

National Treasures of China Masterpieces Exhibition

--- Limited World Tour – Coming to Ottawa ---

October 8-11, 2005 (Saturday – Tuesday)

Ottawa Congress Centre

55 Colonel By Drive, Ottawa

National Treasures of China Masterpieces Exhibition, is an extraordinary display of a unique selection of original 19th and 20th century Chinese paintings and calligraphy masterpieces from the private collection of the Dai family in Australia. The artists represented include over 50 of China's most renowned painters from the past century, among them Qi Baishi, Zhang Daqian, Xu Beihong, Fu Baoshi, and others. Also included are rare pieces painted by members of the royal family of the Qing Dynasty: Emperor Dao Guang and the famous Empress Dowager.

This exhibition showcases a multitude of traditional brushwork forms, from classic works of ancient Chinese tradition to skilful pieces that move forward in creative new directions. Covering a broad range of subjects that span the profundity of nature, history, and the divine, these priceless masterpieces not only promote traditional Chinese culture and art but also reveal the sublime of human expression and spiritual inspiration. This exhibit is all the more precious because very few great works of art and artists survived the Cultural Revolution in China.

The collection belongs to the Mr. Tony Dai, President of the Australian Traditional Chinese Culture & Art Association, and his mother Mrs. Mei-Ling Dai. The Dai family has owned and cherished this collection for over four generations. Previously only shown to their relatives and friends, the Dai family opened the collection to the public after Mrs. Dai fell ill from a rare disease but soon miraculously recovered by her spiritual triumph over her life-threatening disease, Mrs. Dai's experience deepened the family's desire to share the beauty of what they possess with others in an altruistic manner.

Since July 2004, the exhibition has been shown throughout Australia and in Taiwan, Japan, South Korea, the United States, and Canada. Australian Prime Minister John Howard commented that "This exhibition is an excellent opportunity to showcase the beauty and richness of traditional Chinese art and culture." In Taiwan, the Dais held over 20 exhibitions in 7 months, sponsored and supported by the Taiwanese government and more than 1,000 large companies.

Hosted by:

Australian Traditional Chinese Culture & Art Association

www.Chinese-Culture-Art.org

In partnership with:

The Epoch Times

www.TheEpochTimes.com

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Sponsorship

We offer the following sponsorship packages for companies with different budgets and priorities, and we can tailor the package to suit your specific needs.

Your help and sponsorship will make this **non-profit** exhibition a reality.



	<i>Presenting Sponsor [1]</i>	<i>Diamond</i>	<i>Platinum</i>	<i>Gold</i>	<i>Silver</i>	<i>Friend</i>
Sponsorship Amount (CAN\$)	25,000+	10,000 - 24,900	5,000 - 9,900	2,500 - 4,900	1,000 - 2,400	<1,000
Advertising Media Benefits						
Ad in The Epoch Times – valued at the equivalent of 50% of the sponsorship amount.	•	•	•	•	•	•
Name/Logo on posters	•	•	•	•		
Logo and link to sponsor’s Website	•	•	•	•		
Acknowledgement in The Epoch Times	•	•	•	•	•	
Acknowledgement in the Press Release	•					
Direct On-site Benefits						
Ad in Souvenir Program Guide - valued at the equivalent of 25% Of the sponsorship amount.	•	•	•	•	•	
Acknowledgement in Souvenir Program Guide	•	•	•	•	•	•
Banner/Signage and/or Table	•	•	•	•		
Complementary Tickets [2] (valued at \$12 each)	50	25	12	6	2	TBD
Merchandise and Other Benefits						
‘Dai Family Collection’ art books, hardcover edition (valued at \$50 each)	10	5	3	2	1	TBD
Invitation to Sponsor Event	•	•	•	•		
Special gift from Dai Family	•					

[\[1\] Enjoys category exclusivity](#)

[\[2\] Up to 3% of contribution](#)

Media/In-Kind Sponsor

- Name and logo recognition as a Media/In-Kind Sponsor on posters, web site with your corporate logo link, etc.
- Advertising space on Souvenir Program Guide (TBD).
- Recognition as a Media/In-Kind Sponsor in the thank you ad in the art exhibition Souvenir Program Guide & in the post-event thank you ad in *The Epoch Times*.
- 'Dai Family Collection' art book(s), hardcover edition (TBD).
- Complementary tickets (TBD).
- Responsibilities and other benefits to be discussed.



