



2025 CATHAY INTERNATIONAL CHINESE NEW YEAR NIGHT PARADE

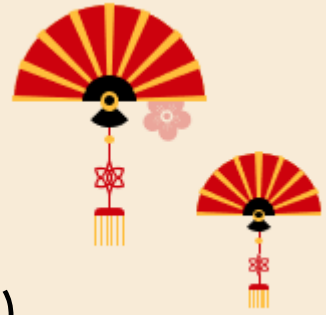
YEAR OF THE SNAKE

Invitation of International Performing Group (IPG)

IPG HOSTING ARRANGEMENT



HOSTING ARRANGEMENT (BY HKTb)



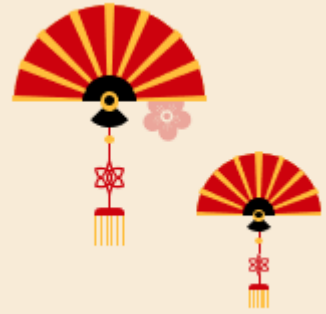
1. Round-trip air tickets to Hong Kong (for group of a maximum 40 performers)
2. Hotel accommodation on twin-room sharing basis.
3. Allowance at US\$50 per pax per night during the official stay in Hong Kong.
4. Domestic transfer between members' hometown and airport on a group basis.
5. International shipment of costumes and props to and from Hong Kong.
6. A tour guide to take care of performance and itinerary in Hong Kong.
7. Shuttle bus transfers to official functions in Hong Kong and luggage truck for props and costumes if deemed necessary.
8. Half-day sightseeing tour with provision of lunch.
9. Any expenses other than the above will be on the account of members of the Group.

* Meals are excluded, daily allowance (pt.3) will be given for purchasing lunch and dinner on your own.

Publicity Opportunities:

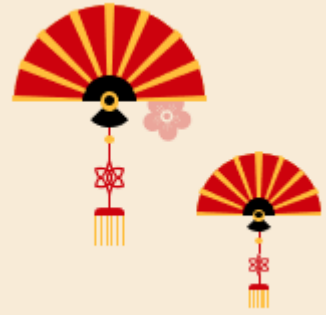
- Global media promotion of the event facilitated by HKTb and its overseas offices.
- Acknowledgement in relevant publications of the event.

TENTATIVE HOSTING ARRANGEMENT (FOR IPG)



1. Arrive Hong Kong on 27 Jan 2025.
2. Site inspection and rehearsal on 27 & 28 Jan 2025.
3. Participate in the event on 29 to 31 Jan 2025.
4. Present 2 sessions of 1.5 - 2 min stage performance at main event stage and 2 parade sessions on 29 Jan 2025, approximately between 8 -11 pm.
5. Present 2 sessions of 8 – 10 min stage performance during 30 - 31 Jan 2025.
Schedule and venues to be confirmed.
6. Depart Hong Kong on 1 Feb 2025.
7. Take out adequate and appropriate types of insurance coverage on all properties and personnel participating the event.
8. Take out its own insurance policy in relation to round-trip travel and property arrangement and liabilities attributable to the group's fault or negligence.

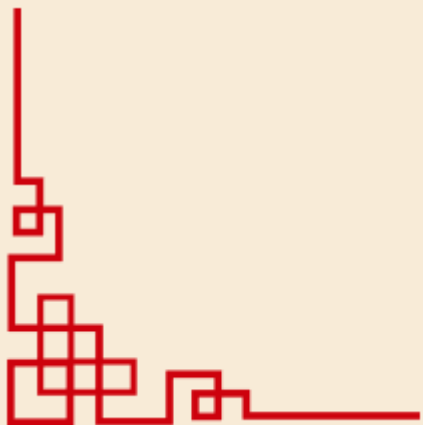
TENTATIVE ITINERARY (6D5N)



Date	Content
27 Jan AM / PM	Arrival. Site inspection and rehearsal
28 Jan	Full Dress rehearsal
29 Jan after evening	CNY Parade Night (1.5 - 2 min stage performance at main event stage and 2 parade sessions)
30 & 31 Jan	Present 1-2 sessions of 8-10min stage performance at float display performance stage each day. (Schedules and venue to be confirmed)
1 Feb	Departure



