

贊助計劃
Sponsorship Programme

21.4 - 9.6.2024





第九屆全港運動會
THE 9TH HONG KONG GAMES

請支持 **本地運動員**，
支持香港的 **體育發展**！

Support **local athletes** &
sports development in Hong Kong!

目錄 Table of Content

「全港運動會」簡介 Introduction to "The Hong Kong Games"

主辦、統籌及協辦單位 Organiser, Co-ordinator and Co-organisers	2-3
舉辦目的 Objectives	2-3
歷屆港運會回顧 Past HKGs	2-3
參賽運動員人數及年齡分布 Number of Participating Athletes and Distribution by Age	4-5

第九屆全港運動會 The 9th Hong Kong Games

區際體育比賽 Inter-district Sports Competitions	6-7
殘疾人士體育比賽 Sports Competitions for People with Disabilities	6-7
示範項目比賽 Demonstration Competitions	6-7
宣傳計劃及社區參與活動 Publicity Campaign and Community Participation Programmes	6-7
宣傳計劃 Publicity Campaign	8-9
社區參與活動 Community Participation Programmes	8-9
預計參與人數 Anticipated Numbers of Participants	10-13

贊助計劃 Sponsorship Programme

贊助級別及要求 Sponsorship Level and Requirement	14-15
鳴謝安排 Acknowledgements	16-19
接受贊助的商品或服務項目舉例 Examples of Sponsorship of Products or Services to be Accepted	20-21
附註 Notes for Sponsors	22-23

查詢 Enquiries

「全港運動會」簡介

主辦、統籌及協辦單位

全港運動會（港運會）由體育委員會主辦，並由其轄下的社區體育事務委員會統籌，協辦單位包括民政事務總署、康樂及文化事務署（康文署）、中國香港體育協會暨奧林匹克委員會（港協暨奧委會）及各體育比賽有關的體育總會。每屆港運會均會成立籌備委員會（籌委會），負責統籌和組織港運會的工作，成員包括體育委員會、社區體育事務委員會、各協辦單位、其他不同界別及文化體育及旅遊局的代表，並由康文署擔任秘書處的工作。

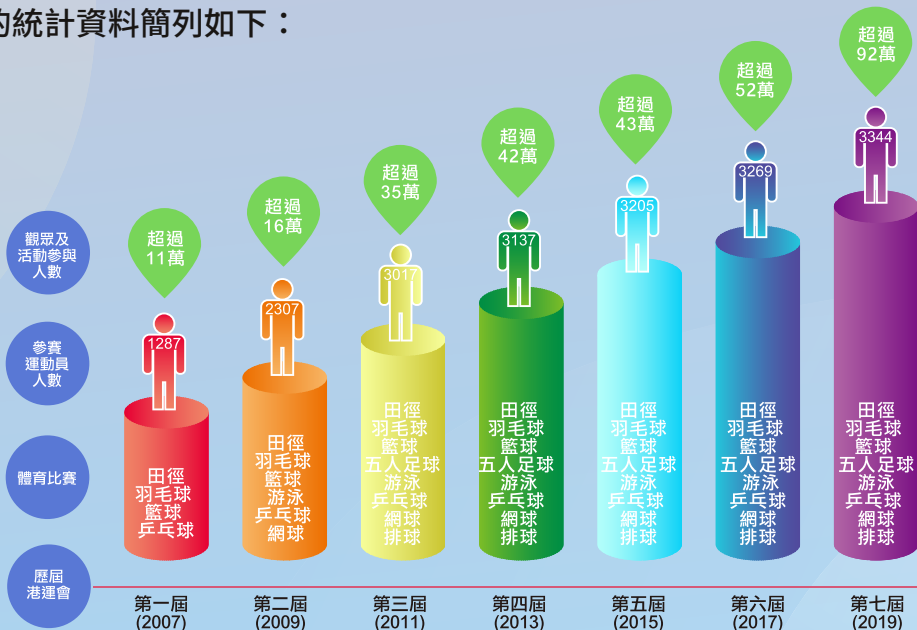
舉辦目的

每兩年舉辦一次的港運會是本地大型綜合運動會，以 18 區為參賽單位。舉辦目的是在社區層面提供更多體育參與、交流和合作機會，鼓勵市民積極參與體育運動，從而提升地區體育水平，增加市民對居住地區的歸屬感，同時促進 18 區之間的溝通和友誼。此外，港運會也可提升 18 區與各體育相關機構之間的協作，加強社區凝聚力。



歷屆港運會回顧

第九屆港運會將於 2023 及 2024 年舉行，港運會多年來不斷改進和累積經驗，組織及規模已趨完善，活動的數目及參與人數持續增加，並得到社會各界積極參與和支持，成為本港兩年一度的大型體育盛事。歷屆港運會的統計資料簡列如下：



第八屆港運會

受 2019 冠狀病毒病疫情影響，第八屆港運會延期一年，部分項目及活動於 2021 年至 2022 年舉行。在 2022 年 4 月 1 日舉行的第八屆港運會籌備委員會及常務委員會聯席會議上，委員同意停辦餘下尚未舉行的活動，包括十八區運動員選拔賽事、區際體育比賽及社區參與活動等。

Introduction to “The Hong Kong Games”

Organiser, Co-ordinator and Co-organisers

The Hong Kong Games (HKG) is organised by the Sports Commission (SC) and co-ordinated by its Community Sports Committee (CSC), with the Home Affairs Department, the Leisure and Cultural Services Department (LCSD), the Sports Federation & Olympic Committee of Hong Kong, China (SF&OC), and the relevant National Sports Associations (NSAs) of the sports competitions as co-organisers. An Organising Committee (OC), comprising representatives of the SC, the CSC, co-organisers, other organisations / sectors and the Culture, Sports and Tourism Bureau, is established for each HKG to co-ordinate and organise the work. The LCSD serves as the Secretariat to the OC.

