

Dear Members and Friends of the Italian Chamber of Commerce in Hong Kong and Macao,

Re: Budget for Sponsorships of Italy 2010 events

Several Members have expressed interest in sponsoring Italian Chamber events forming part of next year's Italy 2010: Quality & Lifestyle and stressed the need to have information on these events so that sponsorships can be included in each member's budget for the year 2010 which in most cases has to be decided by December 2009.

In this context we are writing to give you a preview of some of Italy 2010's main events so that you can enter an appropriate amount in your budget for 2010 sponsorships:-

1. 2010 Italian Film Festival

The Italian Film Festival of Hong Kong is organized through the Chamber's collaboration with the Italian Consulate. It has become a regular date in Hong Kong's calendar for movie buffs each June. For this popular event we need a financial sponsor in the amount of HKD 60,000.

2. 2010 Italian Jazz Festival

Marco Albani and his band will come to Hong Kong to perform music by various jazz artists, as well as their own original compositions. Please find Mr. Albani's full biography in the following link: (<http://www.marcoalbani.com/profilo.asp>)

The Fulvio Albano Band, world-class performers of the current Italian Jazz Scene, from the Jazz Club Torino will come to Hong Kong to perform music from jazz legends such as Sonny Rollins and Hank Mobley, as well as their own original compositions.

Financial Sponsor

We are looking for a sponsor for this event in the amount of HKD 80,000 for the Fulvio Albano Band or the Marco Albani Band or partial sponsorships to make up this amount. If you would be interested in making either a sole sponsorship or a partial sponsorship of this event, please let us know the amount.

Airline Sponsor

We need an airline sponsor for 5 return airline tickets from Italy for the Fulvio Albano Trio or for the Marco Albani Band.

Hotel Sponsor

We need a hotel sponsor for 5 persons for 4 nights in Hong Kong for the Fulvio Albano Trio or for the Marco Albani Band.

3. A violin and cello exhibition

The exhibition is currently under discussion with Cremona Museum. We are also negotiating with the museum the possibility of having a craftsman come to Hong Kong to show the process by which string instruments are made.

Financial Sponsor

We are looking for a sole sponsor for this event in the amount of HKD 50,000 or partial sponsorships to make up this amount. If you would be interested in making either a sole sponsorship or a partial sponsorship of this event, please let us know the amount.

4. A Tavola!

The Italian food promotion “A Tavola!” (*Come to the Table!*) will once again feature Italian chefs creating special menus in their restaurants incorporating their own particular regional Italian cuisine as part of a fixed price complete meal. An interactive cooking demonstration will tentatively be organized also.

A Tavola was a resounding success during Italy 2009 and we are therefore holding the event again by popular demand.

Restaurant Participation Cost

The cost of participation in this great promotional event is HKD 2,500 per participating restaurant.

The following events will also be part of the “Italy 2010: Quality & Lifestyle” programme. The concerts are already scheduled to take place at City Hall and at the Hong Kong Academy of Performing Arts, on 11th and 19th June 2010 respectively, in collaboration with City Chamber Orchestra:-

5. A Cello Concert by Giovanni Sollima

Sollima is an international cello celebrity, performing innovative modern work as well as classics. He has been dubbed “the Jimi Hendrix of the Cello”. For more details please refer to the brochure in the following link: <http://www.icc.org.hk/attachment/brochure-20090908-154003.pdf>

Financial Sponsor

We are looking for a sole sponsor for this event in the amount of HKD 100,000 or partial sponsorships to make up this amount. If you would be interested in making either a sole sponsorship or a partial sponsorship of this event, please let us know the amount.

6. “Paganini’s Strings”, a Violin Concert by Italian violinist and local Hong Kong resident, Andrea Zanchetta

Mr. Zanchetta will use the type of strings which Paganini himself used. These strings give a completely different sound from modern strings so that this concert will be a truly unique performance. He already has a very strong following in

Hong Kong. For more details please refer to the brochure in the following link:
<http://www.icc.org.hk/attachment/brochure-20090908-154003.pdf>

Financial Sponsor

We are looking for a sole sponsor for this event in the amount of HKD 60,000 or partial sponsorships to make up this amount. If you would be interested in making either a sole sponsorship or a partial sponsorship of this event, please let us know the amount.

7. An Italian Theatrical Performance

A play by famous Italian playwright, Luigi Pirandello, will be performed in English translation by an Italian theatre group. This will be the first time Italian contemporary theatre has been performed in Hong Kong.

Financial Sponsor

We are looking for a sole sponsor for this event in the amount of HKD 50,000 or partial sponsorships to make up this amount. If you would be interested in making either a sole sponsorship or a partial sponsorship of this event, please let us know the amount.

All sponsors will be given recognition and publicity in all promotional materials of the Italian Chamber and press releases. Italy Quality & Lifestyle attracts much media attention each year, not only in the print media but also in the form of radio publicity and specific interviews of guest artists and Chamber executives.

Please contact the Italian Chamber's General Manager, Mr. Manuele Bosetti, to discuss any sponsorship 2521-8837; mbosetti@icc.org.hk; or Ms. Silvia Lovato slovato@icc.org.hk

We look forward to hearing from you and we urge you to make a reserve in your budget this December for sponsorship of Italy 2010: Quality & Lifestyle events.

The figures mentioned above are naturally only approximate and are provided to assist you in making your 2010 budget. Final sponsorship amounts will be agreed on an individual basis with each sponsor. We are happy to discuss with you a tailor made sponsorship to suit your needs.

Best regards

The Italian Chamber of Commerce in Hong Kong and Macao



Italian Chamber of Commerce
in Hong Kong & Macao

Sponsorships for Italy 2010: Quality & Lifestyle

Reply Form

Company Name: _____ Representative: _____
Tel.: _____ Contact Person: _____
Fax: _____ Position Held: _____
Email: _____

Please tick the appropriate box

2010 Italian Film Festival

Financial Sponsor – HKD 60,000

2010 Italian Jazz Festival

- Exclusive Financial Sponsor – HKD 80,000 (For the Fulvio Albano Band or the Marco Albini Band)
 Partial sponsorship: please suggest the amount of your sponsorship.
 Airline Sponsor – 5 return airline tickets from Italy for the Fulvio Albano Band or the Marco Albini Band TBD
 Hotel Sponsor – 5 persons for 4 nights in Hong Kong for the Fulvio Albano Band or the Marco Albini Band TBD

A violin and cello exhibition

- Financial Sponsors – HKD 50,000
 Partial sponsorship: please suggest the amount of your sponsorship.

A Tavola!

Participation cost per restaurant: – HKD 2,500

A Cello Concert by Giovanni Sollima

- Exclusive Financial Sponsor – HKD 100,000
 Partial sponsorship: please suggest the amount of your sponsorship.

“Paganini’s Strings”, a Violin Concert by Italian violinist and local Hong Kong resident, Andrea Zanchetta

- Exclusive Financial Sponsor – HKD 60,000
 Partial sponsorship: please suggest the amount of your sponsorship.

An Italian Theatrical Performance

- Financial Sponsors – HKD 50,000
 Partial sponsorship: please suggest the amount of your sponsorship.

Please return the Reply Form via email, post or fax as soon as possible to:

Attn: Mr. Manuele Bosetti
The Italian Chamber of Commerce in Hong Kong and Macao
19/F, 168 Queen’s Road Central
Hong Kong
mbosetti@icc.org.hk
Fax: 2537-4764

For further information, please contact the Italian Chamber’s General Manager, Mr. Manuele Bosetti (2521-8837; mbosetti@icc.org.hk)