CNY NIGHT PARADE INFO



2025 CNY NIGHT PARADE YEAR OF THE SNAKE

Date 29 January 2025 (Wed)

Time Pre-show Performance:
 • 6pm – 8pm

Night Parade:
 • 8pm – 10:30pm (TV live at 8pm – 9:45pm)

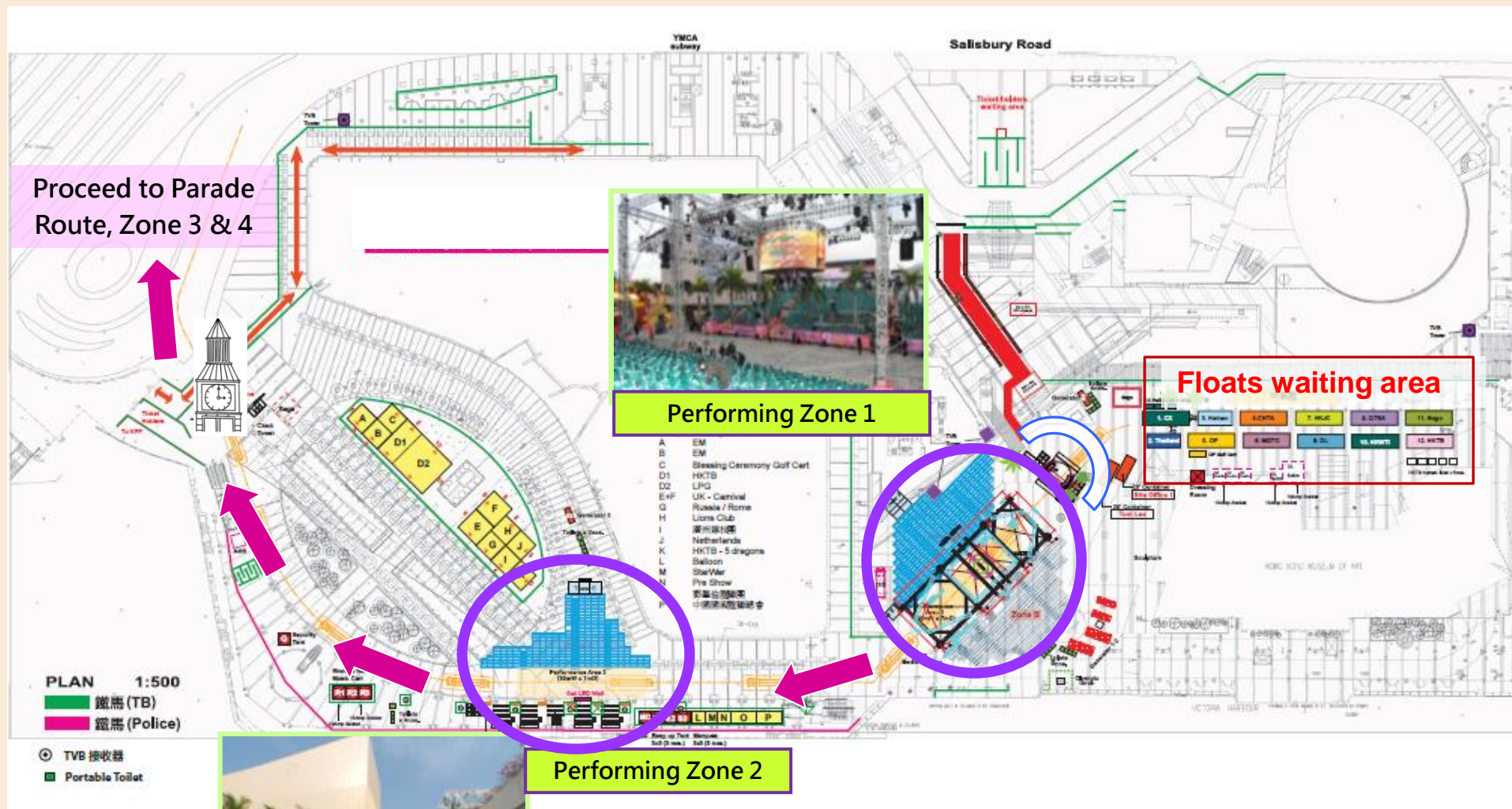
Parade Ground Open Piazza,
Hong Kong Cultural Centre