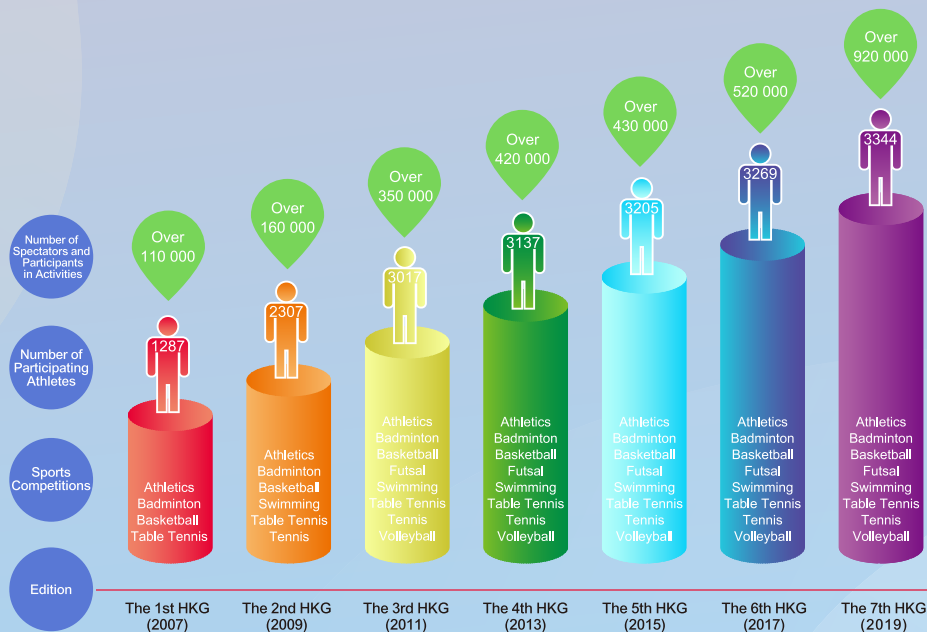
Objectives

The HKG is a biennial territory-wide major multi-sport event with the 18 districts as participating units. Its objectives are to provide districts with more opportunities for sports participation, exchanges and co-operation, and to encourage active public participation in sports, thereby improving sporting standards at the district level. The HKG can also strengthen the public's sense of belonging to the district they live in and foster the communication and friendship among districts. Besides, the HKG also enhances social cohesion by strengthening collaboration between the 18 districts and sports-related organisations.



Past HKGs

The 9th HKG will be held in 2023 and 2024. Backed by the improvements made and experience gained over the years, the HKG has matured in terms of organisation and scale, with the numbers of activities and participants increasing continuously. Attracting active support and participation from various sectors of the community, the HKG has now developed into a significant biennial sports event. Statistics of the past HKGs are summarised below:



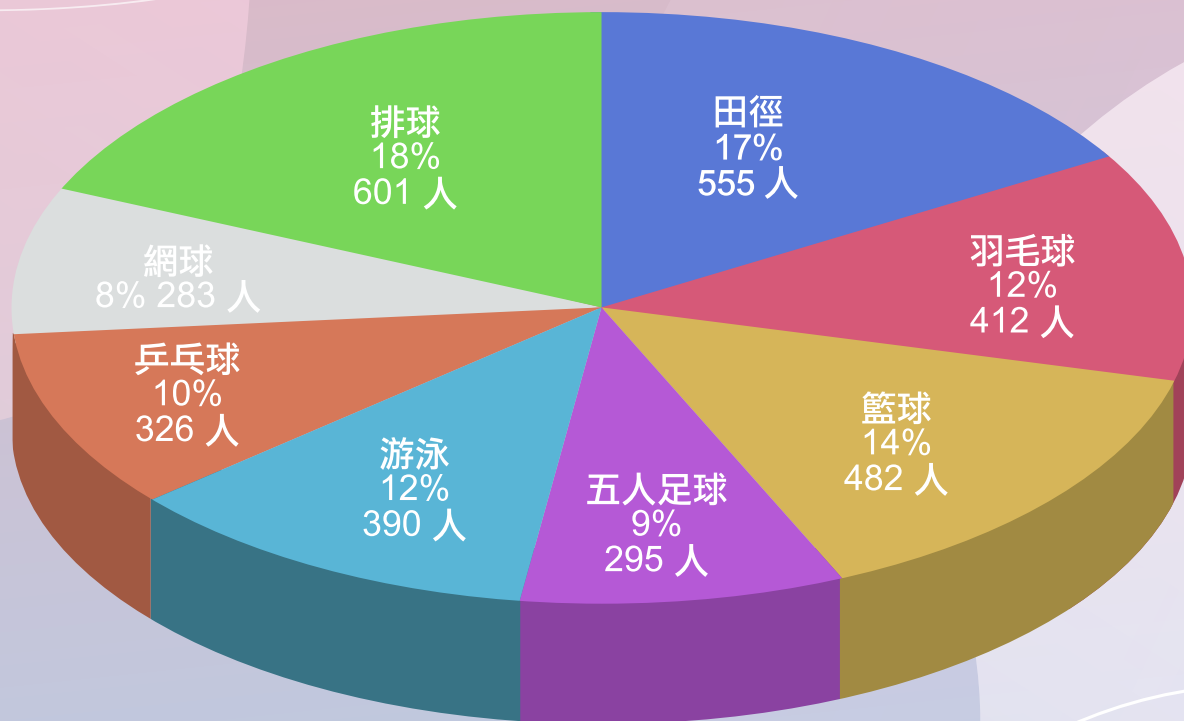
The 8th HKG

Due to the COVID-19 epidemic, the 8th HKG had been postponed for a year, and some events and activities were held in 2021 and 2022. At the joint meeting on 1 April 2022, the Organising Committee and Standing Committee of the 8th HKG agreed to cancel the remaining activities, including athlete selection in the 18 districts, inter-district sports competitions and community participation programmes.

