in life.

### Advocacy

Since its formation in 1985, AWARE has carried out research into numerous issues affecting women, including workplace sexual harassment, the asymmetrical impact of ageing, and Singapore's compliance with UN anti-gender discrimination standards. It has also contributed towards the strengthening of laws dealing with domestic violence and has effectively advocated against laws, public policies and beliefs that discriminate against women.

### Direct Services

AWARE also provides a range of direct services for women including a crisis help-line, counselling, court assistance services and a free legal clinic.

### Training

Through its training arm, the AWARE Training Institute, AWARE provides training to empower women and encourage awareness of women's issues. Programmes are open to members of the public as well as organisations.

**AWARE's overall aim is to help build a society where women are valued as individuals irrespective of shape, size, ethnicity, age, religion, sexuality and marital status.**

## How Does Sponsorship Benefit You?

This event will generate considerable publicity and will be a wonderful opportunity for you to position your brand as one that:

- ◆ Supports women
- ◆ Cares for the values AWARE stands for
- ◆ Wants to play a part in bringing about a better society.

By becoming a sponsor for the event, you will:

- ◆ Showcase your brand to a target audience of 1,600 people.
- ◆ Reach out to an increasingly discerning female consumer whose spending power is growing all the time.
- ◆ Align your brand with a quality production at the Esplanade Concert Hall, a space internationally known for its state-of-the-art acoustics and celebrity performances.

- ◆ Benefit from the publicity generated by the AWARE and the Esplanade's publicity team as well as its wide database of patrons.
- ◆ Showcase your brand to an AWARE member base of over 3200 individuals networked via mailing list and invitations to the organization's events and programmes.
- ◆ Enjoy complimentary tickets to the show, invitations to the exclusive post-concert party to meet the Superwomen and a host of other sponsorship privileges listed in the attached Appendix.

## **Where Does Your Money Go?**

Your generous contribution will enable AWARE to keep its services keep running:

### **Direct Services**

- ◆ Crisis Hotline
- ◆ Legal Clinic
- ◆ Counseling Services
- ◆ Court Assistance Services

### **Training Programmes**

- ◆ Workplace Sexual Harassment workshops
- ◆ Schools Sexual Harassment workshops
- ◆ Financial Empowerment
- ◆ Introduction to Women's Studies
- ◆ Self Esteem
- ◆ Body Image

### **Research Projects**

- ◆ Public policies and attitudes affecting singles
- ◆ Review on the status of women
- ◆ Singapore's compliance with UN anti-gender discrimination standards

### **General overheads**

- ◆ Day-to-day operations
- ◆ Website and IT
- ◆ Staff salaries

# Sponsorship Opportunities

We are seeking sponsors who are keen to reach out to women and who are interested in forging a long term partnership that will support their brand values and/or corporate social responsibility activities.

All of the packages outlined below can be flexibly designed to suit the sponsor's needs.

## CORPORATE SPONSORS

### Title Sponsor - \$50,000

- ◆ Concert Title Rights
- ◆ Concert media coverage (where available)
- ◆ On-going sponsor acknowledgement at AWARE workshops for 1 year
- ◆ Pre-Concert scripted acknowledgement by MCs (Tan Kheng Hwa and Beatrice Chia)
- ◆ Logo placement in AWARE concert webpage
- ◆ Acknowledgement in concert flyers and promotional material
- ◆ Full page advertisement in concert souvenir book
- ◆ Full Page sponsor's message in concert souvenir book
- ◆ Banner Acknowledgement
- ◆ A talk or workshop at their company given by professional speakers organized by AWARE
- ◆ 20 complimentary tickets with invitations to post concert Meet The Stars Cocktail party