Parade Route Canton Road > Haiphong Road >
Nathan Road (Sheraton Hotel)

Highlights Magnificent floats, spirited performing groups from local and overseas



Performing Zone Floorplan



Performing Zone 1

Two sides are spectator stands of Zone A and Zone B.

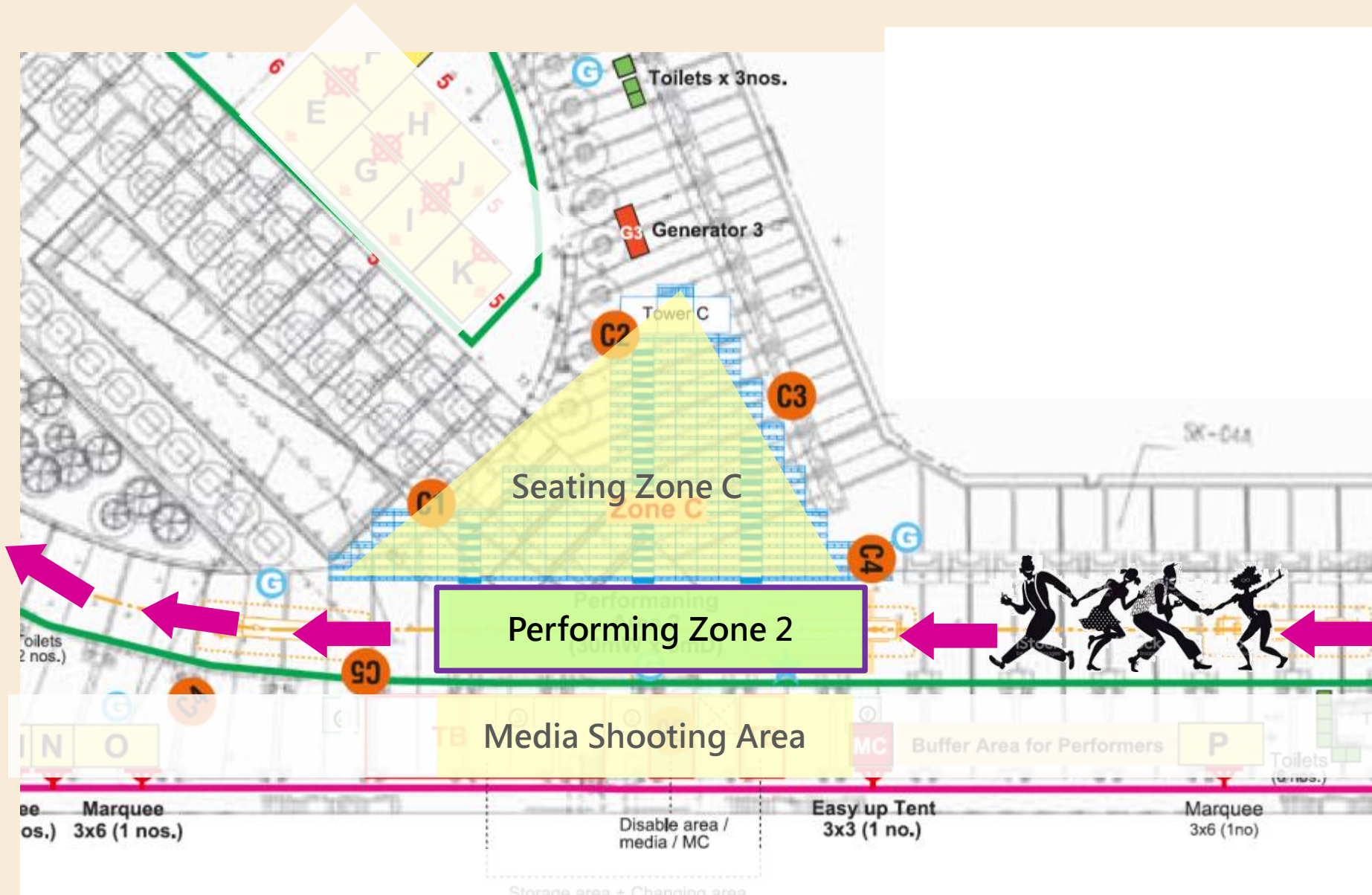


Performing Zone 1

First Performing Zone at HK Cultural Piazza



Performing Zone 2



Performing Zone 2



Second Performing Zone at HK Cultural Piazza.

Opposite to Zone C, there is media shooting area.



