

## **Proposal for Mooncake Festival Celebration at HELP UNIVERSITY Subang2 Campus**

### **Introduction:**

The Mooncake Festival, also known as the Mid-Autumn Festival, is a significant cultural event celebrated by many communities across Asia. It is a time of reunion, thanksgiving, and appreciation for the harvest season. We propose to host a Mooncake Festival celebration at **Subang2 Campus, HELP University**, this event will create an opportunity for the University to work closely with the local community i.e. **SME Community of Sungai Buloh New Village**. This event is dedicated to engage the University community (staff and students) with the schoolchildren from the surrounding locality, to promote cultural diversity and foster a sense of community among the students and the local community.

### **Objectives:**

1. **Cultural Appreciation:** Introduce the traditions, stories, and significance behind the Mooncake Festival to the schoolchildren, enhancing their understanding of different cultures.
2. **Community Engagement:** Provide a platform for interaction between the university students and schoolchildren, creating a sense of unity and shared experiences.
3. **Entertainment and Learning:** Offer a range of engaging activities that entertain, educate, and enrich the participants' cultural awareness.

### **Organizer:**

The event will be organized by the **Malaysian Public Library & HELP University** in collaboration with student volunteers, faculty members, and local community partners. This collaboration ensures a well-rounded and enriching experience for the participants.



**Event Name** : Mid Autumn Mooncake Festival  
**Event Date** : Friday, 22 September 2023  
**Venue** : Subang2 Campus  
**Time** : 5.00 pm – 10.00pm  
**No. of guests** : 500+

**Activities:**

1. **Chinese Cultural Society** : Singing Competition, the competition will take about One and Half hour. Open to students, staff, and other Chinese Cultural Society Clubs
2. **Food Truck Delights**: A diverse range of Asian cuisine, including traditional mooncakes, will be available from food trucks to introduce the flavors of the festival to the participants.
3. **Cultural Quiz**: An interactive quiz focusing on the history, traditions, and myths of the Mooncake Festival, encouraging participants to learn while having fun.
4. **Dragon Dance**: A mesmerizing traditional dragon dance performance that captures the spirit of the festival and brings vibrant energy to the event. The dance is performed by the Students from SMJK Chung Hwa Klang.
5. **Lantern Making Workshop**: A hands-on activity where schoolchildren can create their own lanterns, teaching them about the craft and symbolism of lanterns in the festival.
6. **Lantern Procession**: An enchanting lantern procession, where participants can showcase their creations, while experiencing the beauty of the illuminated lanterns.
7. **Mooncake Sales**: A dedicated area for the sale of mooncakes, allowing participants to indulge in the traditional treats of the season.
8. **Karaoke Session Performances**: A platform for talented university students to perform traditional songs and modern hits, adding an entertaining musical element to the event.



**Budget:**

The proposed budget for the Mooncake Festival celebration is as follows:

NO	Item	Cost
1	Event Promotion and Marketing	RM 400.00
2	Food Truck Arrangements	RM 7000.00
3	Dragon Dance Performance	RM 500.00
4	Lantern Making Workshop Supplies	RM 300.00
5	Lantern – Lantern Procession (Lantern, Stick & Candle) – 600pcs	RM 3000.00
6	Mooncake Purchase to cater for 600pax	RM 1000.00
7	Karaoke Session	No Cost
8	Prizes and Gifts for activities & Quiz	RM 400.00
9	Decoration & Miscellaneous	RM 1000.00
10	Transport – 3 buses	TBC
	<b>TOTAL</b>	<b>RM 13,600.00</b>

\*Any Sponsorship raised will be given back to the community in Sungai Buloh New Village (Pusat Kusta Sungai Buloh – for the Museum)

**Total Budget: RM12,100.00**

Funding sources will include university grants, sponsorships, and participant entry fees (if applicable). We are confident that the proposed budget will allow us to create a memorable and culturally enriching experience for all participants.

In conclusion, the Mooncake Festival celebration at HELP University is a fantastic opportunity to celebrate cultural diversity, engage the community, and provide an entertaining and educational experience for schoolchildren. We believe that this event will contribute to the university's commitment to fostering cultural awareness and creating lasting memories for all participants involved.