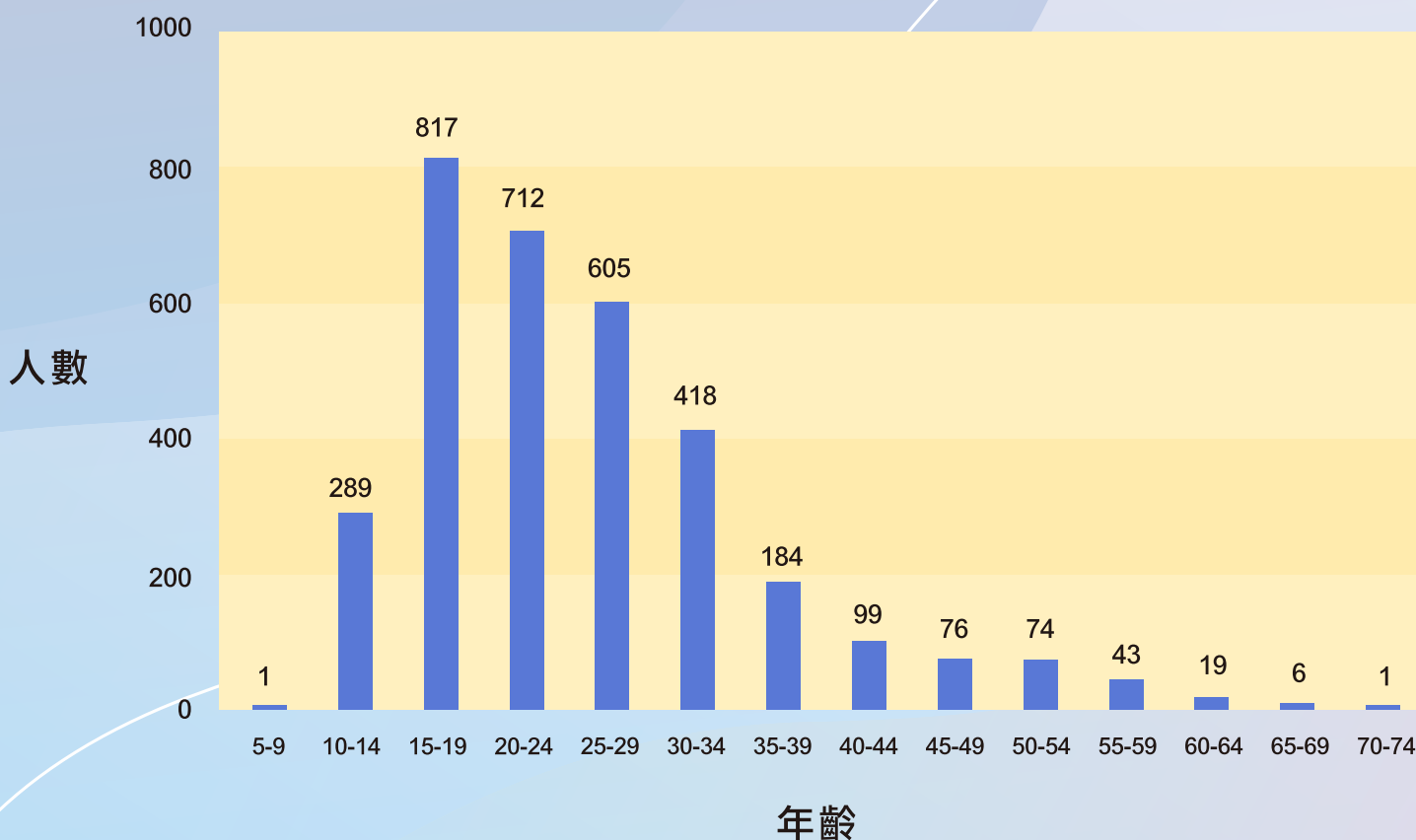
參賽運動員人數及年齡分布

港運會一直得到社會各界鼎力支持，參賽運動員人數不斷增加。第七屆港運會各項體育比賽的參賽人數及年齡分布如下：

第七屆港運會參賽運動員在各項體育比賽的分布



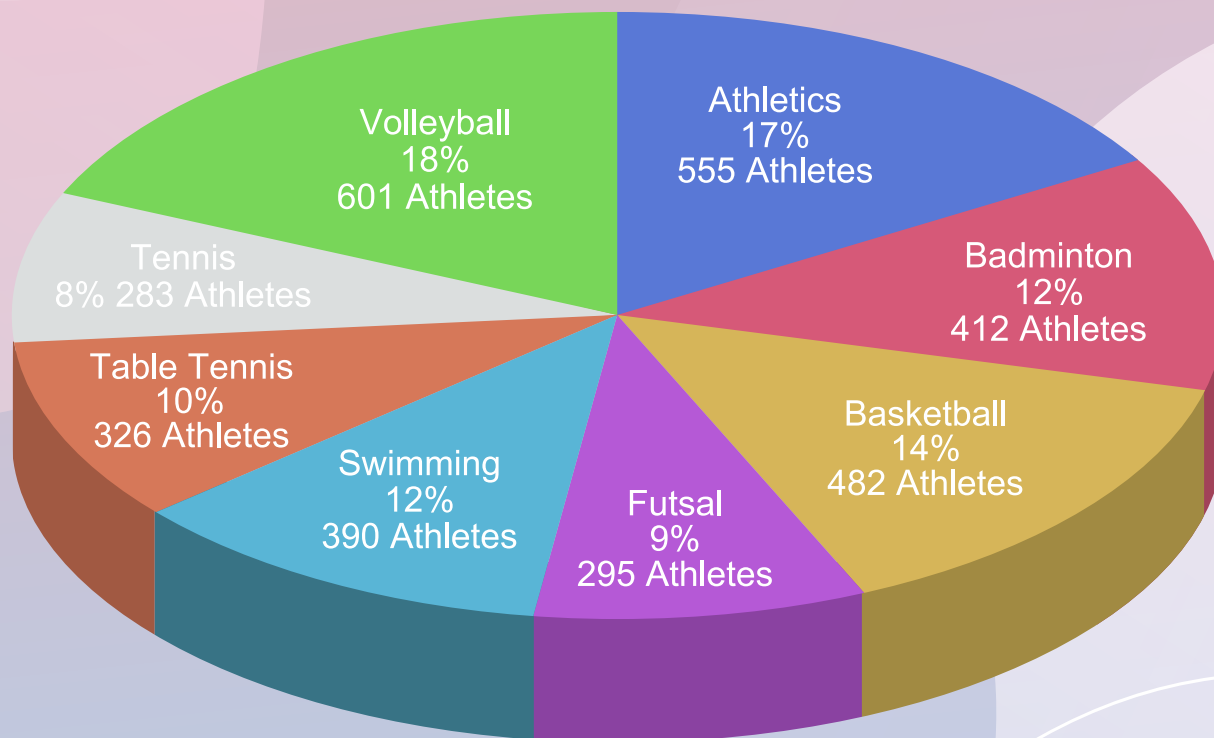
第七屆港運會參賽運動員的年齡分布



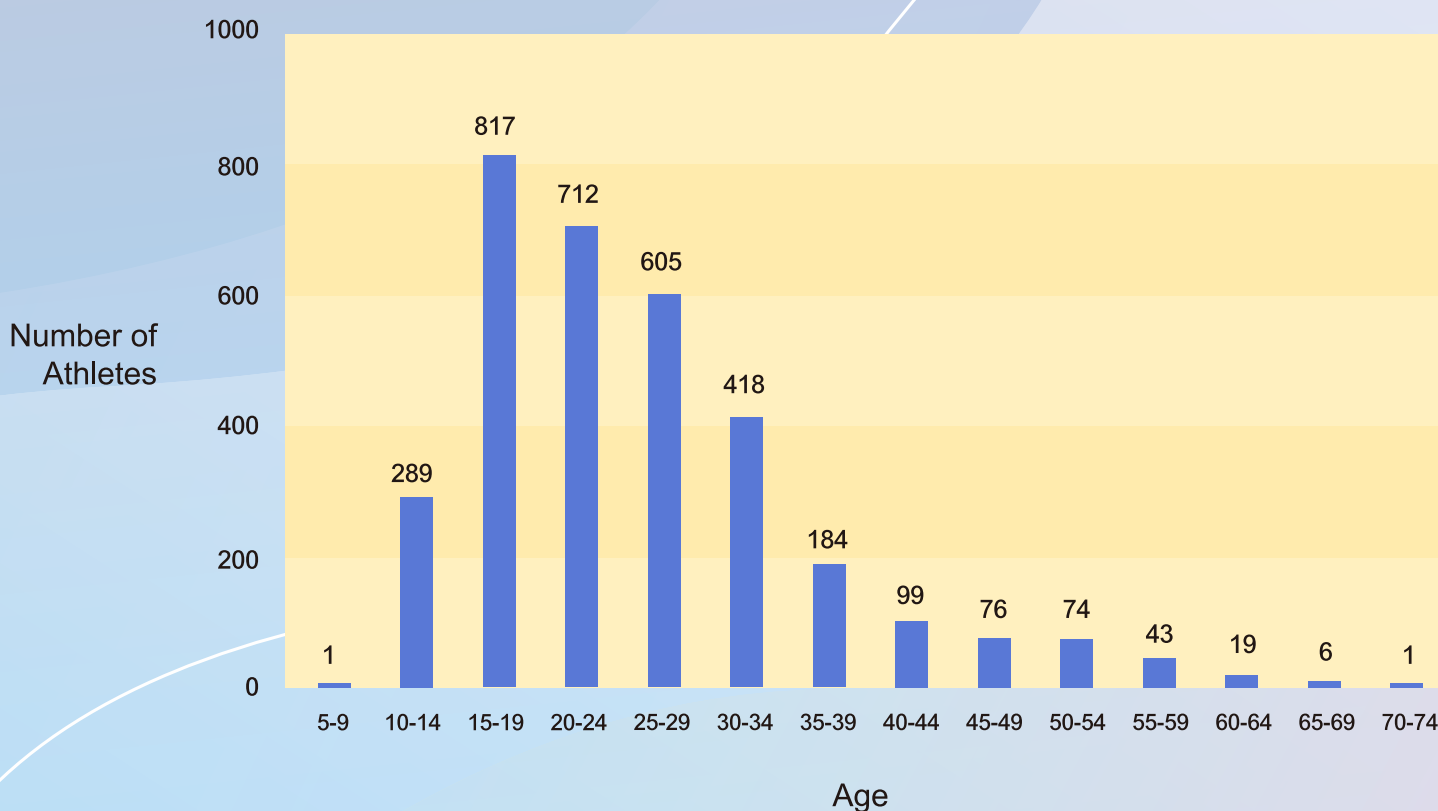
Number of Participating Athletes and Distribution by Age