Performing Zone Floorplan



Zone 3: Canton Road Outside Sun Plaza 表演區 3: 廣東道太場廣場對開



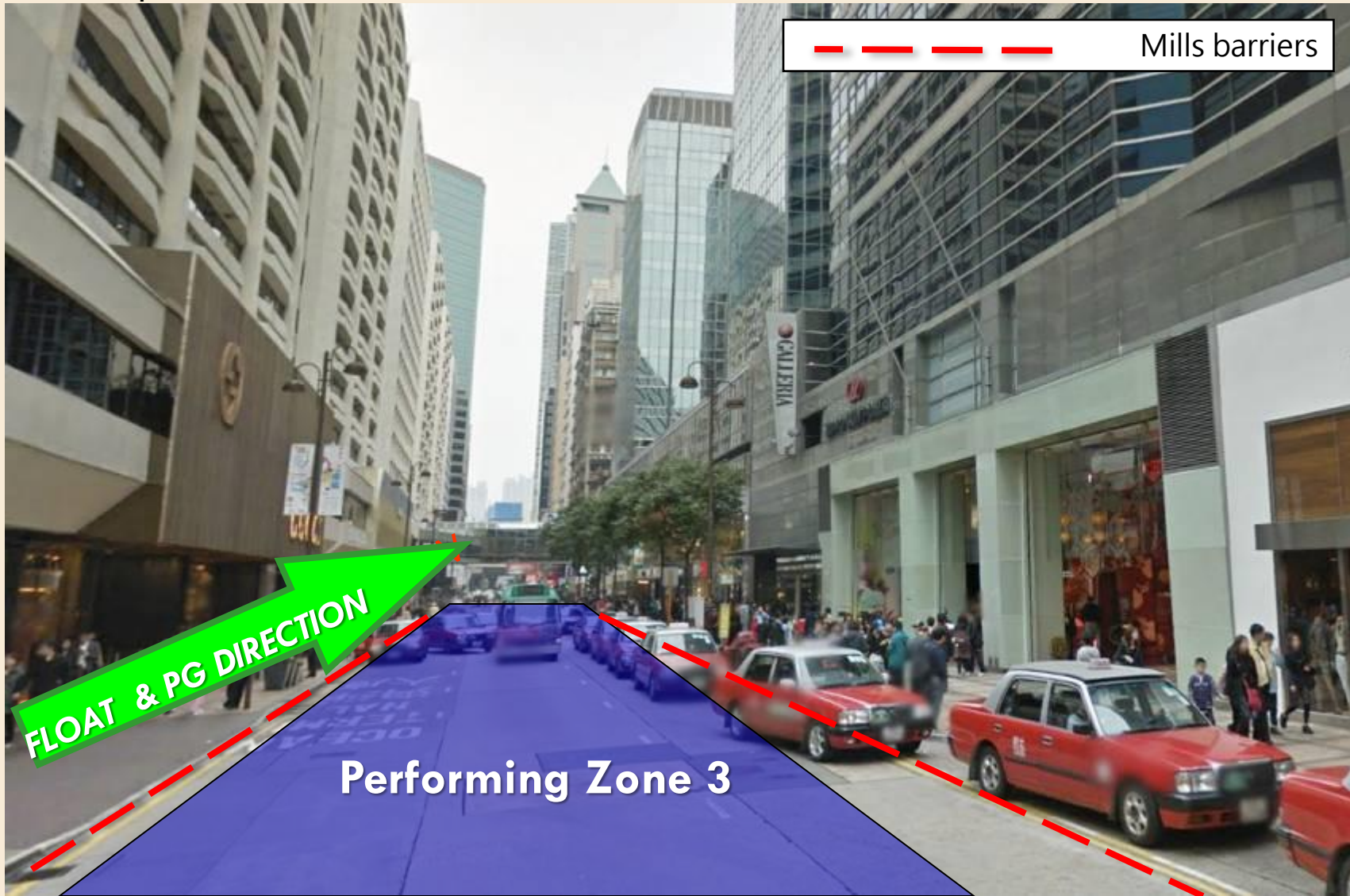
Zone 4: Nathan Road 表演區 4: 彌敦道



- 1. HK Cultural Center >
- 2. Canton Road >
- 3. Haiphong Road >
- 4. Nathan Road (Sheraton Hotel)

Zone 3: Canton Road Outside Sun Plaza

2-side performance



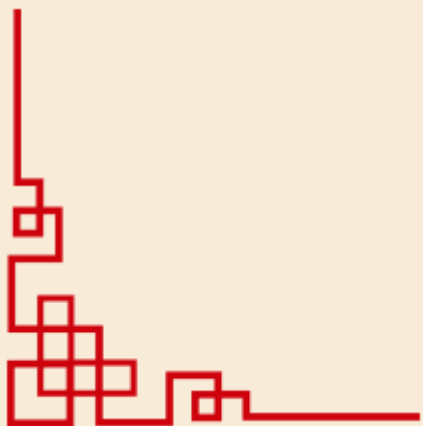
Zone 4: Nathan Road - iSquare

2-side performance





EVENT PERFORMANCE, FORMAT AND TIMELINE



Format 1: Parade Performance

No of performers	Approx. 40 pax
Live performance	1.5 – 2 min performance at Hong Kong Cultural Centre and parade route
