

# 明天会更好 -2024龙年

Tomorrow will be better -  
2024 Year of the Dragon



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# 明天会更好 2024墨尔本春节晚会



Tomorrow will be better  
2024 Melbourne Chinese New Year Gala

地点: **The Besen Centre, 87 Station Street, Burwood, Vic 3125**

**03/02/2024 19:00**

主办:

**阳光艺术团**





3年疫情以及后疫情时代的通胀给我们每个人都带来了不同程度的影响，伴随着2024年的来临，人们对未来的憧憬及美好祝愿比以往来的更加强烈，明天会更好便成为了我们2024年春晚的主题及祝愿。同时对本次春晚的所有赞助商以及给予帮助的所有单位和个人表示衷心的感谢。

The three-year epidemic and the inflation in the post-epidemic era have affected each of us to varying degrees. With the advent of 2024, people's vision and good wishes for the future are stronger than ever, and tomorrow will be better. The theme and wishes of our 2024 Chinese New Year Gala. At the same time, I would like to express my heartfelt thanks to all the sponsors of this Chinese New Year Gala, as well as all the units and individuals who have provided assistance.



背景 BACKGROUND



Jennifer Wang是澳洲特殊歌唱技术移民、本次晚会的总策划。作为一名专业的艺术工作者，Jennifer参加了很多的文艺活动，认识了很多朴实无华的人们，他们以一种别样的姿态出现在Jennifer的艺术生命之中。即便只是那么一个最无意识的掌声，便足以让人有一种情怀，责任和义务，让艺术成为一个桥梁，将中华传统文化扎根在澳洲这片古老但又年轻的多元文化的沃土中。

作为出生在中国，生活在澳洲的华人，我们的责任和义务是为生活在澳洲的华人的后代子孙铺路，臻于坚定，那就是民族自信与自豪感，体现华裔是澳洲民族大家庭的优秀群体。中国新年已经成为澳洲多元文化非常重要的一个民族节日，是中华传统文化融入到澳洲多元文化的真实体现。《墨尔本华人春晚》将作为另一个窗口，向澳洲展示中华文化的风采。艺术超越语言，心灵感受共通，文化共融。《墨尔本华人春晚》将是华人凝聚在一起的一个地方，将成为澳洲多元文化的特殊盛宴。这是我和春晚筹备组的所有同仁共同的情怀所在。虽生而平凡，身为生活在澳洲的华人，责任和使命让我们一起书写历史共创未来，我们正在做一件非常有深远意义的事，期待有你们的加入，一起同行为春晚做出贡献。



Jennifer Wang is an Australian special singing skills immigrant and the chief planner of this evening. As a professional artist, Jennifer has participated in many cultural activities and met many unpretentious people. They appear in Jennifer's artistic life in a different way. Even just the most unconscious applause is enough to make people have a feeling, responsibility and obligation, let art become a bridge, and root Chinese traditional culture in the fertile soil of ancient but young multiculturalism in Australia.

As a Chinese born in China and living in Australia, our responsibility and obligation is to pave the way for the descendants of the Chinese living in Australia, and to be firm. That is the national self-confidence and pride, which reflects that the Chinese are an outstanding group of the Australian national family. Chinese New Year has become a very important national festival of Australia's multiculturalism, and it is a true manifestation of the integration of traditional Chinese culture into Australian multiculturalism. "Melbourne Chinese Spring Festival Gala" will serve as another window to showcase the elegance of Chinese culture to Australia. Art transcends language, sharing spiritual feelings and cultural integration. "Melbourne Chinese Spring Festival Gala" will be a place where Chinese gather and will become a special feast of multiculturalism in Australia. This is what I share with all my colleagues in the Spring Festival Gala preparation team. Although born ordinary, as a Chinese living in Australia, our responsibility and mission allow us to write history and create the future together. We are doing something very far-reaching and meaningful. We look forward to having you join us and make contributions to the Spring Festival Gala together.



主办方简介 ORGANIZER PROFILE





本演出观众群由以下三个部分组成：

- 第一观众群：常住墨尔本的华人移民和香港、新加坡、马来西亚华人同胞
- 第二观众群：对中国文化感兴趣的本土观众，从去年的演出可以发现巨大潜力
- 第三观众群：十五万中国留学生，特别是各学校的戏剧、音乐社团成员

今年的演出会在去年颇为成功的演出基础上扬长避短，更多地展现专业性和中国传统特色，同时会加入一些娱乐活泼的元素，以适应更多观众群体的口味。

The audience of this performance is composed of the following three parts:

1. Chinese immigrants who live in Melbourne and the Chinese compatriots in Hong Kong, Singapore, and Malaysia.
2. local audiences who are interested in Chinese culture. From last year's performance, we can find great potential.
3. 150,000 Chinese students studying abroad, especially members of drama and music clubs in various schools.



市场分析 MARKET ANALYSIS



# 协办单位：



# 支持媒体：





1. 冠名赞助独家: \$10,000. 享受开场LED大屏滚动视频宣传5分钟 (赞助方自备) 还包括票务、节目单、海报冠名以及商务宣传。并赠送同等价值的票务。
2. 钻石赞助\$5000.享受开场LED大屏滚动视频宣传3分钟(赞助方自备) 并赠送同等价格的票务。
3. 金牌赞助\$3000并赠送同等价值的票务。
4. 银牌赞助\$2000, 并赠送同等价值的票务。
5. 铜牌赞助\$1000, 并赠送同等价值的票务。

以上所有赞助均享有三个月的广告宣传, 包括微信宣传、网络、传媒公司宣传、海报张贴以及现场摆台宣传。

1. Exclusive title sponsorship: \$10,000. Enjoy the opening LED large-screen rolling video promotion for 5 minutes (sponsor's own). It also includes ticketing, program list, poster naming and business promotion. And give away tickets of equal value.
2. Diamond sponsorship of \$5000. Enjoy the opening LED large screen scrolling video promotion for 3 minutes (sponsor's own) and free tickets of the same price.
3. Gold sponsorship of \$3000 and free tickets of the same value.
4. The silver sponsorship is \$2000, and a ticket of the same value will be given away.
5. Bronze medal sponsorship is \$1000 and free tickets of the same value.

All the above sponsorships are entitled to three months of advertising, including WeChat promotion, Internet, media company promotion, poster posting and on-site promotion.



## 赞助方案 SPONSORSHIP PROGRAM





贝森剧院  
The Besen Centre

贝森中心地理位置优越，位于伯伍德的车站街，为东部郊区提供服务，并有公共汽车站。场地分为两层，可容纳999个传统固定座位。

The Besen Centre is ideally located to service the eastern suburbs at Station Street in Burwood and is serviced by public transport. The Venue seats up to 999 in traditional fixed theatre seating on two levels.



Venue 会场



# Contact Us



Jennifer Wang

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