



Share Your Vision - **Eyetopia**

Photo Competition



We See The World Through The Same Lens

- Proposal for Sponsorship

Organizers:



LEO CLUB OF
VICTORIA
HONG KONG



I. Overview

Background of the Project

The project ‘Eyetopia – Share Your Vision’ Photo Competition (一視瞳仁 – 視障人士的世界攝影比賽) is a photo-taking competition jointly held by the Lions Club of Victoria Hong Kong and the LEO Club of Victoria Hong Kong. Each competing team will consist of two people, one of which is visually impaired. To raise awareness among the public, winning photos will be displayed in exhibitions in multiple shopping malls.

Lions Club of Victoria Hong Kong

LIONS stands for ‘Liberty, Intelligence and Our Nation’s Safety.’ As one of the most well established Lions Club in Hong Kong, the Lions Club of Victoria Hong Kong has been serving the community in the past 49 years. Objectives of the Club are to encourage service-minded people to serve their community without personal reward or gain and to serve their fellow men by giving their sympathy to those in distress, their aid to the weak and their substance to the needy.

LEO Club of Victoria Hong Kong

LEO representing ‘Leadership, Experience and Opportunity’. With the support from its mother club the Lions Club of Victoria Hong Kong, the LEO Club of Victoria Hong Kong was founded on the 15th June, 2008. Baring in mind our motto ‘We Serve’, the 30 plus registered members from various backgrounds have together organized and participated in more than 20 social service projects since its founding.

Uniqueness of the Project

This is an unprecedented photo-taking competition involving both the public and the visually impaired. The direct involvement of the visually impaired in a photo-taking competition and exhibition is a creative concept that would no doubt gain significant amount of attention within the community. This project is also one of the largest-scale projects among all Leo Clubs in Hong Kong that the involvement and sponsorship from private enterprises or organizations will be crucial.

“We see the World through the same lens”

Eyetopia – Share Your Vision’ Photo Competition aims to raise awareness of the public on the needs and difficulties faced by the visual impaired as well as to provide opportunities for participants to have face to face interaction with the visual impaired. We hope that both the visual-able and visually impaired participants can share their vision of this world via the same lens despite the differences in their eyesight. On top of this, the public can understand more about people with eye defects and be aware of their daily life needs.

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Target Participants

The photo-taking competition is open to the public. Each general participant is paired up with a visually-impaired participant. The target size is 50 pairs. General participants will be recruited through various channels such as the Internet, magazines, radio or other advertisements. The visually impaired will be recruited through different associations that cater for interest of the visually impaired. They will then be assigned to a team and a workshop will be provided for ice-breaking and learning basic photography skills.

II. Programme Details

Provisional Programme Timeline

Nov 2010	Recruitment of participants
Early Dec 2010	One-day workshop(1)
Mid-Dec 2010	One-day workshop(2)
Dec 2010 – Feb 2011	Participants prepare photograph(s) for entry
Late Feb 2011	Deadline for Submission
Mar 2011	Review Period
Apr 2011	Announcement of result; Roadshow and Award Presentation

* Note: the above provisional programme timeline is subject to further changes

Contestant Categories

We will recruit two categories of participants:

1. Visually Impaired participants
2. Anyone with normal eyesight

Two participants, one from each category, will be paired up and submit their photo(s) as a team. The purpose of such arrangement is to allow the normal-sighted participants to share the vision of the visually impaired participants and help them express what they see through their eyes.

Participants can apply either individually or readily paired. Individual applicants will be assigned their partners whom they will meet in Workshop (2).

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Workshops

All participants are required to attend the workshop(s) according to the category they are in.

Workshop (1) – A workshop for participants with normal eyesight. It will include a photography skill workshop as well as a seminar that shares with the participants the information about visually impaired people and how to get along with them.

Workshop (2) – A workshop for both categories of participants. They will be assigned their partners on this day and get to know one another better from various ice-breaking games and experiential activities.

Roadshow and Award Presentation

Awarded photos would be exhibited in multiple shopping malls and an award presentation ceremony would be held to recognize the contribution of the contestants. It would provide an opportunity for them to share with the public their fruitful life in a visually impaired world.

III. Sponsorship

We would like to invite sponsorship from large companies like you to contribute to, as well as benefit from, the success of “**Eyetopia-Share your vision**”. By sponsoring this project, which will last from Oct 2010 to April 2011, it is estimated that your business message and company image will draw the attention of up to 40,000 people via different channels.