With active support from various sectors of the community, the number of participating athletes has increased continuously. The number of participants in the sports competitions of the 7th HKG and their distribution by age are shown in the charts below:

Distribution by Event of Athletes Participating in the 7th HKG



Distribution by Age of Athletes Participating in the 7th HKG



第九屆全港運動會

第九屆港運會定於 2023 及 2024 年舉行，活動包括區際體育比賽、殘疾人士體育比賽、示範項目比賽及一連串多元化的社區參與活動。

區際體育比賽

區際體育比賽定於 2024 年 4 月 21 日至 6 月 9 日期間舉行，共設有 8 項體育比賽項目，即田徑、羽毛球、三人籃球、五人足球、游泳、乒乓球、網球及排球。18 區將於 2023 年 7 月至 2024 年 1 月期間，各自在區內以公開選拔方式選出優秀運動員代表該區參賽，並隨即於 2024 年年初起安排參賽運動員接受訓練，協助他們積極備戰，為所屬地區爭取殊榮。



殘疾人士體育比賽

為推廣殘疾人士參與體育活動，第九屆港運會將會繼續舉辦輪椅籃球比賽、硬地滾球比賽、智障人士游泳比賽及智障人士乒乓球比賽。



示範項目比賽

繼第八屆港運會女子五人足球成為示範項目，今屆港運會新增三項受青少年歡迎的「城市運動」示範項目，包括霹靂舞、運動攀登及滑板，向市民介紹更多不同種類的運動項目，亦可吸引更多年青人參與港運會。

宣傳計劃及社區參與活動

港運會是全港矚目及全民參與的體壇盛事，籌委會將會透過不同途徑及平台，包括印刷品、網上及社交媒體、大量公關宣傳工作及廣告，以及與相關伙伴機構（如民政事務總署、港協暨奧委會、中國香港學界體育聯會及各體育總會）合作舉辦活動，廣泛宣傳和推廣港運會，並呼籲市民積極參與各地區運動員選拔及相關的社區參與活動和入場觀看賽事。

贊助港運會是宣傳和推廣業務的良機，讓貴公司的服務或產品更廣為市民認識；同時，亦有助貴公司建立健康正面的品牌形象。另一方面，商界亦可藉此機會回饋社會，支持香港運動員和推動本地體育運動發展。

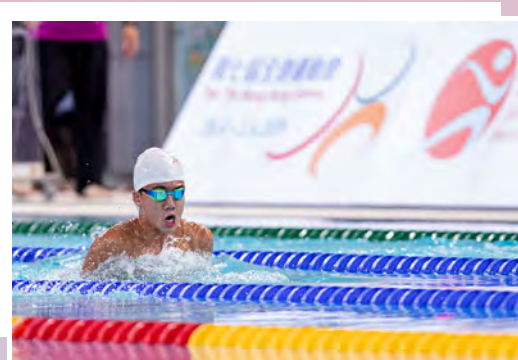


The 9th Hong Kong Games

The 9th HKG, including inter-district sports competitions, sports competitions for people with disabilities, demonstration competitions and a series of community participation programmes, will be held in 2023 and 2024.

Inter-district Sports Competitions

Scheduled for the period from 21 April to 9 June 2024, the inter-district sports competitions will cover eight sports competitions, namely athletics, badminton, 3-on-3 basketball, futsal, swimming, table tennis, tennis and volleyball. From July 2023 to January 2024, outstanding athletes will be selected from the 18 districts in an open manner to represent their respective districts in the competitions. Training will be given to the participating athletes from early 2024 to help them get prepared and compete for glory for the districts they represent.



Sports Competitions for People with Disabilities

To promote participation in sports competitions by people with disabilities, Wheelchair Basketball Competition, Boccia Competition, Swimming Competition for People with Intellectual Disabilities and Table Tennis Competition for People with Intellectual Disabilities will continue to be organised in the 9th HKG.

Demonstration Competitions

Subsequent to women's futsal becoming a demonstration event in the 8th HKG, three urban sports that are popular among youngsters, namely breaking, sport climbing and skateboarding, are included in the 9th HKG as new demonstration competitions to introduce more types of sports to the public, as well as attracting more young people to participate in the HKG.



Publicity Campaign and Community Participation Programmes

The HKG is a major community-wide sports event in Hong Kong. The OC will publicise and promote the 9th HKG through various channels and platforms, including printed materials, online and social media, extensive public relations initiatives and advertisements, and co-organise activities in collaboration with related partner organisations (including the HAD, the SF&OC, the Schools Sports Federation of Hong Kong, China and various NSAs), encouraging members of the public to actively participate in the open selection of athletes from the 18 districts and in related community participation programmes, and to watch the competitions at venues.

By sponsoring the HKG, your company will have a golden opportunity to publicise and promote your business, advertise your services or products, and build a positive image for your brand. It is also a great chance for the business sector to contribute to the society by supporting local athletes and promoting the development of sports in Hong Kong.



