

**HKSAR Delegations to
the 15th National Games, and the 12th National Games for Persons with
Disabilities and the 9th National Special Olympic Games**

Sponsorship Programme

I. Forms of Sponsorship

1. In cash;
2. Sponsorship of products/services; and
3. Advertisements in the Souvenir Programme.

II. Level of Sponsorship

There are three levels of sponsorship:

1. Diamond Sponsor - Sponsorship of HK\$200,000 or more in cash;
2. Ruby Sponsor - Sponsorship of an amount over HK\$50,000 and less than HK\$200,000 in cash, or in the form of products/services worth HK\$50,000 or above; and
3. Advertisement in the Souvenir Programme - Placement of an advertisement in the Souvenir Programme of the HKSAR Delegations to the 15th National Games (the 15th NG)/the 12th National Games for Persons with Disabilities and the 9th National Special Olympic Games (the 12th NGD and the 9th NSOG).

III. Acknowledgement Arrangements

Sponsors are acknowledged in the following ways depending on the sponsorship levels:

1. Diamond Sponsor
 - (a) Acknowledgement will be made in the relevant promotional materials such as posters and the Souvenir Programme;
 - (b) The sponsor may place a full-page advertisement free of charge on an inside page of the Souvenir Programme. The sponsor who offers the highest amount of sponsorship may place the advertisement on the back cover of the Souvenir Programme;
 - (c) The representative of the sponsor will be invited to attend the Flag Presentation Ceremonies and the Welcome Home Ceremonies for the HKSAR Delegations# and be awarded a certificate of appreciation at the Flag Presentation Ceremonies; and
 - (d) The sponsor may display two self-provided promotional signboards (each about 1 m x 2 m in size) and two promotional banners (each about 1 m x 3 m in size) at the venues of the Flag Presentation Ceremonies. The arrangement will be subject to the locations of the Ceremonies and the layout and decoration of the venues. The contents of the self-provided promotional signboards or banners will be subject to the approval of the Secretariat of the Organising Committee of the HKSAR Delegations (the OC), and the OC has the right to revise the

contents and reserves the rights to make the final decision.

2. Ruby Sponsor

- (a) Acknowledgement will be made in the relevant promotional materials such as posters and the Souvenir Programme;
- (b) The sponsor may place a full-page advertisement free of charge on an inside page of the Souvenir Programme; and
- (c) The representative of the sponsor will be invited to attend the Flag Presentation Ceremonies and the Welcome Home Ceremonies for the HKSAR Delegations# and be awarded a certificate of appreciation at the Flag Presentation Ceremonies.

The OC reserves the right to cancel the Flag Presentation and the Welcome Home Ceremonies due to inclement weather or special circumstances.

3. Advertisement in the Souvenir Programme

The sponsorship amounts for placing advertisement in the Souvenir Programmes of the HKSAR Delegations to the 15th NG, and the 12th NGD and the 9th NSOG are as follows:

- | | |
|-----------------------------------|------------|
| (a) Full-page inside front cover* | HK\$20,000 |
| (b) Full-page inside back cover* | HK\$15,000 |
| (c) Full inside page | HK\$10,000 |
| (d) Half inside page horizontal | HK\$5,000 |

* If more than one sponsor is interested in placing an advertisement at the same advertisement space, the OC Secretariat will inform the sponsors concerned. The advertisement space will be allocated to the sponsor offering the highest amount of sponsorship. If the same amount of sponsorship is offered, priority will be given to the sponsor who has offered to provide other sponsorship in cash or in the form of products/services for the 15th NG, and the 12th NGD and the 9th NSOG as well.

IV. Products/Service Items Acceptable as Sponsorship

- 1. Sports uniform/gear** (including track jackets and pants, long-sleeved sweatshirts, short-sleeved crew neck T-shirts and polo shirts, shorts, sports shoes, socks, bags and towels);
- 2. Lounge suits (e.g. suit jackets, trousers/skirts);
- 3. Transportation (e.g. air tickets, transportation to and from the Hong Kong International Airport);
- 4. Comprehensive travel insurance;

5. Pre-Games medical checkup services provided for athletes;
6. Internet access cards/mobile telephone cards/rechargeable cards for use on the Mainland;
7. Advertisements (e.g. placing of advertisements in MTR stations, on buses, in newspapers and magazines and on social networks, broadcast of advertisements on radio and television as well as outdoor advertisements);
8. Printed promotional materials (e.g. promotional banners, billboard advertisements, Souvenir Programmes); and
9. Others (depending on the needs and views of the Executive Committee).

