



Human Appeal



SOUNDS OF LIGHT 2017

Charity Concert

SPONSORSHIP
PACKAGES

5-CITY CHARITY CONCERT TOUR

HELPING THE CHILDREN OF THE WORLD

www.soundsflight.com.au

welcome



**This charity event
has had an excess of
50,000 attendees
over the years
resulting in over 7,000
orphan sponsorships.**

Sounds of Light

By sponsoring the Sounds of Light charity concert you put your business in the spotlight of one of the biggest events on the Muslim calendar in Australia. Human Appeal Australia spends time and money marketing the event to bring almost 10 thousands attendees. You can take full advantage of this opportunity to promote your business, gain new clients and capture potential customers.

In a night filled with lights and delight listening to well-known, award winning performers, your sponsorship along with our generous community can help make a difference. During these nights across 5 cities in the continent we can help save lives and brighten the days of those less fortunate.

Over the last 10 years, in an excess audience of 50,000, people enjoyed the delightful

entertainment of Sounds of Light all for a noble cause of sponsoring more than 7,000 orphans across the globe.

This year, the Sounds of Light concerts will be held between the 23rd and 27th November in the cities of Perth, Adelaide, Sydney, Melbourne and Brisbane. Again by demand the biggest name in the Islamic Nasheed industry Maher Zain, the youth inspiring artist Harris J and the hilarious comedian Preacher Moss will be performing.

Please check the 5 sponsorship packages carefully tailored to meet your budget in addition to optimising your benefit and help make the world a better place for many disadvantaged children who are lacking education, food and healthcare programs.

Crowd Reaction

"An excellent night, well worth attending! Looking forward to next year's concert..."

"I think they are doing an excellent job by helping the less fortunate. It is wonderful seeing an organisation supporting those in need & encouraging seeing an organisation like this and the work they do"

"A fantastic and mesmerizing evening for me & the family"



"It is moments like these, where the community gets together to have fun with family and friends yet work together for a common cause, helping the people of the world. It's what I love about Sounds of Light. It's what I love about Human Appeal."



Maher Zain

SWEDEN

Swedish singer, songwriter and music producer of Lebanese origin, Maher Zain is arguably the biggest name in the Islamic Music genre. Maher Zain has released three al-bums with Awakening Records: Thank You Al-lah (2009), Forgive Me (2012) and One (2016). Maher's official music videos and fan-made videos of his songs have exceeded 1.8 billion views. With more than 26 million fans, Maher is the most popular Muslim artist on Facebook and the most viewed Muslim artist on YouTube.

Maher Zain picked up 25 platinum awards for his album 'Forgive Me'. The album sales were the highest in South East Asia in 2012. Maher's debut

album Thank You Allah (released by Awakening Records) was the No.1 highest selling album on Amazon (in the world music section).

Maher's long-awaited third album "ONE" has also been released on the 6th of June, 2016, having 15 incredible tracks in English and Arabic with duets with internationally acclaimed pop stars Mustafa Ceceli from Turkey and Atif Aslam from Pakistan. By demand of the Australian Muslim community, Maher Zain with his astonishing performance will be on stage entertaining the audience for a good cause of helping those in need.



Harris J

UK

Harris J is a young British Muslim artist with Indian and Irish heritage signed to Awakening Records. At an early age, Harris's natural talent for singing was evident. By the age of five, he began singing and performing in public, at school recitals and multi-faith gatherings. His mastery of classical Arabic recitation with tones and vocal techniques of Irish folk music create a distinctly rich blend of artistic talent.

Harris J has performed in charity tours in the UK, Australia and at the Mandela tribute concert in South Africa. World Music Trends have identified Harris as "an artist who will take the global Islamic music scene by storm".

For the second time in Australia, Harris J will perform as part of the Sounds of Light concert tour. Harris J definitely will trigger the audience with his distinguished artistic enactment.



