

# LIONS CHARITY SHOW 2016

in aid of



Dear Philanthropy,

## Lions Charity Show 2016 Donation Appeal Letter

The Lions Befrienders Service Association (LB) and the Lions Home for the Elders (LHE), two locally established eldercare charitable organisations run by the Lions Clubs of Singapore, are organising a Charity Show that is scheduled to be telecast live on Mediacorp Channel 8 on 24 January 2016 at 7pm with an encore telecast on 31 January 2016 at 3.30pm. We expect the Charity Show to be viewed by more than 2 million people, given that viewership for charity shows aired on Mediacorp channels in the past few years had exceeded this figure. We hope to raise the sum of \$3.7 million through the inaugural Lions Charity Show to meet the expected increase in operational expenditure of both charitable organisations.

Lions Befrienders reaches out to about 5,500 vulnerable senior citizens islandwide through Befriending and Community Outreach Services. About 1000 volunteers are trained to conduct home visits to befriend seniors who are at risk of social isolation, while the outreach service consists of six Senior Activity Centres that engage seniors in various meaningful activities, and provide support and counseling for frail seniors who have long term illnesses. With expectations to run new services and more eldercare facilities in the near future, this could raise our annual operating cost from \$3.6 million dollars to an estimated \$5.5 million dollars in 2016.

Lions Home for the Elders is one of the first few nursing homes accredited as an Approved Service Provider by the Ministry of Health. LHE provides residential services for the destitute and aged sick through two nursing homes which have a combined capacity of 354 beds. The services provided include 24-hour Nursing and Medical Care, Short-term and Long-term Rehabilitation, Physiotherapy and Occupational Therapy, Resident Social Life, Social Work and Advocacy, Management and Care of Dementia, and Scheduled Respite Care. The annual operating cost to provide the abovementioned quality nursing care to all residents at the two homes is \$9.5 million per annum.

On this note, we would therefore like to make an appeal for your esteemed Organisation's monetary donation to help both LB and LHE by pledging **10 to 15%** of your sales from October to December 2015 to the Lions Charity Show. Please refer to Annexe A for the full list of sponsorship entitlements. Here are some of the key entitlements as a *Diamond Sponsor* (\$250,000 and above) for Lions Charity Show 2016:

- Cheque presentation during LIVE show
- Tax exempt benefits for the amount donated (300% when received by 31 December 2015)
- 2 X 30-second commercial airtime per telecast (LIVE and encore)
- Logo acknowledgement in Channel 8 Programme Trailers Tag Ons, Programme Lead In and Lead Out
- Logo acknowledgement in print advertisements: 6-sheet bus-stop shelter posters, 8 Days and iWeekly

Your donation will certainly help to sustain the effective operation of the two charitable organisations, as well as offer much needed assistance and hope to the elders and their families. Should you have any enquiry, please do not hesitate to contact me at 9873 2000 or Ms Angeline Woo Rong Zheng at 9873 3331. Thank you very much and we look forward to your favourable reply.

Yours sincerely

Lion Chia Lai Soon  
Organising Chairman  
Lions Charity Show 2016

# LIONS CHARITY SHOW 2016



in aid of



Lions Home  
For The Elderly  
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Affiliated to National Council of Social Services  
www.lionshome.org.sg

## Annexe A: Lions Charity Show 2016 sponsorship entitlements

### **Diamond Sponsor : Donations of \$250,000 or more**

- 2 x 30sec commercial airtime per TX (Live & encore)
- Logo acknowledgement in print ads, 6-sheet bus-stop shelter posters, 8 Days & iWeekly
- Donors will be featured in LB and LHE's video to be aired during the show
- Logo acknowledgement in Channel 8 Programme Trailers Tag Ons
- Logo acknowledgement in Programme Lead In & Out
- Cheque presentation during LIVE show
- Content exposure (e.g. engagement of corporate employees in performance segments)
- Tax exempt benefits for the amount donated (300% when received by 31 December 2015)
- Award recognition at LB's Appreciation and Awards Presentation Ceremony and LHE's Recognition Night
- Editorial features in one of LB's magazine and LHE's Golden Times newsletter
- Name acknowledgement in the Donors Roll of Honour displayed at the LB's 6 Senior Activity Centres, and at LHE's 2 nursing homes
- Logo and name acknowledgement on LB and LHE's website
- Invitation to the LIVE show

### **Platinum Sponsor : Donations of \$100,000 - \$249,999**

- 1 x 30sec commercial airtime per TX (Live & encore)
- Logo acknowledgement in print ads, 6-sheet bus-stop shelters posters, 8 Days & iWeekly
- Logo acknowledgement in Ch 8 Programme Trailers Tag Ons
- Logo acknowledgement in Programme Lead In & Out
- Cheque presentation during LIVE show
- Tax exempt benefits of the amount donated (300% when received by 31 December 2015)
- Award recognition at LB's Appreciation and Awards Presentation Ceremony and LHE's Recognition Night
- Editorial features in one of the Lions Befrienders' magazine and Lions Home Golden Times newsletters
- Name acknowledgement in the Donors Roll of Honour displayed at the LB's 6 Senior Activity Centres, and in LHE's 2 nursing homes
- Logo and name acknowledgement on LB and LHE's website
- Invitation to the LIVE show

