

# Seize the opportunity to be a proud sponsor for modern fathers today!

We are thrilled to announce the return of our highly anticipated #KhitThitPhayPhay #ခေတ်သစ်ဖေဖေ Online Photo Contest, held in celebration of Father's Day! This year, we invite you and businesses in your community to participate as sponsors in this meaningful initiative, organised in collaboration with the British Chamber of Commerce Myanmar.



## Photo Contest

*Do you aspire to be a leader who drives meaningful Social Impact?*

The #KhitThitPhayPhay (modern father) photo contest is designed to celebrate and promote the active involvement of fathers in caregiving and family responsibilities. By challenging traditional gender norms and stereotypes, this contest aims to foster greater women's participation in society and workplaces, especially in crucial roles of senior management and decision-making processes. Encouraging fathers and husbands to engage in domestic chores and caregiving responsibilities, this initiative supports the broader goal of creating more equitable and inclusive workplaces and society. Supporting this contest will contribute to being the leading change in breaking down social norms and stereotypes which are fundamental in creating more inclusive societies.

### Sponsor Benefits

-  Brand Visibility within BCGE and British Chamber Network
-  Family-Friendly Working Conditions Package exclusively designed for Sponsor Businesses



*in collaboration with*



#### Sponsorship Packages



##### Platinum Sponsor

1,000,000 MMK in cash  
3 packages available



##### Gold Sponsor

500,000 MMK in cash/in-kind  
7 packages available

Please contact +95 9 441 441 550 or [info@mbcgea.com](mailto:info@mbcgea.com) for more information.

### **About the #KhitThitPhayPhay #ခေတ်သစ်ဖေဖေ Photo Contest:**

The #KhitThitPhayPhay #ခေတ်သစ်ဖေဖေ (modern father) photo contest is designed to celebrate and promote the active involvement of fathers in caregiving and family responsibilities, challenging the long-standing social norms that have stereotypically deemed such roles as inappropriate for men. By challenging traditional gender norms and stereotypes, this contest aims to foster greater women's participation in society and workplaces, particularly in senior management and decision-making roles. Encouraging fathers and husbands to engage in domestic chores and caregiving supports the broader goal of creating more equitable and inclusive workplaces and societies.

### **Why Sponsor the #KhitThitPhayPhay #ခေတ်သစ်ဖေဖေ Contest?**

By sponsoring our contest, your organisation not only demonstrates a commitment to being a responsible business but also aligns with global Sustainable Development Goals (SDGs), fostering a workplace culture that values equality and inclusivity. Through this sponsorship, you contribute directly to SDG targets related to gender equality and family well-being, showcasing your dedication to social responsibility and progressive business practices.

Moreover, it offers unparalleled brand exposure and recognition which not only enhances your brand's reputation as a supporter of important social causes but also strengthens stakeholder loyalty among those who prioritise corporate social responsibility.

In addition to these benefits, sponsoring businesses will gain exclusive access to a tailor-made family-friendly working conditions package, from us, BCGE, encompassing consultancy or advisory services on policy development, training, seminars, workshops, and webinars, which enables your organisation to attract top talent seeking a supportive work environment, thereby enhancing employee retention and productivity.

We believe that your sponsorship will significantly impact the success of the #KhitThitPhayPhay Photo Contest and help us create a more inclusive society for future generations. Please confirm your sponsorship commitment by directly replying to this email or by contacting us at +959 441 441 550 by 21 June at the latest. We will distribute the detailed information on the photo contest for contestants separately within this week.

We look forward to your positive response and the opportunity to collaborate on this meaningful Social Activity. Thank you for your support.



**Photo Contest**

Our modern fathers...  
Let's share photos and win prizes!



### How Can I Participate in this contest?

Interested and engaged fathers who want to be recognised themselves as modern fathers, along with mothers who take pride in their supportive husbands, are invited to submit [a photograph](#) that reflects moments of active fatherly involvement in child and family care responsibilities and [a message](#) that highlights, "Why do fathers prioritize and participate in family responsibilities and help all around," in celebration of Father's Day. Please include [the contestant's name](#), [organisation](#), [designation](#), and [phone number](#), and send your submission to the BCGE Office via Viber (+95 9 441 441 550) by the end of June.

### When will the winners be announced?

The selected winners will be announced in early July through the BCGE LinkedIn Page, and the award ceremony will be held in July at the British School Yangon.

Hosted by



in collaboration with



Venue Sponsor