Preacher Moss

USA

He is a comedian of the times. Known as the founder of "Allah Made Me Funny", his experiences as a comedian, writer, lecturer, Muslim, African-American, and righteous teacher are the sum of who he is. His "End of Racism" Comedy and Lecture tour voted 2 times "Best Diversity Act" on college campuses, is critically acclaimed, and recognized as an industry standard for being tough, honest, and brilliantly funny voice on the conversation of race, diversity, and understanding in the world.

His unique lecture style has been described as "smooth, intelligent, and thought provoking", as his "seriously funny" message simultaneously occupies two spaces of laughter and intellectual engagement at the same time. Making you laugh and think, Moss is master thinker, craftsman, and storyteller. His comedy is a reminder of the lost old school art of "comedy as protest, and enlightenment." Engagement is undeniable.



Adel Elmshiti

LIBYA

Dr Adel Idris El-Mishayti is a medical doctor of Libyan origin and also has another career as an artist. His interest in singing was evident after graduating medical school in 2005. A father of two, Adel quickly rose to fame after releasing his most reputable single "Sawfa Nabqa Huna" (We Will Stay Here), which quickly became an empowering anthem to many people in the Arab world during a time of instability.

Currently residing in Germany, Dr Adel aims to continue down his career path in both medical and musical fields to help people and inspire others around the globe. His songs portray his passion towards peace and security for all races by embodying deep & meaningful verses, directed at youth as they are the generation of the future.



Imam Suhaib Webb

USA

Suhaib Webb is an American Muslim imam and the founder of Institute of Sacred Sciences. A graduate of the University of Central Oklahoma with a background in Education & also from the College of Shariah (Islamic Law & Jurisprudence) of Azhar University.

Imam Suhaib has served a number of communities over the years in North America and is currently managing an Institute for training Imams in Washington DC. Webb is considered as a notable moderate leader for mainstream Muslims who should receive more support in providing leadership to Muslims in the West.

Webb was named one of the 500 Most Influential Muslims in the World by the Royal Islamic Strategic Studies Centre in 2010. Webb's website, SuhaibWebb.com, was voted the best "Blog of the Year" by the 2009 Brass Crescent Awards, and his tweets won him the vote of "Best Muslim Tweeter" of 2010.



Sheikh Omer Turkmen

TURKEY

Shaikh Omer holds PhD in Islamic Jurisprudence and its Origins from The University of Bursa in Turkey, a specialised scholar in Hanafi Jurisprudence and Qualified through the way of Al-Shatibiyya, Al-Durra and Al-Tayyiba for the ten qira'at. Authorised Hadith reciter.

He received knowledge from the scholars of Al-Madinah Al-Monawwarah including the haram imam; Shaikh Ali Abdul Rahman Al-Huthaifi.

He is a Quran Calligraphy specialist and Accredited scholar in scripture and Islamic sciences.

Shaikh Omer's breath-taking recitation and impressive knowledge will surely warm hearts and minds during the Sounds of Light concert.



Talent Quest **LOCAL TALENT, GLOBAL CHANGE**

The Sounds of Light 2017 Talent Quest is an initiative of the community care division at Human Appeal Australia as part of its youth program.

Human Appeal Community Care Australia is a social enterprise, launched by Human Appeal Australia, with the mission to engage, assist and empower the most vulnerable people from all walks of life and backgrounds; including refugees, migrants, elders and youth in Australia.

HAACC uses performing and creative arts to give young people the platform to realise their potential and contribute to a sense of identity, self-worth and belonging, helping to motivate and prepare young people to work for positive social change.

This competition is a fantastic opportunity for young Australian Muslims to perform alongside well-known artists such as Maher Zain (Sweden) and Harris J (United Kingdom).

The primary aim of the talent quest is to engage school-aged children and youth from ethnic and refugee backgrounds, helping to reduce isolation and promote wellbeing and social cohesion through the arts. We believe all young people have the potential and are capable of success, but many don't know how to turn the potential into something productive and beneficial to themselves and others.

Children & Community Development **OUR PURPOSE**

HAA seeks to support transformation of the lives of needy children, orphans and their communities through child-focused community development. Our developmental approach is resembled through the Orphan Sponsorship and childhood projects. These projects can actually bring about sustainable change and aim for children to reach their full potential.