** The OC may also consider accepting sponsorship for one single event. However, priority will be given to those sponsors who offer the sports uniforms/gear of all competition events or more than one single event.

Remarks:

1. The acknowledgement arrangements for the 15th NG, and the 12th NGD and the 9th NSOG will be handled separately according to the sponsorship wishes of the sponsors. The Flag Presentation Ceremonies and the Welcome Home Ceremonies for the aforementioned Games will be held separately as well;
2. The OC will not accept any sponsorship from tobacco and liquor companies;
3. Sponsorships in the form of products/services must be provided in full. The OC will not consider sponsorship that provides products/services at a discounted price or cost price;
4. In the event that the interested parties are potential business competitors, or there is more than one sponsor offering sponsorship for the same type of products/services, the OC Secretariat will inform the parties concerned as early as possible and conduct negotiation. If negotiation fails, the right of final decision will rest with the OC, which will take into consideration the amount of sponsorship, whether the products/services meet the needs of the activity/event, and the business nature, scale, image and integrity of the sponsor, as well as the experience of the sponsor in sponsoring similar activities/events in the past, etc.;
5. The order of the acknowledgements depends on the level and amount of sponsorship. The amount of sponsorship will be calculated on the basis of the sponsorship in cash first and then the value in kind of the products/services sponsored. If the amounts of sponsorship are the same, the order will be determined by the alphabetical order of the English names of the sponsors on the register of businesses;
6. A sponsor which is a holding company, consortium, sole agency, etc. providing sponsorship in the form of products or services under one of its brands can only choose one trademark for acknowledgement;
7. The OC has full discretion to decline any sponsorship without giving any explanation; and
8. The OC reserves the right to amend the above terms.

To: The Secretariat of the Organising Committee of the HKSAR Delegations to the 15th National Games, and the 12th National Games for Persons with Disabilities and the 9th National Special Olympic Games
(Attention: Miss Bally FONG)
(Email: almiime14@lcsd.gov.hk / Fax No.: 2692 0531)

**Sponsorship for the HKSAR Delegation to
the 15th National Games**
Reply Slip

I am/We are interested in sponsoring the HKSAR Delegation to participate in the 15th National Games, with details as follows:

Level of Sponsorship (Please put a tick “√” in the appropriate box)

(1) **Diamond Sponsor** (Sponsorship of HK\$200,000 or more in cash)

Sponsorship in cash: HK\$ _____

(2) **Ruby Sponsor** (Sponsorship of an amount over HK\$50,000 and less than HK\$200,000 in cash, or in the form of products/services worth HK\$50,000 or above)

Sponsorship in cash: HK\$ _____

and/or sponsorship in the form of products/services (Please specify the product/service items and values):

(3) **Advertisement in the Souvenir Programme**

(i) Full-page inside front cover HK\$ _____ in cash (HK\$20,000)

(ii) Full-page inside back cover HK\$ _____ in cash (HK\$15,000)

(iii) Full inside page HK\$ _____ in cash (HK\$10,000)

(iv) Half inside page horizontal HK\$ _____ in cash (HK\$5,000)

Particulars of Sponsor

Name of sponsor: _____

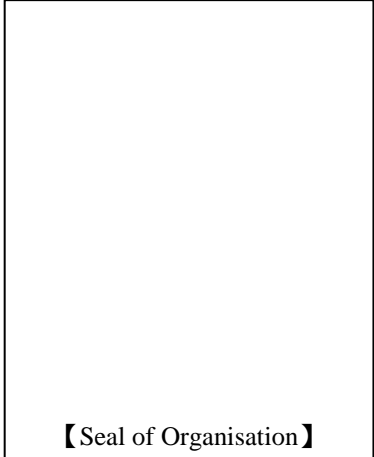
Address: _____

Name and post of representative: _____

Name and post of contact person: _____

Contact number.: _____

Fax /email address: _____



【Seal of Organisation】

Signature: _____ Date: _____

Remarks:

- ◆ If your company/organisation is interested in offering sponsorship, please return the completed reply slip to the “Secretariat of the Organising Committee of the HKSAR Delegations to the 15th National Games, and the 12th National Games for Persons with Disabilities and the 9th National Special Olympic Games” by post, fax or email **on or before 7 March 2025.**

- ◆ The personal data provided by your company/organisation will be used only for the purposes of processing the sponsorship, future contact and promotion of this activity. Except for the staff authorised by the Secretariat, no one will be given access to your personal data. Please contact the Secretariat if you wish to correct or access the personal data provided in this form.

- ◆ Your company/organisation will be informed by the Secretariat through written notification for the confirmation of the sponsorship and follow-up on subsequent arrangements after the sponsorship is accepted by the Executive Committee of the HKSAR Delegation.

- ◆ For enquiries, please contact the following staff members of the Secretariat:
 - Mr CHAN Pak-fai (Tel: 2601 8777 / Email: lmme2@lcsd.gov.hk)
 - Mr Bryan YU (Tel: 2601 7669 / Email: almime2@lcsd.gov.hk)
 - Fax number: 2692 0531
 - Mailing address: Secretariat of the Organising Committee of the HKSAR Delegations to the 15th National Games, and the 12th National Games for Persons with Disabilities and the 9th National Special Olympic Games,
2/F, Leisure and Cultural Services Headquarters,
1-3 Pai Tau Street, Sha Tin, Hong Kong

To: The Secretariat of the Organising Committee of the HKSAR Delegations to
the 15th National Games, and the 12th National Games for Persons with Disabilities and
the 9th National Special Olympic Games
(Attention: Miss Bally FONG)
(Email: almiime14@lcsd.gov.hk / Fax No.: 2692 0531)

**Sponsorship for the HKSAR Delegation to
the 12th National Games for Persons with Disabilities and
the 9th National Special Olympic Games
Reply Slip**

I am/We are interested in sponsoring the HKSAR Delegation to participate in the 12th National Games for Persons with Disabilities and the 9th National Special Olympic Games, with details as follows:

Level of Sponsorship (Please put a tick “√” in the appropriate box)

- (1) **Diamond Sponsor** (Sponsorship of HK\$200,000 or more in cash)

Sponsorship in cash: HK\$ _____

- (2) **Ruby Sponsor** (Sponsorship of an amount over HK\$50,000 and less than HK\$200,000 in cash, or in the form of products/services worth HK\$50,000 or above)

Sponsorship in cash: HK\$ _____

and/or sponsorship in the form of products/services (Please specify the product/service items and values):

- (3) **Advertisement in the Souvenir Programme**

(i) Full-page inside front cover HK\$ _____ in cash (HK\$20,000)

(ii) Full-page inside back cover HK\$ _____ in cash (HK\$15,000)

(iii) Full inside page HK\$ _____ in cash (HK\$10,000)

(iv) Half inside page horizontal HK\$ _____ in cash (HK\$5,000)

Particulars of Sponsor

Name of sponsor: _____

Address: _____

Name and post of representative: _____

Name and post of contact person: _____

Contact number.: _____

Fax /email address: _____

【 Seal of Organisation 】

Signature: _____ Date: _____

Remarks:

- ◆ If your company/organisation is interested in offering sponsorship, please return the completed reply slip to the “Secretariat of the Organising Committee of the HKSAR Delegations to the 15th National Games, and the 12th National Games for Persons with Disabilities and the 9th National Special Olympic Games” by post, fax or email **on or before 7 March 2025.**

- ◆ The personal data provided by your company/organisation will be used only for the purposes of processing the sponsorship, future contact and promotion of this activity. Except for the staff authorised by the Secretariat, no one will be given access to your personal data. Please contact the Secretariat if you wish to correct or access the personal data provided in this form.

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2/F, Leisure and Cultural Services Headquarters,
1-3 Pai Tau Street, Sha Tin, Hong Kong