### **Gold Sponsor : Donations of \$50,000 to \$99,999**

- Logo acknowledgement in print ads, 8 Days & iWeekly
- Logo acknowledgement in Ch 8 Programme Trailers Tag Ons
- Tax exempt benefits of the amount donated (300% when received by 31 December 2015)
- Award recognition at LB's Appreciation and Awards Presentation Ceremony and LHE's Recognition Night
- Editorial features in one of the LB's magazine and LHE's Golden Times newsletters
- Name acknowledgement in the Donors Roll of Honour displayed at the LB's 6 Senior Activity Centres, and in LHE's 2 nursing homes
- Logo and name acknowledgement on LB and LHE's website
- Invitation to the LIVE show

### **Silver Sponsor : Donations of \$30,000 to \$49,999**

- Tax exempt benefits of the amount donated (300% when received by 31 December 2015)
- Editorial mention in one of the LB' magazine and LHE's Golden Times newsletters
- Logo and name acknowledgement on LB and LHE's website
- Invitation to the LIVE show

### **Bronze Sponsor : Donations of \$10,000 to \$29,999**

- Tax exempt benefits of the amount donated (300% when received by 31 December 2015)
- Editorial mention in one of the LB' magazine and LHE's Golden Times newsletters
- Logo and name acknowledgement on LB and LHE's website
- Invitation to the LIVE show

### **Other entitlements**

- Please contact Ms Valen Tan Husistein (LB) at 6681 4963 or Ms Lena Iriawati (LHE) at 6359 9179 to find out more information.

## LIONS BEFRIENDERS SERVICE ASSOCIATION (SINGAPORE)

Block 130, Bukit Merah View, #01-358 Singapore 150130  
Tel: 1800 375 8600 Fax: 6273 1500  
E-mail: [lbsa@lionsbefrienders.org.sg](mailto:lbsa@lionsbefrienders.org.sg)  
Website: [www.lionsbefrienders.org.sg](http://www.lionsbefrienders.org.sg)

Member of



Supported by



**LIONS CHARITY SHOW 2016**  
**In aid of Lions Befrienders and Lions Home for the Elders**  
**LIVE TELECAST – 24 January 2016, 7pm**  
**DONATION FORM**

A. We would like to support this event with a direct donation of:

**CASH DONATION**

- \$40,000     \$25,000     \$10,000     \$5,000     \$2,000     \$1,000
- Other amount: \$ \_\_\_\_\_

B. We would like to support this event by taking up the following sponsorship:

**SPONSORSHIP DETAILS**

Category	Value	Sponsorship Entitlement
<input type="checkbox"/> Gold Sponsor	\$50,000- \$99,999	<ul style="list-style-type: none"> <li>• Logo acknowledgement in 8 days, iWeekly</li> <li>• Logo acknowledgement in Ch 8 Programme Trailers Tag Ons, and more</li> </ul>
<input type="checkbox"/> Platinum Sponsor	\$100,000 to 249,999	<ul style="list-style-type: none"> <li>• 1 x 30s commercial airtime (both Live &amp; Encore telecast)</li> <li>• Logo acknowledgement in 8 days, iWeekly, Bus-stop shelters</li> <li>• Live cheque presentation, and more</li> </ul>
<input type="checkbox"/> Diamond Sponsor	\$250,000 & above	<ul style="list-style-type: none"> <li>• 2 x 30s commercial airtime (both Live &amp; Encore telecast)</li> <li>• Donor to be featured in video to be aired during Live show</li> <li>• Logo acknowledgement in 8 days, iWeekly, Bus-stop shelters</li> <li>• Live cheque presentation, and more</li> </ul>

**METHOD OF PAYMENT**

Cheques are to be crossed and made payable to “Lions Charity Show”. Please include your NRIC/FIN/UEN No. for tax-exemption processing.

**\*Note: Lions Befrienders (LB) and Lions Home for the Elders (LHE) are approved Institutions of Public Character (IPC), and all donations made to LB or LHE qualify for 300% tax deduction till 31 December 2015.**

Kindly return this form and your cheque to LB at Blk 130 Bukit Merah View #01-358 Singapore 150130.  
 Attention: (Lions Charity Show).

For more information about this event, kindly contact Chia Lai Soon (Mr) at 9873 2000 or Angeline Woo Rong Zheng (Ms) at 9873 3331.

**PARTICULARS**

Name (Mr/Mrs/Ms/Dr) \_\_\_\_\_ (Please circle salutation & underline surname)

NRIC / FIN / UEN No. (Please circle) \_\_\_\_\_ Cheque No. \_\_\_\_\_

Address \_\_\_\_\_ Postal Code \_\_\_\_\_

Tel: (H) \_\_\_\_\_ (HP) \_\_\_\_\_ (O) \_\_\_\_\_ Email \_\_\_\_\_

By providing the information set out in this form, I/We agree and consent to Lion's Befrienders & Lions Home for the Elders, as well as their representatives and agents (collectively "LB" & "LHE") collecting, using, disclosing and sharing amongst themselves my/our personal data provided above as well as in the records of LB & LHE from time to time, and disclosing such personal data to LB's & LHE's authorized service providers, and relevant third parties for purposes reasonably required by LB & LHE to process my donation to LB & LHE. Such purposes are set out in a Data Protection Policy, which is accessible at [www.lionsbefrienders.org.sg/aboutlbsa\\_pdp.html](http://www.lionsbefrienders.org.sg/aboutlbsa_pdp.html) or available upon request and which I/we confirm I/we have read and understood.

Tick here if you DO NOT wish to be contacted by LB or LHE to receive information about future fund-raising campaigns, publications or other events.