Through over 25 years of extensive experience in community development and emergency relief; HAA was able to identify communities where there are excessive numbers of orphans and needy children, lacking basic needs like food, clean water, education and health care. Our intervention is prioritized according to the number of needy children, the level of necessity needed for aid, the resources locally available and the type of skills locals possess.

Through Sounds of light concerts, Australian Community has contributed towards alleviating the hardships orphans and needy children are facing. HAA has tailored various projects to satisfy the needs of children in under-privileged communities, ranging from building schools, orphanages, facilitating educational to medical and nutritional initiatives.

Sponsorship Packages

Platinum \$40,000

Logo Inclusion:*

- Your logo will appear in a prominent position on Human Appeal Australia's website, Sounds of Light's website (with a link to your website) and Human Appeal Australia's and Sounds of Light's Facebook page.
- Your logo will be printed on the uniform of our team of volunteers in Sydney, Melbourne, Perth, Brisbane and Adelaide.

Advertisement:*

- Your organisation will be mentioned on local radio station ads and in local newspapers as a Platinum sponsor.
- Your organisation will be mentioned as a Platinum sponsor on mail and email campaigns to over 18,000 prominent contacts of HAI donors and supporters.
- Targeted promotion to over 20,000 students and their families in selected schools across Australia through the Sounds of Light Talent Quest Competition.

Signage Marketing:*

- Your logo will appear on Sounds of Light billboards and oversized banners positioned at strategic main major roads.
- Your ad appearing on a roll up banners at the entry/exit at each event in 5 venues.
- Your logo will appear on Sounds of Light T.V. screen ads in shopping centres.

Print Marketing:*

- Your logo will be promoted on 50,000 flyers.
- An A4 page ad on 6,000 souvenir booklets given out at the event.
- Logo advertisement on 2000 posters.

Additional Inclusions: *

- Acknowledgements from the stage during the event.
- 1 minute video promo during the event.
- An Autographed framed memorabilia t-shirt signed by the Sound of Light 2017 artists.
- A table to promote your business/company during the event.
- 2 show bag inserts.
- 6 VIP seats for dinner tickets with performers. (At sponsor's state concert)
- 10 VIP platinum Sounds of Light Concert tickets. (At sponsor's state concert)
- 8 autographed artists CD's.

* The Organisations logo, A4 page Ad, roll up banner, video presentation and show bag inserts are to be provided by sponsor.

Gold \$20,000

Logo Inclusion:*

- Your logo will appear in a prominent position on Human Appeal Australia's website, Sounds of Light's website (with a link to your website) and Human Appeal Australia's and Sounds of Light's Facebook page.

Advertisement:*

- Your organisation will be mentioned as a Gold sponsor on mail and email campaigns to over 18,000 prominent contacts of HAI donors and supporters.
- Targeted promotion to over 20,000 students in selected schools across Australia through the Sounds of Light Talent Quest Competition.

Signage Marketing:*

- Your ad appearing on roll up banners at the entry/exit at each event in 5 venues.

Print Marketing:*

- Your logo will be promoted on 50,000 flyers.
- Half A4 page ad on 6,000 souvenir booklets given out at the event
- Logo advertisement on 2000 posters.

Additional Inclusions:*

- Acknowledgements from the stage during event.
- 1 minute video presentation during the event.
- A table to promote your business/company during the event.
- 1 show bags insert.
- 5 VIP seats for dinner with performers. (At the state concert of sponsor)
- 6 VIP platinum tickets. (At the state concert of sponsor)
- 5 autographed artists CD's.

* The Organisations logo, half A4 page Ad, roll up banner and show bag inserts are to be provided by sponsor.

Your sponsorship will make your brand and product highly visible to 10,000 people that are attracted to this event annually. The Muslim community represents the various social, economic and educational backgrounds of the community. As a sponsor, your involvement allows you the opportunity to meet local residents and create loyal groups of consumers who may or may not be familiar with your brand.

Some Benefits of Sponsoring Sounds of Light:

- Recognition of your corporate goodwill through your valuable support for this community event.
- Raise your corporate profile through Event flyers, posters and marketing material.
- Showcase your products and services to your chosen target markets.
- Maximise exposure of your company name and logo through the event.