Four types of sponsorship package are available for your consideration: Diamond, Jade, Platinum and Gold. The respective recognitions are listed below:

Benefit	Diamond	Jade	Platinum	Gold
Your logo¹ on:				
Website ²	✓	✓	✓	✓
Event banner	✓	✓	✓	
Event poster ³	✓	✓	✓	
Event booklet	✓	✓	✓	✓
Workshop PowerPoint	✓	✓	✓	
Exhibition	✓	✓	✓	✓
Media Exposure ⁴ (if any)	✓	✓		

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Benefit	Diamond	Jade	Platinum	Gold
Verbal Acknowledgment:				
Throughout workshop by MC	✓	✓		
Throughout award ceremony by MC	✓	✓		
Awards Presentation	✓			
Receipt of an appreciation gift in the ceremony	✓			
Sharing Speech Opportunity (5-10min)	✓			
Advertising Materials on Tables at Event:				
Workshop	✓	✓	✓	✓
Award Ceremony	✓	✓		
Roadshow	✓	✓		
Amount of Sponsorship	>HKD 50,000 or equivalent	HKD20,000 or equivalent	HKD10,000 or equivalent	HKD3,000 or equivalent

Remarks:

1. Logo size varies proportionally according to the materials' size. The following measurements are referencing an A4 size material:
 - For Diamond sponsor 2cm x 2cm
 - For Jade sponsor: 1.6cm x 1.6cm
 - For Platinum sponsor: 1.2cm x 1.2cm
 - For Gold sponsor: 0.8cm x 0.8cm
2. A hyperlink to your website will be put over the logo
3. Posters would be circulated in university campus, community centre, partnering companies or NGOs
4. Media exposure:
 - For Jade, media exposure may include: Newspaper & Magazines
 - For Diamond, media exposure may include: Radio broadcasting, Public transportation, Newspaper & Magazines

If you would like to offer sponsorship in any other form and/or amount, please feel free to contact our Mr. Eric Wong at 9715 4918, or Ms. Lafelle Chu at 9813 6169 or Mr. Oscar Tsang at 6303 9873.

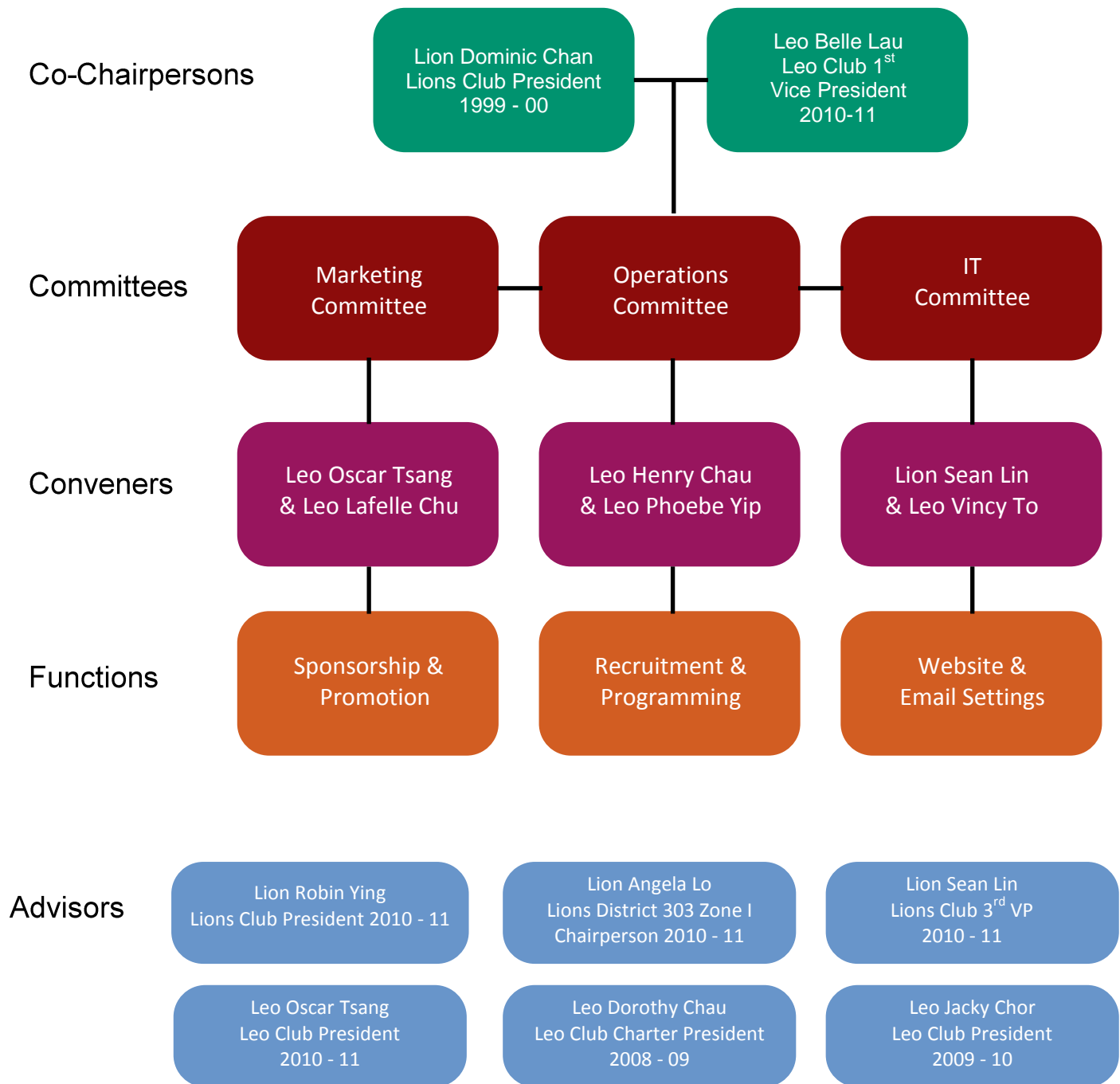
All sponsorship packages are offered on a first-come-first-served basis. Interested parties please complete and sign on the enclosed consent letter for sponsorship and return the same to us by post to the address specified therein and scanned copy by email to sponsorship@leovictoria.org. We shall contact you shortly afterwards.