Original Masterpieces Which are Chinese National Treasures

Market Impact

1. The Epoch Times newspaper (English and Chinese versions) will publish weekly promotional ads in prominent positions in Ottawa and Montreal between August and October 2005.
2. Promotional materials will be distributed prior to the event in the Ottawa region:
 - 20,000 Souvenir Post Cards; and
 - 2,500+ posters will be posted in high traffic locations.
3. A Press Conference will be held prior to the event.
4. Media and other guests will be invited for a private viewing session prior to the event.
5. Seminars and other promotional events will be made prior to the showing.
6. The Event will be advertised on other sponsor media.
7. 4,000 Souvenir Program Guide will be distributed during this 4-day art exhibition.



Souvenir Program Guide Advertising Rates and Specifications

(4,000 copies to be printed)

Submission deadline: Friday, September 16, 2005

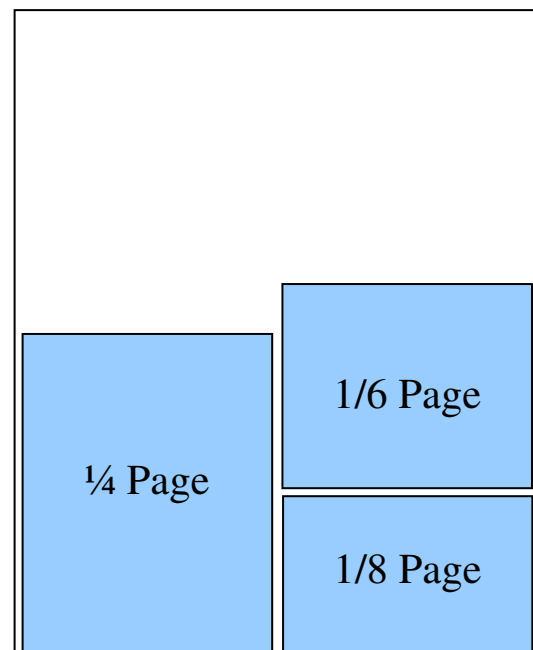
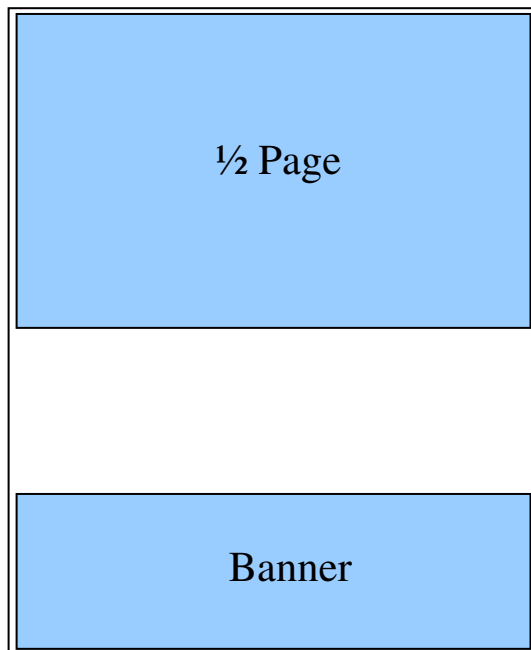
Inside Pages

Size Specifications	Black & White	Four Colour
Full page (7 1/4" X 9 1/2")	\$1,200	\$1,800
1/2 page (7 1/4" X 4 5/8")	\$700	\$1,000
Banner (7 1/4" X 2 1/4")	\$450	\$650
1/4 page (3 1/2" X 4 5/8")	\$375	\$550
1/6 page (3 1/2" X 3 1/2")	\$275	\$400
1/8 page (3 1/2" X 2 1/4")	\$200	\$300



Cover Pages – Four Colour

Inside front cover - Full page (8" X 10 1/2")	\$3,000
Inside back cover - Full page	\$2,400
Outside back cover – Full page (8 1/2" X 11")	\$4,500
Inside front cover - 1/2 page (8" X 5 1/8")	\$1,800
Inside back cover - 1/2 page	\$1,400
Outside back cover – 1/2 page (8 1/2" X 5 3/8")	\$2,700



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