(i) 宣傳計劃

- 沿用港運會會徽、主題曲「人人起勁」及口號「全港運動 全城躍動」為宣傳重點，並加入港運會吉祥物「啦啦仔」於各項宣傳物品及社交媒體平台，樹立港運會獨特和具代表性的形象；
- 開設專題網頁，採用響應式網頁設計，讓公眾可以在智能手機或平板電腦上瀏覽和分享港運會網頁的資訊，方便快捷，並提供超連結至各協辦單位及贊助機構網頁，吸引更多市民瀏覽；
- 於康文署網頁、「康文署電子雜誌」的「精彩節目」、「活力新一代」、康文署「寓樂頻道」及康文+++ Facebook 及 Instagram 宣傳港運會；
- 於政府網站及手機應用程式包括：政府青少年網站、消閒一站通等，分享港運會的最新消息；
- 製作宣傳短片或聲帶於全港電視台、電台、康文+++ Facebook 及 Instagram、康文署轄下場地和港鐵車廂的電視屏幕播放；
- 配合不同活動及主題推出多款宣傳海報，並把海報分發到各區民政事務處、港協暨奧委會、協辦的體育總會、全港中小學校、大專院校、康文署轄下各分區康樂事務辦事處及場地、公共屋邨及社區會堂，以及張貼在政府新聞處管理的行人天橋及隧道的告示板上或告示箱內；
- 安排宣傳品擴展至各政府部門管理的設施展示，包括：於行人天橋展示柱身廣告或宣傳橫額、於政府聯用辦公大樓大堂張貼宣傳海報、路旁非商業宣傳品指定展示點展示橫額、於出租屋邨、公共屋邨及中轉房屋屋邨張貼宣傳海報；
- 在人流暢旺的地方懸掛不同主題的宣傳橫額及燈柱直旗，吸引市民入場觀看比賽和參加活動，營造熾熱的運動氣氛；
- 配合不同活動在各大平台刊登或張貼廣告，包括報章、雜誌、電車及公共巴士車身及巴士站燈箱、港鐵車廂及部分隧道出入口；
- 安排網上及香港電台電視 32 台直播港運會體育項目的決賽，讓更多市民可以觀賞精彩賽事；
- 加強社交媒體及網上平台如 Facebook、Instagram，向市民推廣港運會；
- 派發紀念品以增加市民對港運會的認識；以及
- 製作紀念特刊，贈送予各參與單位、協辦單位及贊助機構。

(ii) 社區參與活動

除了多元化的宣傳項目外，籌委會將同時舉辦一連串社區參與活動，包括 8 個體育項目的精英運動員示範及交流活動、體育講座、奧夢·邊種運動我至 Fit、港運會心連心活力齊跑跳、18 區誓師暨啦啦隊大賽、投票及競猜活動、活力動感攝影比賽、全城躍動活力跑、地區代表團誓師儀式、港運會齊齊玩、大型開幕典禮及閉幕暨綜合頒獎典禮，讓全港市民可以透過不同形式的活動一同參與和支持港運會。



(i) Publicity Campaign

- To continue to use the same HKG emblem, theme song “Come on, Games on” and slogan “Our City, Our Games” as the focuses of the publicity, and include the HKG mascot Cheering Larry in publicity materials and on social media platform to build a unique and representative image for the HKG;
- To set up a dedicated website using responsive web design to facilitate access and sharing of information on the HKG on smartphones or tablets, and provide hyperlinks to the websites of the co-organisers and sponsors to attract more people to visit the website;
- To promote the HKG on the LCSD website, in “Programme Highlights” of the LCSD e-Magazine, Community Sports Club Bulletin, on the LCSD Edutainment Channel and in the “LCSD Plusss” Facebook and Instagram accounts;
- To share the latest news of the HKG on government websites and mobile apps, including Youth.gov.hk and EventHK;
- To produce promotional videos or audio recordings for broadcasting on television and radio, in the “LCSD Plusss” Facebook and Instagram accounts as well as on the televisions in LCSD venues and MTR train compartments;
- To distribute posters of specific designs for different activities and themes to the District Offices (DOs) of the HAD, SF&OC, NSAs co-organising the events, primary and secondary schools, tertiary institutions, the District Leisure Services Offices and venues of the LCSD, public housing estates and community halls for display; and to put up posters on the notice boards or boxes managed by the Information Services Department on footbridges and in subways;
- To extend the arrangements for display of publicity materials to facilities managed by various government bureaux and departments, including display of pillar stickers or banners on footbridges, display of posters in the lobby of joint-user government offices, display of banners at designated roadside spots for displaying non-commercial publicity materials, and display of posters in rental housing estates, public housing estates and interim housing estates;
- To put up publicity banners and lamp-post banners with different themes at locations with heavy pedestrian flow to attract more spectators and participants to the competitions and activities, and create a strong sporting atmosphere;
- To place or display advertisements for the activities on various platforms, including newspapers, magazines, the bodies of trams and public buses, bus shelters, MTR train compartments and some portal areas of tunnels;
- To arrange for live webcast and broadcast of the finals of the sports competitions on Radio Television Hong Kong TV 32 to appeal to a wider audience;
- To step up publicity of the HKG among the public via social media and online platforms, such as Facebook and Instagram;
- To distribute souvenirs to members of the public with a view to enhancing public awareness of the HKG; and
- To publish a souvenir programme for distribution to all participating units, co-organisers and sponsors.

(ii) Community Participation Programmes

Apart from a variety of promotion programmes, the OC will also organise a series of community participation programmes to encourage the public to participate in and support the HKG in different ways. These activities include Elite Athletes’ Demonstration and Exchange Programmes for the 8 sports, Sports Seminar, Sports Legacy – Exercise to Get Super Fit, Hong Kong Games Run and Exercise Together, the 18 Districts’ Pledging cum Cheering Team Competition, the Voting and Guessing Activities, the Dynamic Moments Photo Contest, the Vitality Run, the District Teams’ Pledging Ceremony, Fun for All@HKG, the Opening Ceremony and the Closing cum Prize Presentation Ceremony.



預計參與人數

活動	日期	預計參與人數	
		參加者	觀眾
I. 地區運動員 / 隊選拔及培訓			
1. 地區運動員選拔	7/2023 - 1/2024	22 650	-
2. 地區隊賽前訓練	2 - 3/2024	12 240	-
II. 體育比賽	3 - 6/2024	7 900	420 000*
III. 開幕及閉幕典禮			
1. 開幕典禮	21/4/2024	1 000	8 000
2. 閉幕暨綜合頒獎典禮	9/6/2024	1 300	
IV. 社區參與活動			
1. 開展活動	23/6/2023	200	-
2. 星級教室 - 精英運動員示範及交流活動	9-11/2023	1 125	-
3. 奧夢·邊種運動我至Fit			-
4. 星級教室 - 體育講座			-
5. 港運會心連心活力齊跑跳			-
6. 18區誓師暨啦啦隊大賽	25/2/2024	2 000	
7. 地區代表團誓師 / 授旗 / 宣傳活動	2 - 3/2024	65 000	-
8. 活力動感攝影比賽	25/2 - 9/6/2024	200	-
9. 「我最支持的體育社區」投票活動及「第九屆港運會總冠軍」競猜遊戲	2 - 5/2024	350 000	-
10. 全城躍動活力跑	3/3/2024	5 800	500
11. 在「香港花卉展覽2024」中設置大型主題花牆	3/2024	40 000	-
12. 輪椅籃球比賽	3 - 6/2024	80	-
13. 女子五人足球示範項目	3 - 6/2024	100	-
14. 「城市運動」(霹靂舞、運動攀登及滑板)示範項目	3 - 6/2024	100	5 000
15. 硬地滾球比賽	3 - 6/2024	70	100
16. 智障人士乒乓球比賽	3 - 6/2024	50	-
17. 智障人士游泳比賽	3 - 6/2024	30	-
小計：		534 845	433 600
總計：		968 445	

