



## **TITLE SPONSOR**

**25 000 SEK**

- Company name to be associated with the Heartthrob Concert in Stockholm as **MAJOR sponsor/TITLE sponsor** in all printed materials (leaflets, posters), at the official website and other Filipino community websites, electronic invitations, newsletters, stores, concert pluggings, marketing and other promotional materials distributed before and during the concert.
- Roll up / banner at the concert venue both on lobby entrance and main lobby
- Roll up / banner at the Pre-concert VIP Mingle.
- Free of charge table as your company booth or information table at the venue lobby
- Your company logo as TOP BANNER on the HEARTTHROB IN STOCKHOLM official website
- Short video presentation on stage for 2-3 minutes before concert starts.
- Acknowledgment as Title Sponsor in press releases and media exposures.
- Special mention by the performers during the concert, at least twice during the concert run.
- One complimentary ticket to the concert and one pass to the VIP mingle room

## **PREMIER SPONSOR**

**10 000 SEK**

- Company name to be associated with the Heartthrob Concert in Stockholm as **PREMIER sponsor** in all printed materials (leaflets, posters), at the official website and other Filipino community websites, electronic invitations, newsletters, stores, concert pluggings, marketing and other promotional materials distributed before and during the concert.
- Your company logo as Side bar banner ad on Heartthrob concert in HEARTTHROB IN STOCKHOLM official website
- Free of charge table as your company booth or information table at the venue lobby
- Acknowledgment as Premier Sponsor in press releases and media exposures.
- Special mention by the performers during the concert run.
- One complimentary ticket to the concert and one pass to the VIP mingle room

*Both title and premier sponsors enjoy the privilege of being exclusive sponsors. The producers will not accept other companies from the same industry or competitors of those committed title or premier sponsor. First come, first serve basis.*

## **MINOR SPONSOR**

**5 000 SEK**

- Company name to be associated with the Heartthrob Concert in Stockholm as **MINOR sponsors** in all printed materials (leaflets, posters), at the official website and other Filipino community websites, electronic invitations, newsletters, stores, concert pluggings, marketing and other promotional materials before and during the concert.
- Your company logo under list of donor sponsors at HEARTTHROB IN STOCKHOLM official website
- Acknowledgment as Minor Sponsor in press releases and media exposures.
- Special mention by the performers during the concert run.

## **PRIZE SPONSORS**

**Prizes at least 500kr worth**

- Company name to be associated with the Heartthrob Concert in Stockholm as **prize sponsors during a lottery draw at the concert.**

**For more information on Sponsorships,  
please contact:**

Leandro deChavez at 070 209 3399 or  
Agnes Pedrosa Mårelid at 073 525 5478.

Or you can email us at [info@discoverasia.se](mailto:info@discoverasia.se)



## **Synopsis of Event:**

***The hottest stars and celebrities of Philippine entertainment are coming to Stockholm for a concert. Heartthrob concerts are sold-out concerts in Manila, U.S. and Canada. And now it is time for our celebrities to conquer the hearts of Filipinos in Scandinavia on their upcoming European tour. The heartthrobs, Piolo Pascual and Sam Milby together with Pokwang will be in Stockholm on Saturday, November 8, 2008 at Stockholm University Aula Magna.***

Concert name: **Heartthrob Concert in Stockholm**

Date: Saturday, November 8, 2008 at 6pm

Venue: Stockholm University Aula Magna

Performers: Piolo Pascual, Sam Milby and Pokwang

Duration of concert: 2 hours

Stockholm Producer: Discover Asia

info@discoverasia.se

☞ Duration of Marketing and Promotion of concert: September 5 to November 30  
(official website will be ongoing until November 30 to post pictures and videos and sponsors until November 30.)

☞ Marketing Channels: printed materials (leaflets, posters), official website and other Filipino community websites, electronic invitations, newsletters, stores, concert pluggings, marketing and other promotional materials distributed before and during the concert.

☞ Media Sponsor for this concert is ABS-CBN TFC (The Filipino Channel)

### **Tickets can be availed through official distributors and partners:**

Brenda Cornejo of Barangay Trading

Bless dela Cruz of Kabayan Xpress

Leandro Chavez of PhilMacro

Mary Ann Alzona of Barangay Stockholm

Caroline Fredriksson of Stockholm 8

Agnes Mårelid of Discover Asia

## Getting to know the performers:

**Piolo Pascual** (Born January 12, 1977, in Manila, Philippines) is an award-winning and multi-nominated film and television actor, platinum-selling recording artist and songwriter, concert performer, host and product endorser in the Philippines.

**Samuel Lloyd Lacia Milby** (born on May 23, 1984 in Troy, Ohio, United States), commonly known as **Sam Milby**, is a Filipino-American actor, commercial model, and recording artist

**Marietta Subong**, better known by her stage name **Pokwang** is a Filipina actress, TV host, and comedian. She started in a reality show in ABS-CBN and subsequently appeared in dramas and sitcoms of the network. She also received the Best Comedy Actress award from the Philippine Movie Press Club (PMPC) for her portrayal in the sitcom *Aalog-Alog* and the Best Female Comedian award from People's Choice Awards. She is also a host of the variety show *Wowowee*. Pokwang is a member of ABS CBN's Star Magic group of entertainers.