Silver \$10,000

Logo Inclusion:*

- Your logo will appear on the Human Appeal Australia's website, Sounds of Light's website (with a link to your website) and Human Appeal Australia's and Sounds of Light's Facebook page.

Advertising:*

- Your organisation will be mentioned as a Silver sponsor in our Email Campaign to over 18,000 prominent contacts of Human Appeal donors and supporters.

Signage Marketing:*

- Your ad appearing on roll up banners at the entry/exit at the state concert of sponsor.

Print Marketing:*

- Quarter A4 page ad on 6,000 souvenir booklets given out at the event.

Additional Inclusions:*

- Acknowledgements from the stage during event.
- A table to promote your business/company during the event.
- 1 show bags insert.
- 3 VIP seats dinner with performers. (At the state concert of sponsor)
- 3 VIP platinum tickets. (At the state concert of sponsor)
- 3 autographed artists CD's.

* The Organisations logo, Quarter A4 page Ad, and show bag insert are to be provided by sponsor.

Bronze \$5,000

Advertisement:*

- Your organisation will be mentioned as a Bronze sponsor in our Email Campaign to over 18,000 prominent contacts of Human Appeal donors and supporters.

Print Marketing:*

- Quarter A4 page ad on 6,000 souvenir booklets given out at the event.

Additional Inclusions:*

- One show bag insert.
- 2 VIP platinum tickets. (At the state concert of sponsor)
- 2 VIP seats for dinner with performers. (At the state concert of sponsor)
- 2 autographed artists CD's.

* The Organisations logo, Quarter A4 page Ad, and show bag insert are to be provided by sponsor.

Supporter \$2,000

Print Marketing:*

- Logo Advertisement on 6,000 souvenir booklets given out at the event.

Additional Inclusions:

- 2 VIP platinum tickets. (At the state concert of sponsor)
- 2 autographed artists CD's. (At the state concert of sponsor)

* The Organisations Ad and logo to be provided by sponsor.

A BIG Thankyou!

Human Appeal Australia would like to express a special thanks to the following organisations and businesses for supporting Sounds of Light.

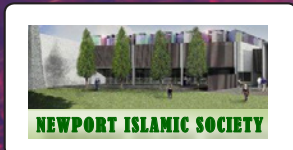
PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



SUPPORTERS



Sponsorship Agreement

Sponsorship can be secured by completing and signing the agreement below and submitting it directly to Human Appeal Australia at any of our offices (Sydney, Melbourne, Adelaide and Brisbane) through our representatives, or via e-mail: info@soundsoflight.com.au
Please e-mail logo and any relevant information to info@soundsoflight.com.au
For more information please call 1300 760 155.

Between: (Sponsor), and the Organizers of Sounds of Light 2017, represented by Human Appeal Australia (Host).

Sponsorship package chosen:

- ☐ \$40,000 (Platinum)
- ☐ \$20,000 (Gold)
- ☐ \$10,000 (Silver)
- ☐ \$5,000 (Bronze)
- ☐ \$2,000 (Supporter)

Full Name: Business Name:

Contact Number: Email:

Terms & Conditions

1. The host is obliged to fulfill the rights of the sponsor in accordance to the type of sponsorship package selected.
2. Where one party is unable to carry out its obligations under this agreement due to circumstances beyond its control or which it could not have prevented, those obligations are suspended whilst those circumstances continue, provided the other party is notified and the first party uses its best endeavors to overcome the circumstances preventing its obligations from being carried out.
3. The terms and conditions of this agreement shall not be disclosed to any third parties without the prior written consent of both parties.
4. The rights of either party under this agreement shall not be transferable or assignable either in whole or in part.
5. All sponsorship pledges are to be paid at least 30 days prior to event date.
6. Sponsorship packages are non-refundable and non-transferable to future events.
7. Sponsor stall space provided are to be used for promotion only and not for sales unless a prior agreement is entered into with the organising committee.

I agree to the above contract and its terms and conditions.

