

PETER DVORSKÝ
MIROSLAV DVORSKÝ
JAROSLAV DVORSKÝ

TERÉZIA KRUŽLIAKOVÁ
- BABJAKOVÁ
SKUPINA FRAGILE

MARTIN BABJAK
ADRIANA KUČEROVÁ
NICOLE J. MCCLOUD

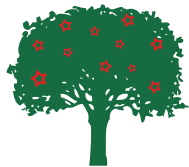
ISIS
KATARINA HASPROVÁ

MARTIN CHODŮR
MAROŠ BANGO



STARS FOR HAR♥ONY

A BENEFIT CONCERT OF THE BEST ARTISTS WITH THE BIGGEST HEART
FOR THE HARMONY FOUNDATION OF PETER DVORSKÝ



STARS FOR HAR[♥]MONY

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“STARS FOR HARMONY”

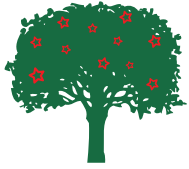
A benefit concert of the best artists with the biggest heart
for the HARMONY foundation of Peter Dvorský



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- The title of the event:** “Stars for HARMONY”
- Form:** 2nd year of charity event
- Date and place:** 15th October/ Bratislava - NTC Sibamac Aréna
8th October/Košice - Štátna filharmónia Košice
- Artists*:** **Bratislava:** Miro Šmajda, NO NAME, Martin Chodúr, Nela Pocisková, Meko Žbirka, Lucie Bíla, Patrícia Janečková, Andrea Čajová, Monika Fabiánová, Tomáš Juhás, Pavol Remenár, Jozef Benci, (Aleš Jenis), Ľubica Vargicová, Peter Dvorský, Miroslav Dvorský, Jaroslav Dvorský
Košice: Peter Berger, Michal Lehotský, Martin Gurbal, Marián Lukáč, Michaela Várady, Denisa Šlepkovská, Iveta Matyášová, Luise Hudson, Peter Dvorský, Miroslav Dvorský, Jaroslav Dvorský
- Audience:** Bratislava – approx. 4 000 guests, Košice – approx. 500 guests
- Objectives:** a.) following up on the past successful years of charity events held by the Informal Association of Foreign Chambers of Commerce in Slovakia.
b.) partner support – Peter Dvorský’s HARMONY foundation

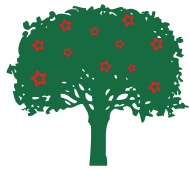
*List of artists who will be invited to cooperate.



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The Informal Association of Foreign Chambers of Commerce in Slovakia has organised eight successful years of charity events with each year possessing something that made it very special and unique. Throughout those eight years, a great number of projects as well as specific individuals were provided with assistance through partnering foundations thanks to the funds collected at our events. The events became a tradition that is very popular and greatly enjoyed popularity by both the Slovak and foreign business communities.

Last year, the Association of Foreign Chambers of Commerce in Slovakia, for the first time, supported Peter Dvorský's HARMONY foundation. The amount collected at the charity event was spent on realising the foundation's social program aimed at assisting children diagnosed with cerebral palsy.

The first year of the beneficial concert was supported, without any claim for rewards or royalties, by Peter Dvorský, Miroslav Dvorský, Jaroslav Dvorský, Martin Babjak, Adriana Kučerová, Sisa Sklovská, Katarína Hasprová, Maroš Bango, Terézia Kružliaková–Babjaková, Nicole McCloud, Fragile vocal group and Alena Heribanová.

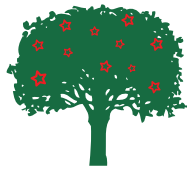


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The foundation at a glance

“Charity and helping the fellow human being is not just the matter of a country’s poverty or wealth. It is more than that; it is an issue of human feeling, it is a way of thinking predominantly for those who want to spread joy and give others a helping hand. Unselfishly, gratuitously, voluntarily and for no reward. This is the kind of help that makes sense.”

Peter Dvorský’s HARMONY foundation was established on 11 September 1991 as a fulfilment of Peter Dvorský’s idea to give a chance to children diagnosed with cerebral palsy.

The key priorities of the foundation include the following:

- Support for healthcare provided by Harmony Rehabilitation Centre, n.o.
- Social program for the patients in Harmony Rehabilitation Centre, n.o. – provision of rehabilitation services to patients.

The foundation has been successfully fulfilling this mission since 1991.

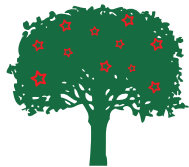
The core activity of the HARMONY foundation is the provision of social services, mostly by way of rehabilitation stays in its facility and thus making rehabilitation more available to children from all across the country with various types of motor disability.



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Media coverage

TV Markíza/TV JOJ - 60 spots

TV Music Box - 200 spots

FUN Rádio/Expres - 30 spots

Nový Čas - 3 x

Slovenka magazine - 2 x

ONE magazine - 1 x

Star magazine - 2 x

Kam do mesta - 1 x

Billboard - 150 pieces

Citylights - 100 surfaces

Boomerang media - 70 surfaces

A2 poster - 5 000 pieces

Leaflets - 10 000 pieces

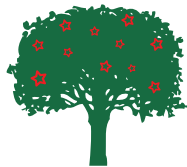
Web campaign



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General partner – € 20 000 (VAT excluded)

TV Markíza/TV JOJ - 60 spots

TV Music Box - 200 spots

FUN Rádio/Expres - 30 spots

Nový Čas - 3 x

Slovenka magazine - 2 x

ONE magazine - 1 x

Star magazine - 2 x

Kam do mesta - 1 x

Billboard - 150 pieces

Citylights - 100 surfaces

Boomerang media - 70 surfaces

A2 poster - 5 000 pieces

Leaflets - 10 000 pieces

Web campaign

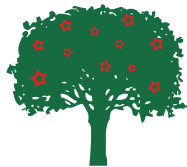
Presenting the partner in the TV
campaign with both picture and sound.



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Main partner – € 10 000 (VAT excluded)

TV Markíza/TV JOJ - 60 spots

TV Music Box - 200 spots

FUN Rádio/Expres - 30 spots

Nový Čas - 3 x

Slovenka - 2 x

ONE magazine - 1 x

Star magazine - 2 x

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Billboard - 150 pieces

Citylights - 100 surfaces

Boomerang media - 70 surfaces

A2 poster - 5 000 pieces

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Web campaign

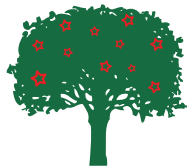
Presenting the partner in the TV
campaign with picture only.



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Partner – € 3 000 (VAT excluded)

Nový Čas - 3 x

Slovenka - 2 x

ONE magazine - 1 x

Star magazine - 2 x

Kam do mesta - 1 x

Billboard - 150 pieces

Citylights - 100 surfaces

Boomerang media - 70 surfaces

A2 poster - 5 000 pieces

Leaflets - 10 000 pieces

Web campaign



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