

# Photo Competition Concert Event

**Location: Diamond Island**

Date: 08 June 2013

By Cambodia REDD+ National Programme





| Title of activity                     | Photography Competition and Concert  |
|---------------------------------------|--|
| Outcome/output from Results Framework | Output 1.4: Stakeholders provided with information on REDD+ and the National REDD+ Readiness process (Activities 1.4c: Development of awareness raising materials, tools, and outreach; and 1.4d: Awareness raising events for key groups within government and outside) |
| Anticipated timing                    | Mid April – mid June, 2013; Concert and Photography Exhibition planned for Saturday, June 8 <sup>th</sup> , associated with World Environment Day  |
| Duration                              | 2 months   |



## Objective

To raise awareness about climate change, the role of forests, and REDD+ among the general public and others.



## Target Visitors

- University Students,
- Private Sector,
- Civil Society,
- Journalists/Media agencies,
- The general public among key audiences external to UN-REDD in Cambodia

## Expected Visitors

- 2000-3000 people



## Programme Feature

- The duration of the concert will be from 5pm to 9:30pm
- The event will include
  - Welcome by honorable guests
  - Entertainment/performance
  - Announcement of the top ten winners and prize giving



# Tentative Agenda of the Event

- 05:00-5:30pm: Welcome; honorable guests arrive
- 05:30-05:50pm: Guests visit display booths
- 5:50-6:00pm: MCs greeting and highlighting about the event/sponsors; and invite honorable guests for speeches
- 6:00-6:10pm: Speech by Smart Director
- 6:10-6:20pm: Speech by I-Qlick Director
- 6:20-6:30pm: Opening remarks by H.E Chea Sam Ang (UN-REDD NPD)
- 6:30-6:40pm: MCs thanks to honorable guests
- 6:40-6:50pm: First song by Female Super Star
- 6:50-7:00pm: First song by Male Super Star
- 7:00-7:10pm: Short video Screening “Introduction to REDD+”
- 7:10-7:40pm: First Comedy by Pekmi group on “ Environment and Forest Protection”
- 7:40-7:50pm: Second song by Female Super Star
- 7:50-8:00pm: Second song by Male Super Star
- 8:00-8:30pm: MCs announce the top ten winners and invite honorable guests to give awards to them (Group Photo)
- 8:30-8:50pm: Last songs by Female and Male Super Stars
- 8:50-9:30pm: Fun games/Second Comedy performance

## Stars to Be Invited

- Ms. Aok Sokunkanha
- Mr. Khemarak Sereymon
- Mr. Pekmi and his team
- MCs
  - Ms. Sansana
  - Mr. Pho Sophanith
- Other singers



# Outreach Tools

## Pre-event

- **Publications:**
  - A5-Leaflets , A2-Posters
- **Newspapers** (Press release ):
  - Reaksmei Kampuchea
  - Cambodia Daily
  - Phnom Penh Post
- **Social Media:** Facebook, and Twitter
- **Website** (Press release):
  - Cambodia REDD+ Website
  - UN-REDD website
  - I-Qlick website
  - Smart company website
  - Sabay website, Koh Santepheap
  - DAP, etc

## During Event

- Promotional/thanks sponsorship partners during the concert
- Logos in publications/materials
- Logos in banners and backdrop
- Opportunity to set-up booth on during the concert event



# Cost and Benefits

- **Estimated Cost of the Concert:**
  - USD 10,000 (Expected to get contribution from I-Qlick (50%=USD 5,000) and Smart Mobile (50%=USD 5,000) companies to sponsor the whole cost of the concert event.
- **Benefits for Pre-Event:**
  - Sponsor's logo on publications/materials: A5-Leaflets (1,000 copies), A2 posters (30 copies)
  - Sponsor's logo on social media announcement page of REDD+ Cambodia: Facebook, Twitter, etc.
  - Sponsor's logo on announcement on online Ads: I-Qlick website, Smart company website, Sabay website, Koh Santepheap, and DAP.
  - Sponsor's logo on announcement on websites: Cambodia REDD+ Website and UN-REDD website
- **Benefits on Publication Materials:**
  - Logo in hanging banners (3mx2m), A2-posters, A4-newsletters, hats, t-shirts, stickers, and A5-photobooks, etc.
- **Others benefits which are not listed above-mentioned (will inform later)**



**UN-REDD**  
PROGRAMME



I-Click Logo

Smart Logo

## Photo Competition Announcement Concert

### 08 June 2013

Co-organizers:

NGOs

Ministry  
(MIME)

Ministry  
(MRD)

Ministry  
(FiA)

Ministry  
(MLMUPC)

Ministry  
(MEF)

Ministry  
(MoI)

University

Photo  
Group

*Note: Main Organizer Logo Size: 1.5mx1.5m*

## Contact Us:

Ms. THY Heang  
UN-REDD Communications Officer

heang.thy@undp.org

# Thank You!

Website: [www.cambodia-redd.org](http://www.cambodia-redd.org) / <http://www.un-redd.org>