### Platinum Sponsor - \$30,000

- ◆ On-going sponsor acknowledgement at AWARE workshops for 6 months
- ◆ Pre-Concert acknowledgement by MCs (Tan Kheng Hwa and Beatrice Chia)
- ◆ Logo placement in AWARE concert webpage
- ◆ Acknowledgement in concert flyers and promotional material
- ◆ Full page advertisement in concert souvenir book
- ◆ Half Page sponsor's message in concert souvenir book
- ◆ Banner Acknowledgement
- ◆ A talk or workshop at their company given by professional speakers organized by AWARE
- ◆ 20 complimentary tickets with invitations to post concert Meet The Stars Cocktail party

**Gold Sponsor - \$20,000**

- ◆ Pre-Concert acknowledgement by MCs (Tan Kheng Hwa and Beatrice Chia)
- ◆ Logo placement in AWARE concert webpage
- ◆ Half page advertisement in concert souvenir book
- ◆ Banner Acknowledgement
- ◆ A talk or workshop at their company given by professional speakers organized by AWARE
- ◆ 12 complimentary tickets with invitations to post concert Meet The Stars Cocktail party.

**Silver Sponsor - \$10,000**

- ◆ Pre-Concert acknowledgement by MCs (Tan Kheng Hwa and Beatrice Chia)
- ◆ Logo placement in AWARE concert webpage
- ◆ Half page advertisement in concert souvenir book
- ◆ Banner Acknowledgement
- ◆ 10 complimentary tickets with invitations to post concert Meet The Stars Cocktail party

**Bronze Sponsor - \$5,000**

- ◆ Pre-Concert acknowledgement by MCs (Tan Kheng Hwa and Beatrice Chia)
- ◆ Logo placement in AWARE concert webpage
- ◆ Acknowledgement in concert souvenir book
- ◆ Banner Acknowledgement
- ◆ 6 complimentary tickets with invitations to post concert Meet The Stars Cocktail party

**INDIVIDUAL SPONSORS****Super Friends - \$1000**

- ◆ Acknowledgement in concert souvenir book
- ◆ 2 Complimentary tickets
- ◆ 2 Invitations to post concert Meet The Stars Cocktail party

**Amazing Allies - \$300**

- ◆ Acknowledgement in concert souvenir book
- ◆ 1 Complimentary ticket
- ◆ 1 Invitation to post concert Meet The Stars Cocktail party



# Yes we would like to support **AWARE and the Superwomen In Concert.**

We confirm our donation of \*

- |  |   |
|--|---|
| <input type="checkbox"/> \$50,000 – Title Sponsor    | <input type="checkbox"/> \$5,000 – Bronze Sponsor |
| <input type="checkbox"/> \$30,000 – Platinum Sponsor | <input type="checkbox"/> \$1,000 – Superfriend    |
| <input type="checkbox"/> \$20,000 – Gold Sponsor     | <input type="checkbox"/> \$300 – Amazing Ally     |
| <input type="checkbox"/> \$10,000 – Silver Sponsor   | <input type="checkbox"/> Other: \$                |

\* if you are making donations for multiple packages  
please indicate the package type and the total donation under other.

## DONOR

**Name of Donor**  
Individual or Company

\_\_\_\_\_

Contact Person\*\*:

\_\_\_\_\_

Designation\*\*:

\_\_\_\_\_

Phone:

Fax:

\_\_\_\_\_

Email:

\_\_\_\_\_

Please tick here if you do NOT want to be acknowledged in the  
Concert Souvenir Programme

*\*\* for corporate donations only*

## TAX-DEDUCTIBLE RECEIPT

Name and NRIC/FIN or Registry of Companies number (ROC)  
is required for the issuance of a tax-deductible receipt.

Issue receipt in name of:

\_\_\_\_\_

NRIC/FIN or ROC :

\_\_\_\_\_

Mailing Address:

\_\_\_\_\_

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Cheque

Bank:

\_\_\_\_\_

No.:

\_\_\_\_\_

Amount:

\_\_\_\_\_

Signature/Date:

\_\_\_\_\_

Please make your cheque payable to **AWARE** and indicate **"Superwomen in Concert"** on the back of  
the cheque. Please send this document together with your cheque to  
**AWARE, Superwomen in Concert, Dover Crescent, Blk. 5 #01-22, Singapore 130005**