**OTHER POSSIBLE ACTIVITIES****Campus and University Awareness:**

The Mooncake Festival celebration at HELP University presents a unique opportunity to not only celebrate cultural diversity but also to showcase the vibrant campus life and the essence of the university to both the schoolchildren and the local community. By incorporating various elements into the event, we can effectively create awareness about the campus and the university:



1. **Campus Tour and Information Booths:** As part of the event, we can organize guided campus tours for the schoolchildren and their families. These tours can highlight key areas such as the library, academic buildings, recreational facilities, and student hangout spots. Information booths strategically placed around the event area can provide brochures, pamphlets, and digital presentations about the university's programs, achievements, and contributions to the community.
2. **Interactive Exhibitions:** Set up interactive exhibitions that showcase the university's research projects, student clubs, and academic achievements. These exhibitions can be designed to engage participants of all ages, allowing them to learn about the university's academic prowess and contributions to various fields.
3. **Student Involvement and Performances:** Involve university students in various aspects of the event, from organizing and volunteering to performing on stage. The karaoke session, dance performances, and talent showcases can provide glimpses of the creative and talented student body, leaving a positive impression on the attendees.
4. **Campus Facilities Showcase:** Allocate space to demonstrate some of the university's specialized facilities, such as science laboratories, art studios, or innovation centers. This hands-on experience can pique the curiosity of both schoolchildren and their parents about the university's commitment to excellence in education and research.
5. **Collaboration with Faculty:** Engage faculty members in mini-talks or workshops that highlight the university's academic strengths and innovation. These sessions can provide insights into the university's commitment to fostering a conducive learning environment and pushing boundaries in various fields.
6. **University Achievements Corner:** Designate a corner showcasing the university's achievements, awards, and recognition in both academic and community-related endeavors. This can instill a sense of pride among the participants and emphasize the university's positive impact on the society.
7. **Interactive Games and Challenges:** Integrate educational games, challenges, and puzzles related to the university's disciplines. This approach not only promotes learning in a fun way but also demonstrates



the university's dedication to nurturing critical thinking and problem-solving skills.

8. **Collaborative Art Projects:** Set up collaborative art projects that involve both schoolchildren and university students. These projects can reflect the values and aspirations of the university community, fostering a sense of unity and shared purpose.
9. **Community Engagement Initiatives:** Highlight the university's engagement with the local community through initiatives such as community service projects, partnerships with local businesses, and outreach programs. This demonstrates the university's commitment to making a positive impact beyond its campus.

By incorporating these elements into the Mooncake Festival celebration, we can effectively create awareness about the campus and the university among schoolchildren, their families, and the local community. This not only enhances the event's significance but also establishes the university as a welcoming and dynamic institution that values cultural diversity, education, and community engagement.

Yours Sincerely,

The Committee.

# Itinerary

No	Program	Time	Venue
1	Arrival and Registration	4.30pm - 5.00pm	
2	Opening Ceremony  DRUM DEMO (HIS students)  i) Welcome Speech – by Dr Chan ii) SME Sungai Buloh Chairwoman iii) Any VIP?? MP of Sungai Buloh & Adun – Izwan Kasim  Dragon Dance (Chung Hwa SJKC Klang)	5.00 pm – 5.15pm	MPH
3	Activities	5.30 – 7.00 pm	
	Karaoke (IRENE)		Batic Lounge
	Movie (MR LAU)		Batic Staircase
	Lantern Workshop & Display (MPU)		Student Lounge (Lounge 2)
	Quiz Booth (Chinese riddle and quiz) - CCS		Student Lounge (Lounge 2)
	Children Games (MPU)		Student Lounge (Lounge 2)
4	Dinner	6.00 – 7.00pm	VIP – Batic Lounge Guests – Food Truck
5	Activities – Continues		
	Singing Competition	7.00-8.15pm	MPH
	Lucky Draw	8.15 – 8.30pm	MPH
6	Lantern Procession (After Dinner)	8.30.00pm – 10pm	
	After Party – Karaoke		BATIC LOUNGE



**Note :**

- 1) Alex will be in charge on the process of Ruffles ticket for the Lucky Draw and to collect LEADS – Name , tel no, email. Age range (tick a box)
- 2) Irene to get in touch with HIS to involve the School Children to be involved in this program as well.
- 3) All committee need to figure out sponsorship in the form of – Cash, Gift , Moon Cake, or any Packed Food during the event.