All sponsorship packages are subject to the certain conditions set by the organizing committee. Please refer to Appendix for details.

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IV. Organizing Committee



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Profiles of Major Members of the Organizing Committee

<p>Lion Dominic Chan</p> <p><u>Co-chairperson</u></p> <ul style="list-style-type: none"> - Lions Club President 1999 – 00 - Vice President of Beijing Overseas Federation of HK Macau Taiwan Compatriots - Vice Chairperson of Hong Kong Wan Chai District Association - Honorary President of Wanchai District Junior Call Police Council - Honorary President of Federation of Hong Kong Guangdong Community Organizations 	<p>Leo Belle Lau</p> <p><u>Co-chairperson</u></p> <ul style="list-style-type: none"> - Leo Club 1st VP 2010 – 11 - Working as an accountant in a Top 5 international accounting firm - 3 + years in leading voluntary services - Event Chairperson: <Social Enterprise Forum: Dialogue in the Dark> - Event Chairperson: <Victoria Youth Leadership Training Camp 2010>
<p>Lion Sean Lin</p> <p><u>Advisor & IT Convener</u></p> <ul style="list-style-type: none"> - Lions Club 3rd VP 2010 – 11 - Ten Outstanding Young Persons 2006 - Lieutenant Governor Marketing China and Past Division Governor Hong Kong, Toastmaster International - Membership Director, Information Systems Audit and Control Association (China Hong Kong Chapter) - Director of Corporate Communication, Hong Kong Institute of Marketing - 10+ years of experience in leading voluntary organizations 	<p>Leo Lafelle Chu</p> <p><u>Marketing Convener</u></p> <ul style="list-style-type: none"> - 4 + years in leading voluntary services - Graduated from BBA-JD, CUHK - Working as Management Trainee in the Sales & Marketing dept. in an international FMCG company - Youth Unit Trainer for Hong Kong Red Cross Youth Unit 13 - Event Chairperson: Joint School Service Project <Cross Generation Harmony>
<p>Leo Oscar Tsang</p> <p><u>Advisor & Marketing Convener</u></p> <ul style="list-style-type: none"> - Leo Club president 2010 – 11 - Graduated from BBA (Marketing & Management) of HKUST - Working as Marketing Executive in the marketing dept. of an international FMCG company - Event Chairperson: <Career Roadshow> - Event Chairperson: <Adventure Day> 	<p>Leo Henry Chau</p> <p><u>Recruitment Convener</u></p> <ul style="list-style-type: none"> - 3 + years in organizing social events - Final year law student at The University of Hong Kong - General secretary of the Advocacy and Mooting Society, HKU Session 2008-2009 - 2nd vice-chairman of Wanchai Junior Police Call Session 2009-2010 - Hang Seng Bank Scholarship awardee