*包括觀眾觀看網上及香港電台電視32台直播8項決賽賽事的觀眾。
備註:大會有權增刪上述任何活動而不予另行通知。



Anticipated Numbers of Participants

Activity	Date	Anticipated No. of Participant	
		Participant	Spectator
I. Selection and Training of Athletes/Teams by Districts			
1. Selection of Athletes by Districts	7/2023 - 1/2024	22 650	-
2. Training of 18 District Teams	2 - 3/2024	12 240	-
II. Sports Competitions	3 - 6/2024	7 900	420 000*
III. Opening and Closing Ceremonies			
1. Opening Ceremony	21/4/2024	1 000	8 000
2. Closing cum Prize Presentation Ceremony	9/6/2024	1 300	
IV. Community Participation Programme			
1. Launching Event	23/6/2023	200	-
2. The Star-studded Classroom – Elite Athletes' Demonstration and Exchange Programmes	9-11/2023	1 125	-
3. Sports Legacy – Exercise to Get Super Fit			-
4. The Star-studded Classroom – Sports Seminar			-
5. Hong Kong Games Run and Exercise Together	9/2023 - 5/2024	25 000	-
6. The 18 Districts' Pledging cum Cheering Team Competition	25/2/2024	2 000	
7. District Teams' Pledging/Flag Presentation/ Publicity Activities	2 - 3/2024	65 000	-
8. Dynamic Moments Photo Contest	25/2 - 9/6/2024	200	-
9. Voting for "My Favourite Sporty District" and Guessing the "Overall Champion of the 9th Hong Kong Games"	2 - 5/2024	350 000	-
10. Vitality Run	3/3/2024	5 800	500
11. Themed Exhibition in the Hong Kong Flower Show 2024	3/2024	40 000	-
12. Wheelchair Basketball Challenge	3 - 6/2024	80	-
13. Women's Futsal Demonstration Event	3 - 6/2024	100	-
14. Urban Sports Demonstration Event (Breaking, Sport Climbing and Skateboarding)	3 - 6/2024	100	5 000
15. Boccia Competition	3 - 6/2024	70	100
16. Table Tennis Invitation Competition for People with Intellectual Disabilities	3 - 6/2024	50	-
17. Swimming Invitation Competition for People with Intellectual Disabilities	3 - 6/2024	30	-
Subtotal :		534 845	433 600
Total :		968 445	

*Including spectators watching the finals of the eight sports competitions via live webcast and RTHK TV 32 live broadcast.
Remark: The organiser has the right to add or cancel any activity without prior notice.



贊助計劃

贊助級別及要求

主要貢獻機構

\$700 萬元
或以上

現金
(可優先選擇兩項活動冠名)

鑽石贊助／指定供應商

\$60 萬元
或以上

現金／服務／商品
(如當中現金贊助達30萬元或以上，可為一項活動冠名)

金贊助

\$10 萬元
或以上

現金／服務／商品

獎品贊助

\$5 萬元
或以上

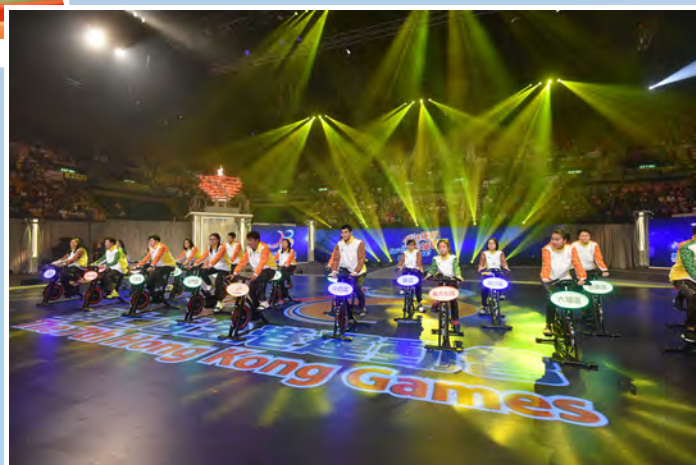
現金／服務／商品

紀念特刊廣告

\$2 萬元
(全版)

\$1 萬元
(半版)

現金



Sponsorship Programme

Sponsorship Level and Requirement

Principal Contributor

\$7 million
or above

Cash

(Priority will be given for naming two activities/ events of contributor's own choice)

Diamond Sponsor/ Designated Supplier

\$600,000
or above

Cash/Services/ Products

(Right for naming one activity/ event will be given to sponsor/ supplier whose sponsorship in cash is \$300,000 or above)

Gold Sponsor

\$100,000
or above

Cash/Services/ Products

Prize Sponsor

\$50,000
or above

Cash/Services/ Products

Placement of Advertisements in the Souvenir Programme

\$20,000
(A full page)

\$10,000
(A half page)

Cash



贊助級別 鳴謝項目	主要貢獻機構	活動冠名 贊助 ^{註二}	鑽石贊助/ 指定供應商	金贊助	獎品贊助
(i) 活動/獎盃冠名	<ul style="list-style-type: none"> 「全港運動會」總冠、亞、季軍獎盃以贊助機構的名稱命名 	<ul style="list-style-type: none"> 該活動的名稱及獎品/比賽的獎盃(如適用),均以贊助機構的名稱命名 		✘	
(ii) 18區誓師暨啦啦隊大賽	<ul style="list-style-type: none"> 以貴賓身份出席 獲邀參與典禮部分環節 	<ul style="list-style-type: none"> 以貴賓身份出席 獲邀參與典禮部分環節 		<ul style="list-style-type: none"> 以嘉賓身份出席 	
(iii) 開幕典禮	<ul style="list-style-type: none"> 以貴賓身份出席 獲邀參與典禮部分環節 獲贈嘉賓入場券 獲頒發感謝狀/紀念品 			<ul style="list-style-type: none"> 以嘉賓身份出席 獲贈嘉賓入場券 獲頒發感謝狀/紀念品 	
(iv) 閉幕暨綜合頒獎典禮	<ul style="list-style-type: none"> 以貴賓身份出席 與主禮嘉賓一同頒發8項比賽中累積最高分的「全港運動會總冠、亞、季軍獎盃」 	<ul style="list-style-type: none"> 在該活動日頒發獎品/比賽決賽日頒發獎牌(如適用) 在閉幕典禮與主禮嘉賓一同頒發該比賽的獎盃(如適用) 		<ul style="list-style-type: none"> 以嘉賓身份出席 	
(v) 紀念特刊	<ul style="list-style-type: none"> 機構代表撰寫獻辭 免費刊登封底內頁全版廣告 	<ul style="list-style-type: none"> 免費刊登內頁全版廣告 		<ul style="list-style-type: none"> 免費刊登內頁半版廣告 	
(vi) 使用大會會徽及口號以銷售旗下產品/服務			✓		
(vii) 在開幕典禮/有關活動/比賽進行期間的場地內設立推廣攤位	✓	✓			✘
(viii) 贊助機構的商標及網頁連結可在全港運動會網頁內展示			✓		
(ix) 在宣傳物品內展示贊助機構的商標/名稱(如海報及紀念特刊等)		✓			✓
(x) 自費擺放宣傳板/橫額 ^{註三}	<ul style="list-style-type: none"> 開幕典禮^{註四}(8塊) 閉幕典禮(2塊) 18區誓師暨啦啦隊大賽(4塊) 其他活動場地(各4塊) 	<ul style="list-style-type: none"> 冠名活動場地(各10塊) 	<ul style="list-style-type: none"> 開幕典禮^{註四}(4塊) 閉幕典禮(2塊) 其他活動場地(各2塊) 	<ul style="list-style-type: none"> 開幕典禮^{註四}(2塊) 與其贊助商品/服務有關的活動場地(如適用)(各2塊) 閉幕典禮(1塊) 	<ul style="list-style-type: none"> 開幕典禮^{註四}(1塊) 與其贊助商品/服務有關的活動場地(如適用)(各1塊)