Performance along Parade Route	Stage performance at Performing Zone 1 and 2, then Procession performance along parade route
Types of performances	<ul style="list-style-type: none">◆ Giant Costume with Chinese Touch◆ Innovative Props & Wow Effect◆ Marching Band◆ Traditional Performance◆ Chinese / Modern Dance with Festive Ambience

PARTICIPATING FORMAT OF PERFORMANCE GROUPS

1. Parade Performance, 8pm to 9:45pm



Floats

Local Performing Groups

Mainland &
International Groups

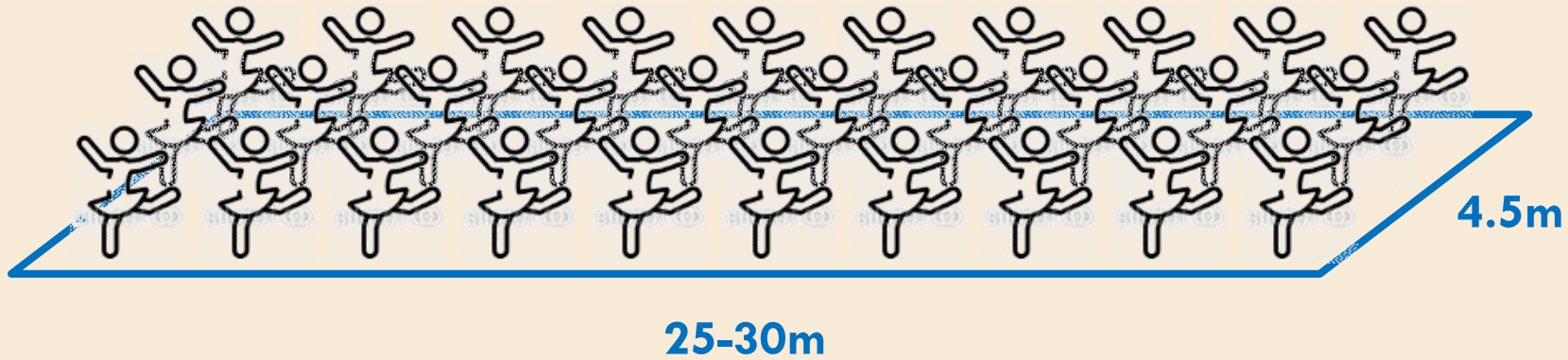
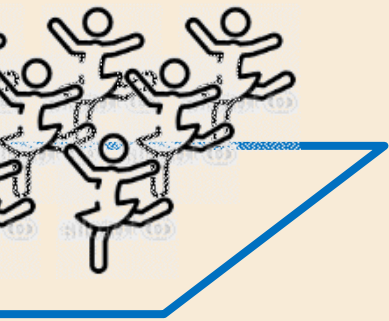
2. Pre-show Street Performance, 6pm to 8pm