Signed: Date:/...../.....

PAYMENT OPTIONS:

Direct Deposit or Internet Transfer

Account Name: Human Appeal
BSB: 062191 Acc No.: 00903948
Bank: Commonwealth Bank

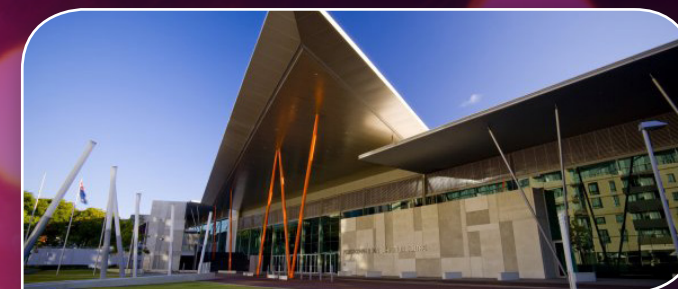
Cheque or Money Orders (Attach cheque/money order to form)

119 Haldon Street, Lakemba NSW 2195
or
PO Box 406 Lakemba NSW 2195

CITIES/DATES/VENUES

Perth

Date: Thursday 23/11/2017
Venue: Perth Convention Centre, Riverside Theatre.
21 Mounts Bay Road, Perth WA 6000



Adelaide (Dinner Only)

Date: Friday 24/11/2017
Venue: Adelaide Oval, William Magarey Room. War Memorial Dr, North Adelaide SA 5006 (TBC)



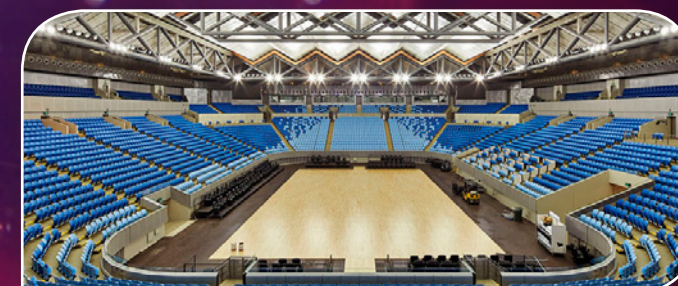
Sydney

Date: Saturday 25/11/2017
Venue: Sports Centre, Olympic Blvd, Sydney Olympic Park Sydney NSW 2127



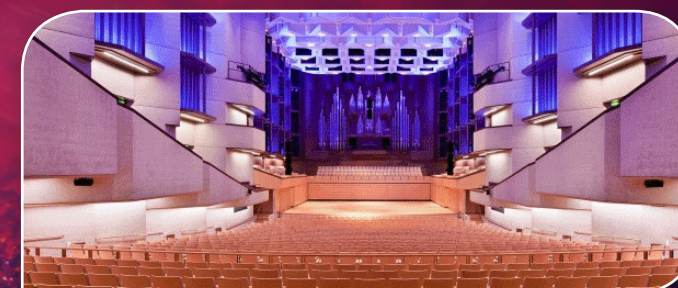
Melbourne

Date: Sunday 26/11/2017
Venue: Margaret Court Arena Melbourne Park, Batman Avenue, Melbourne VIC 3000



Brisbane

Date: Monday 27/11/2017
Venue: Queensland Performing Arts Centre. Corner Melbourne Street and Grey Street, South Brisbane QLD 4101



See you there!



SOUNDS OF LIGHT 2017

Charity Concert

Sydney Office:
119 Haldon St,
Lakemba NSW 2195
Ph: (02) 9750 3161
Fax: (02) 9750 2524

Melbourne Office:
149 Sydney Rd,
Coburg VIC 3058
Ph: (03) 9386 4677
Fax: (03) 9386 4688

Adelaide Office:
1/53 Henley Beach Rd,
Mile End SA 5031
Ph: (08) 7200 2882
Fax: (08) 7131 9209

Brisbane Office:
16 Queens Rd,
Slacks Creek QLD 4127
Ph: (07) 3493 4222
Fax: (07) 3493 4220

Call 1300 760 155 Visit www.hai.org.au

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