註一：所有贊助均須在獲得籌委會確認後方可落實和安排鳴謝，因此部分鳴謝項目或會因未能配合宣傳品或項目的推出時間而無法安排。

註二：可供冠名贊助的活動有11項，包括8個體育比賽(田徑、羽毛球、三人籃球、五人足球、游泳、乒乓球、網球及排球)、18區誓師暨啦啦隊大賽、全城躍動活力跑及攝影比賽。

註三：大會將在各項宣傳物品上綜合展示各贊助機構的商標或名稱，贊助機構亦可在指定活動或場地額外自費擺放宣傳板或橫額，但需視乎場地及位置是否許可。

註四：必須交由場地合約承辦商，按其要求及收費製作有關宣傳物品。



Acknowledgements Note 1

Sponsorship Level Form of Acknowledgement	Principal Contributor	Title Sponsor for Activity/ Event <small>Note 2</small>	Diamond Sponsor/ Designated Supplier	Gold Sponsor	Prize Sponsor
(i) Naming of Activity/ Event/ Trophy	<ul style="list-style-type: none"> Trophies awarded to the Overall Champion, Overall 1st Runner-up and Overall 2nd Runner-up of the HKG will be named after the contributor 	<ul style="list-style-type: none"> The activities/ events and the prizes/trophies involved (if applicable) will be named after the sponsor 	x		
(ii) 18 Districts' Pledging cum Cheering Team Competition	<ul style="list-style-type: none"> To attend as a VIP at the Ceremony To be invited to participate in some of the ceremony's activities 	<ul style="list-style-type: none"> To attend as a VIP at the Ceremony To be invited to participate in some of the ceremony's activities 	<ul style="list-style-type: none"> To attend as a guest at the Ceremony 		
(iii) Opening Ceremony	<ul style="list-style-type: none"> To attend as a VIP at the Ceremony To be invited to participate in some of the ceremony's activities To be provided with guest tickets To be awarded a certificate of appreciation/ souvenir 	<ul style="list-style-type: none"> To attend as a guest at the Ceremony To be provided with guest tickets To be awarded a certificate of appreciation/souvenir 			
(iv) Closing cum Prize Presentation Ceremony	<ul style="list-style-type: none"> To attend as a VIP at the Ceremony To present trophies for the Overall Champion, Overall First Runner-up and Overall Second Runner-up to the districts accumulating the highest total scores from the eight sports competitions in the Hong Kong Games, along with the officiating guests 	<ul style="list-style-type: none"> To present the prizes on the activity/event day or the medals on the day of competition finals (if applicable) To join the officiating guests to present competition trophies at the Closing Ceremony (if applicable) 	<ul style="list-style-type: none"> To attend as a guest at the Ceremony 		
(v) Souvenir Programme	<ul style="list-style-type: none"> Inclusion of a message written by the contributor's representative Free placement of a full-page inside back cover advertisement 	<ul style="list-style-type: none"> Free placement of a full inside page advertisement 		<ul style="list-style-type: none"> Free placement of a half inside page advertisement 	

Sponsorship Level Form of Acknowledgement	Principal Contributor	Title Sponsor for Activity/Event ^{Note 2}	Diamond Sponsor/ Designated Supplier	Gold Sponsor	Prize Sponsor
(vi) Use of the HKG emblem and slogan to merchandise the products/ services of the sponsor			✓		
(vii) Setting up promotion booths at the Opening Ceremony/ at venues during activity/ competition	✓	(the products/services must meet the needs of the activity/event)	✓		✗
(viii) Display of the sponsor's trademark and inclusion of a hyperlink to the sponsor's website on HKG webpage			✓		
(ix) Display of the sponsor's trademark/ name in publicity materials (e.g. posters, souvenir programme)		✓			✓ (limited to publicity materials of the activity/ event under its sponsorship)
(x) Display of publicity signboards/ banners at the sponsor's expense ^{Note 3}	<ul style="list-style-type: none"> Opening Ceremony ^{Note 4} (8 pieces) Closing Ceremony (2 pieces) 18 Districts' Pledging cum Cheering Team Competition (4 pieces) Other activity/ event venues (4 pieces each) 	<ul style="list-style-type: none"> Venue of the activity/event under its title sponsorship (10 pieces each) 	<ul style="list-style-type: none"> Opening Ceremony ^{Note 4} (4 pieces) Closing Ceremony (2 pieces) Other activity/ event venues (2 pieces each) 	<ul style="list-style-type: none"> Opening Ceremony ^{Note 4} (2 pieces) Activity/event venues related to the products/ services sponsored (if applicable) (2 pieces each) Closing Ceremony (1 piece) 	<ul style="list-style-type: none"> Opening Ceremony ^{Note 4} (1 piece) Activity/ event venues related to the products/ services sponsored (if applicable) (1 piece each)

Note 1: All successful sponsorships are subject to the confirmation of the OC before any arrangement for acknowledgement can be made. Therefore, some of the acknowledgements may not be provided because the arrangements do not fit in with the release schedule for publicity materials or items.

Note 2: There are 11 activities/events available for title sponsorship, namely the 8 sports competitions (athletics, badminton, 3-on-3 basketball, futsal, swimming, table tennis, tennis and volleyball), 18 Districts' Pledging cum Cheering Team Competition, the Vitality Run and the Photo Contest.

Note 3: The trademarks or names of all sponsors will be displayed collectively on all publicity materials. If venues and locations permit, sponsors may also display additional publicity signboards or banners during specified activities/events or in designated venues at their own expense.

Note 4: The publicity materials must be produced by the venue contractors according to their requirements and charges.