Interactive & Freestyle
Performances

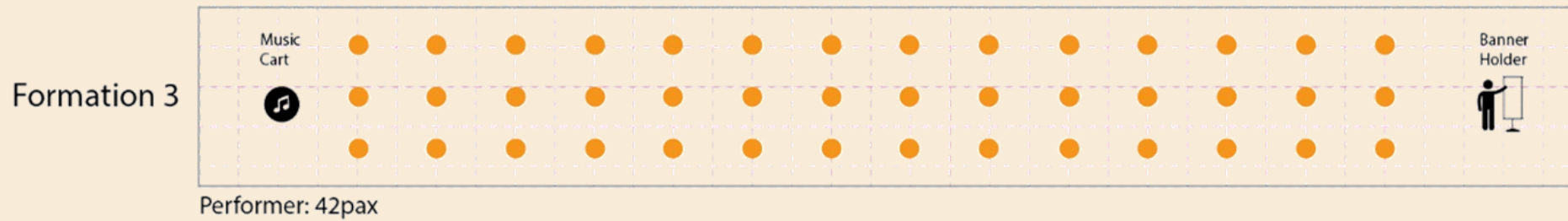
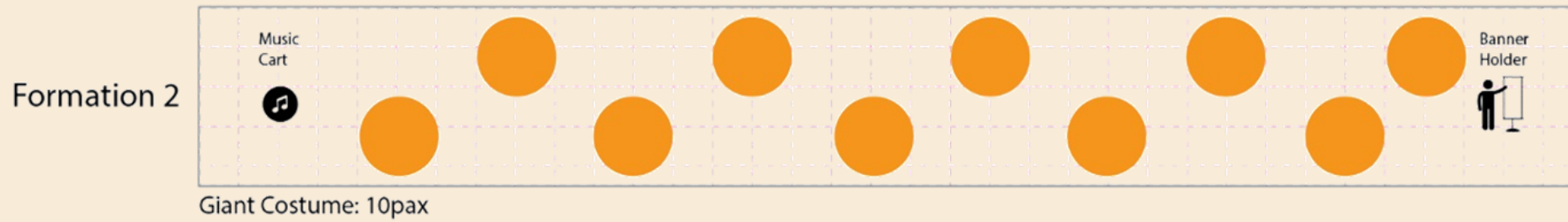
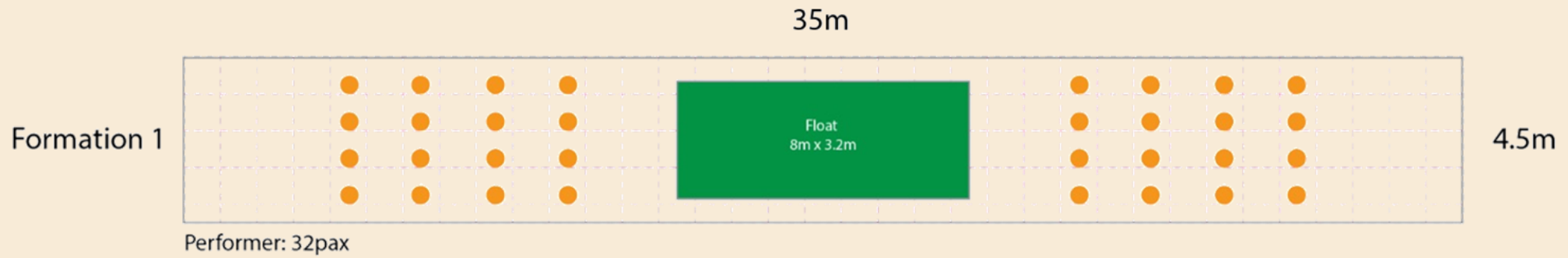
The Performance

