



Title Sponsor:  
Chan Yin Chuen Memorial Charitable Foundation

## HKBU 65<sup>th</sup> Anniversary · ASHWORTH Golf Day 2021

29 October 2021 (Friday)  
Eden Course, The Hong Kong Golf Club, Fanling, N.T.

Venue Sponsor:



### Sponsorship Details

#### Team Sponsorships and Individual Sponsorships

Sponsorship Type	Early Bird Discount for morning tees (7:30 a.m.) (Payment by 9 Sep 2021)	Early Bird Discount for afternoon tees (1:00 p.m.) (Payment by 9 Sep 2021)	Discount for morning tees (7:30 a.m.) (Payment by 24 Sep 2021)	Full Price for afternoon tees (1:00 p.m.) (Payment by 24 Sep 2021)	Registration (4 players per team)	Entitlements
Honorary Sponsor	HK\$ 175,000	HK\$ 183,800	HK\$ 183,000	HK\$ 193,800	5 teams	<ul style="list-style-type: none"> <li>Recognition of the sponsor's name and logo:               <ul style="list-style-type: none"> <li>- in publicity materials for the event **</li> <li>- on one side of an advertising board *</li> </ul> </li> <li>The sponsor will be invited to the dinner and to present prize(s) to winners</li> </ul>
Blue Diamond Sponsor	HK\$ 144,000	HK\$ 153,000	HK\$ 150,000	HK\$ 162,000	4 teams	
Diamond Sponsor	HK\$ 109,000	HK\$ 115,800	HK\$ 115,000	HK\$ 122,000	3 teams	
Platinum Sponsor	HK\$ 73,000	HK\$ 77,200	HK\$ 77,000	HK\$ 81,600	2 teams	
Gold Sponsor	HK\$ 36,300	HK\$ 38,800	HK\$ 38,800	HK\$ 41,000	1 team	
Silver Sponsor	HK\$ 30,000	HK\$ 31,800	HK\$ 32,000	HK\$ 33,800	1 team with a minimum of 3 HKBU alumni per team	
Titanium Sponsor		HK\$ 7,300	HK\$ 7,300	HK\$ 8,000	1 participant <sup>^</sup>	
Bronze Sponsor				Student Rate: HK\$ 800	1 HKBU full-time student participant <sup>^</sup>	

**Notes:**

Golfers will be required to make up the balance if they decide to change from the morning session to the afternoon session after the enrolment fees are paid. There will not be any refunds for golfers switching from the afternoon session to the morning session.

## Other Sponsorship Types

Sponsorship Type	Full Price (Payment by 24 Sep 2021)	Registration (4 players per team)	Entitlements:		
			Recognition of the sponsor's name and logo in publicity materials for the event **	on one side of an advertising board*/ easy pull rack**	Sponsor will be invited to the dinner and to present prize(s) to winners
Venue Sponsor <i>(not available)</i>	HK\$ 200,000	2 teams	✓	✓ *	✓
Golf Cart Sponsor	HK\$ 88,000	1 team	✓ #	-	-
Dinner Sponsor	HK\$ 88,000	-	✓	✓ **	✓
Brunch Sponsor <i>(not available)</i>	HK\$ 68,000	-	✓	✓ **	-
Prize Naming Sponsor (naming right on 1 individual prize)	HK\$ 66,000	1 team	✓	✓ *	✓
Photography & Video Shooting Sponsor	HK\$ 33,000	-	✓	-	-
Beverage Sponsor	HK\$ 25,000	-	✓	-	-
Advertising Board Sponsor	HK\$ 18,000 per side	-	✓	✓ *	-
Golf Cap Sponsor <i>(not available)</i>	HK\$ 16,000	-	✓	-	-
Event Backdrop Sponsor <i>(not available)</i>	HK\$ 13,000	-	✓	-	-
Newspaper Supplement Sponsor					
(A) Hong Kong Economic Times <u>and</u> Sing Tao Daily	Name & Logo: HK\$ 5,300 Name Only: HK\$ 3,000	-	✓	-	-
(B) Hong Kong Economic Times <u>or</u> Sing Tao Daily	Name & Logo: HK\$ 2,900 Name Only: HK\$ 1,900	-	✓	-	-
Lucky Draw or Table Prize Sponsor	Prizes of total value of HK\$ 3,000 or more are welcome	-	✓	-	-
Cash Sponsor	Any amounts are welcome	-	✓	-	-

### Notes:

- ^ Teams for individual players will be formed by the Organising Committee.
- \* Recognition of the sponsor's name and company logo will be placed on an advertising board [size of each side: 6 ft. (W) x 3 ft. (H)] on a tee at Eden Course of The Hong Kong Golf Club, Fanling.
- # To acknowledge the generosity of the Golf Cart Sponsor, an advertising sticker [size: 62 cm (W) x 20 cm (H)] with the sponsor's name and company logo will be placed on the windshield of each golf cart.

e.g.:



- \*\* To acknowledge the generosity of the Brunch and Dinner Sponsors, an easy pull rack (易拉架) [size: 80 cm (W) x 180 cm (H)] with the sponsor's name and company logo will be placed at the respective venue.

\*\* Publicity materials for the event include:

1. Newspaper supplements in Hong Kong Economic Times and Sing Tao Daily  
(Acknowledgement for Newspaper Supplement Sponsors depends on the sponsorship type)
  2. HKBU website and HKBU Foundation website
  3. eNews with circulation of over 158,000 will be disseminated throughout the University community of staff, students, alumni and HKBU Foundation members, etc.
  4. Social media platforms including the University's Facebook page, LinkedIn page, HKBU Foundation's Facebook page and WeChat official account, and the University Advancement Office's Weibo, which are followed by over 108,000 persons
- Sponsorships for participation will include green fees, golf cart fees (2 persons share 1 golf cart), bottled water, sandwich packs (for morning golfers only), brunch, buffet dinner and souvenirs.
  - Official receipts for donation/sponsorship of HK\$100 or above will be issued for tax deduction purpose.