接受贊助的商品或服務項目舉例 *

- 18 區代表團、籌委會／常委會成員及殘疾人士體育比賽運動員的運動制服（如：短袖汗衫、長袖運動外套及長褲）
 - 運動飲品、礦泉水或蒸餾水
 - 活力動感攝影比賽的獎品（如：攝影器材、購物禮券）
 - 投票及競猜活動的抽獎獎品（如：影音產品、家庭電器、購物禮券）
 - 開幕及閉幕典禮入場人士紀念品
 - 全城躍動活力跑參加者的紀念品（如：短袖圓領汗衫、毛巾、運動襪、運動袋）
 - 宣傳廣告（如：港鐵、公共巴士、報章、雜誌、戶外廣告、電台、電視、社交平台）
 - 宣傳印刷品（如：宣傳橫額、車身廣告、燈箱廣告、場刊）
 - 運動比賽器材（如：羽毛球、籃球、足球、乒乓球、網球、排球）
 - 其他（視乎需要及常務委員會的意見而定）
- * 有關上述項目所要求的數量及其他詳情，請與秘書處職員聯絡。



Examples of Sponsorship of Products or Services to be Accepted *

- Sports uniforms for the 18 district delegations, members of the OC/SC and athletes of the competitions for people with disabilities (e.g. short-sleeve T-shirts, long-sleeve track jackets and pants)
- Sports drinks, mineral water or distilled water
- Prizes for the Dynamic Moments Photo Contest (e.g. photographic equipment, gift vouchers)
- Prizes for lucky draws in the Voting and Guessing activities (e.g. audio-visual equipment, home appliances, gift vouchers)
- Souvenirs for attendees at the Opening and Closing Ceremonies
- Souvenirs for participants of the Vitality Run (e.g. short-sleeve crew-neck T-shirts, towels, sports socks, sports bags)
- Promotional advertisements (e.g. on MTR trains, public buses, newspapers and magazines, outdoor advertising boards, radio and television, social media)
- Printed publicity materials (e.g. on banners and vehicle bodies, in advertising light boxes and the souvenir programme)
- Equipment for sports competitions (e.g. shuttlecocks, basketballs, footballs, table tennis balls, tennis balls, volleyballs)
- Others (according to the need and views of the Standing Committee)

* For the required quantities of the items and other details, please contact the staff of the Secretariat.



附註

- (i). 大會不接受煙酒機構的贊助；
- (ii). 商品／服務的贊助必須以全數方式贊助，大會不會考慮以優惠價或成本價等方式提供的商品／服務贊助；
- (iii). 選擇冠名贊助活動的先後次序取決於贊助金額高低，即贊助金額最高的單位可獲優先選擇冠名的活動；如贊助金額相同，則以抽籤方式決定；
- (iv). 如有意提供贊助的單位之間可能在業務上互有競爭，或有多於一個贊助人／機構提供同類別商品／服務的贊助，籌委會秘書處會盡早就贊助事宜知會有關單位和進行協商；如協商不果，最終決定權會交由第九屆全港運動會籌備委員會，按贊助金額高低、商品／服務是否配合活動需要、贊助機構的業務性質、規模、形象和誠信，以及過往贊助同類型活動的經驗等作為考慮因素；
- (v). 各項鳴謝排列先後次序會按贊助級別及贊助金額高低作出安排。在計算贊助金額方面，會先計算現金贊助金額，然後再計算商品／服務的等值贊助金額。如金額相同，則按贊助機構在商業登記冊內的英文名稱按字母排列先後次序；



(vi). 贊助單位如為母公司、集團、總代理等，而欲提供旗下某品牌商品或服務的贊助，只可選定一個商標予秘書處安排鳴謝；

(vii). 如贊助物資上顯示贊助者／機構的商標／廣告，其商標必須為該製造商和贊助商的原始標誌，不可包含任何政治、任何可令人聯想為政治議題、宗教、煙草、酒精、毒品或其他非法物品的成份，及不可對第九屆港運會及其主辦、統籌及協辦機構的形象和誠信構成影響或損害的成份；

(viii). 自費宣傳板或橫額的內容須經籌委會秘書處審議，大會有權予以修改；

(ix). 大會會視乎場地的限制、面積、布置及活動安排而調整宣傳物品的尺寸及指定的擺放地點。如同時有多塊或多幅宣傳板或橫額須要擺放，位置會按上述第 (v) 項的方法由大會編配；

(x). 大會有全面的酌情權，可拒絕接受任何贊助而無須解釋原因；以及

(xi). 大會保留修訂以上條款的權利。



Notes for Sponsors

(i). The Organiser will not accept any sponsorship from tobacco and liquor companies;

(ii). Sponsorships in the form of products or services must be provided in full. The Organiser will not consider sponsorship that provides products or services at a discounted price or cost price;

(iii). The order of priority in choosing activities/events for offering title sponsorship depends on the amount of sponsorship, i.e. the higher the amount of sponsorship, the higher the priority in choosing an activity/event. If the amounts of sponsorship are the same, the order of priority will be determined by drawing lots;

(iv). In the event that the interested parties are potential business competitors, or there are more than one sponsor offering sponsorship for the same type of products or services, the OC Secretariat will inform the sponsors concerned as early as possible and conduct negotiation. If negotiation fails, the right of final decision will rest with the 9th HKG OC, which will take into consideration such factors as the amount of sponsorship; whether the products or services meet the needs of the activity/event; the business nature, scale, image and integrity of the sponsor; and its experience in sponsoring similar activities/events;

(v). 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 or services sponsored. If the amounts of sponsorship are the same, it will be determined by the alphabetical order of the English names of the companies on the Business Register;



(vi). A sponsor which is a parent 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;

(vii). The logo/advertisement of sponsor/organisation displayed on sponsored items must be the original logo of the manufacturer and sponsor, which shall not contain any elements of politics, religions, tobacco, alcohol, drugs or other illegal items and give a perception as being associated with any political issue. The logo/advertisement shall not contain elements that may affect or impair the image and integrity of the 9th HKG and the organisers, coordinators and co-organisers;

(viii). The contents of the publicity signboards or banners provided by the sponsors at their own expense will be subjected to the deliberation of the OC Secretariat, and the Organiser has the right to revise the contents;

(ix). The Organiser will adjust the size of publicity materials and designate the locations for their display having regard to the limitations and space of a venue as well as the decoration and activity arrangements on site. If there are several publicity signboards or banners to be displayed at the same time, the locations will be allocated by the Organiser according to the method specified in item (v) above;

(x). The Organiser has full discretion to decline any sponsorship without giving any explanation; and

(xi). The Organiser reserves the right to amend the above items.



查詢

歷屆全港運動會得以成功舉辦，實有賴社會各界鼎力支持。有關港運會的介紹及活動詳情可掃描下列二維碼，讓貴公司更深入認識這項社區體育盛事。如欲得知第九屆全港運動會的其他資料，請瀏覽網頁：www.hongkonggames.hk。

Enquiries

The success of the HKG over the years was made possible with substantial support from various sectors of the community. To learn more about this community-wide sports events, please scan the QR code below for introduction and event details of the HKG. For details of the 9th HKG, please visit the following website: www.hongkonggames.hk.

如有查詢，請與下列第九屆全港運動會籌備委員會秘書處職員聯絡：

For enquiries, please contact the following staff of the Secretariat of the 9th Hong Kong Games Organising Committee:

陳柏輝先生 Mr CHAN Pak-fai
電話 Tel : 2601 8777
電郵 Email : Imme2@lcsd.gov.hk

余慶龍先生 Mr YU Hing-lung, Bryan
電話 Tel : 2601 7669
電郵 Email : almime2@lcsd.gov.hk

第七屆全港運動會回顧 The 7th HKG Review



第八屆全港運動會回顧 The 8th HKG Review



第九屆全港運動會籌備委員會致意

With the compliments of the 9th Hong Kong Games Organising Committee

全港運動 Our City, 全城躍動 our Games!