- Formation zone size : **25-30m by 4.5m**



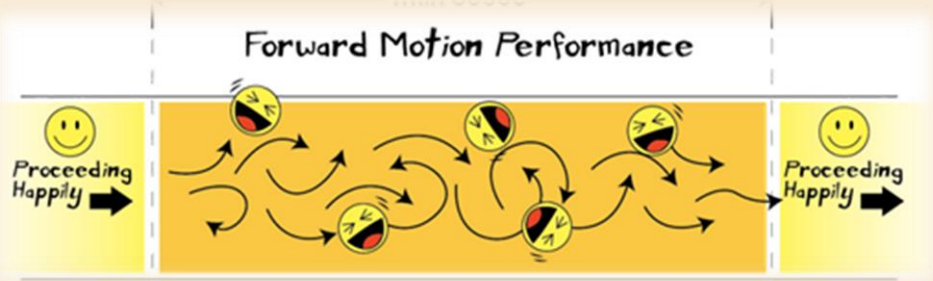
The Performance

- Formation examples



Proceeding Direction 

The Performance

Performance along Parade Route	<p>Procession performance</p>  <p>The diagram illustrates a 'Forward Motion Performance' on a parade route. It features a central yellow rectangular area with a white border. Above this area, the text 'Forward Motion Performance' is written in a stylized font. On the left and right sides of the yellow area, there are yellow vertical bars. Each bar contains a smiley face icon and the text 'Proceeding Happily' with a right-pointing arrow. Inside the yellow area, there are several circular icons, each containing a smiley face and a red/black diagonal line. These icons are connected by a series of curved arrows that form a complex, interconnected path, suggesting a sequence of movements or steps during the performance.</p>
Music Requirement	<p>First piece of music - For Each Performing Zone</p> <p>Second piece of music - For playing along parade route, HKTB will provide a music cart, so that the group can listen to the music along the route and perform simple steps</p>
Costume	<p>Send picture to Show Producer for review</p>

Parade Performance

Performing Groups for Parade SHOULD:

Submit Name List and Passport Copy by required timeline

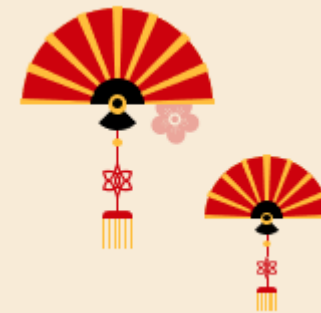
Work with the Appointed Show Producer for sharing Video ref, Music and Costume

Responsible for own rehearsal arrangements before arriving HK

Attend Full Dressed Rehearsal in the evening on 28 January 2025

Design performance that could entertain spectators at both sides of performing zone & route

WORKING SCHEDULE



Before Selection		Interested Performing Groups
1.	Q3 2024	Briefing Session
2.		Submission of proposal.
3.		Groups selection by the HKTB and Show Director
After Selection		Selected Performing Groups
4.	Q4 2024	Show Director team will follow up with leader of each group
5.		Collect rehearsal video from performance group and feedback and arrange follow up call by the Show Director team
6.	27 - 28 Jan 2025	Venue familiarization and rehearsals
7.	29 Jan 2025	Perform at the CNY Parade
8.	30-31 Jan 2025	Perform at other HKTB confirmed stage, extend the CNY vibes to the city

SHOW DIRECTOR

HKTB will appoint a Show Director team to:

- Arrange the performance line-up and sequence
- Propose & produce show performances
- Liaise with all invited performing groups for the best performance standard of each group
- Follow up with local performing groups for photos/relevant materials for publicity purpose
- Conduct briefings closer to the Parade Day and arrange rehearsals





THANK YOU

中国建设银行
China Construction Bank (Asia)