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V. About Us

Know More About Us - Lions Club of Victoria Hong Kong

Lions Club of Victoria Hong Kong was chartered in 1961. After nearly 40 years of development, it has evolved into a well-established non-profit organization working on a broad portfolio of social service projects, including without limitation, those benefiting the elderly. It comprises members with commitment for the betterment of the society from various backgrounds: banking, accounting, finance, real estate, consultancy, trading, manufacturing etc. Below are the objectives of Lions Club:

1. To create and foster a spirit of understanding among the people of the world
2. To promote the principles of good government and good citizenship
3. To take an active interest in the civic, cultural social and moral welfare of the community
4. To unite the clubs in the bonds of friendship, good fellowship and mutual understanding
5. To provide a forum for the open discussion of all of matters of public interests; provided, however, that partisan politics and sectarian religion shall not be debated by club members
6. To encourage service-minded people to serve their community without personal financial reward, and to encourage efficiency and promote high ethical standards in commerce, industry,

Know More About Us - LEO Club of Victoria Hong Kong

LEO Club of Victoria Hong Kong, an affiliate of the Lions Club of Victoria Hong Kong, was established on 15th June, 2008. This young and energetic club aims to provide opportunities for youngsters to gain leadership experience, develop their creativity and all-rounded skills through organizing as well as participating in various social services. We wish to educate and train up a group of future pillars which would devote themselves to the society in the future. Members of our club come from various business sectors as well as different universities. We believe, with the synergy effect from different sources of power, we could make a difference in the world.

More information of the LEO Club of Victoria Hong Kong is available at its website:
<http://www.leovictoria.org/>

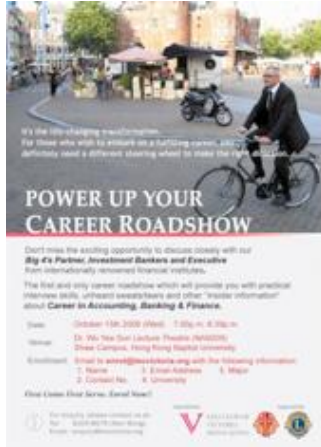
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VI Selected Services of LEO Club of Victoria Hong Kong



Sight-checking Services for The Elderly

Career Roadshow For Prospective University Graduates



Leo Club Leadership Training Camp 2010



Social Enterprise Forum: Dialogue in The Dark

Communication & Public Speaking Skills Enhancement Workshop



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VII Appendix

Terms and Conditions for Sponsorship

1. This Appendix shall form part of the Proposal for Sponsorship and that this Appendix and the Proposal for Sponsorship shall constitute one and the same document.
2. The Lions Club of Victoria Hong Kong and the LEO Club of Victoria Hong Kong (jointly referred to as "Organizers") shall use their best endeavor in organizing the event ‘Eyetopia – Share Your Vision’ Photo Competition (一視瞳人 – 視障人士的世界攝影比賽) (the "Event") and that none of the Organizers, any members of the organization committees or any representatives of them, has provided, provides, shall provide or deemed to have provided any assurance, representation, warranty, guarantee or undertaking in relation to information contained in the sponsorship proposal sent to us, including without limitation, the estimated number of people who will be aware of the Event, the number of actual participants, the result of the Event or the publicity of the Event.
3. The Organizers have reserved the right, at their sole and absolute discretion, to change, amend, delete or revise any contents, rundown, program, date, time, or form of the Event, without giving prior notification to the sponsors or their representatives, to the extent that after such change, amendment, deletion or revision, the Event shall remain to be a photo-taking competition relating to the visually impaired people.
4. Notwithstanding the sponsors have provided a sponsorship to the Organizers, which are both non-profit making organizations, they may not be able to receive a tax benefit or advantage in this regard, including without limitation, arising from an "approved charitable donation" to i) any charitable institution or trust of a public character; or ii) the Government for charitable purposes, under section 88 of the Inland Revenue Ordinance (Cap. 112).

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