



ASHWORTH

HKBU · ASHWORTH Golf Day 2020

30 October 2020 (Friday)
Eden Course, The Hong Kong Golf Club, Fanling, N.T.

Sponsorship Details

Team Sponsorships and Individual Sponsorships

Sponsorship Type	Early Bird Discount for morning tees (7:30 a.m.) (Payment by 10 Sep 2020)	Early Bird Discount for afternoon tees (1:00 p.m.) (Payment by 10 Sep 2020)	Discount for morning tees (7:30 a.m.) (Payment by 25 Sep 2020)	Full Price for afternoon tees (1:00 p.m.) (Payment by 25 Sep 2020)	Registration (4 players per team)	Entitlements
Honorary Sponsor	HK\$ 175,800	HK\$ 183,800	HK\$ 183,800	HK\$ 193,800	5 teams	<ul style="list-style-type: none"> Recognition of the sponsor's name and logo: <ul style="list-style-type: none"> - in publicity materials for the event ** - on one side of an advertising board * The sponsor will be invited to the dinner and to present prize(s) to winners
Blue Diamond Sponsor	HK\$ 145,000	HK\$ 153,000	HK\$ 153,000	HK\$ 162,000	4 teams	<ul style="list-style-type: none"> Recognition of the sponsor's name and logo in publicity materials for the event ** The sponsor will be invited to the dinner and to present prize(s) to winners
Diamond Sponsor	HK\$ 110,000	HK\$ 115,800	HK\$ 115,800	HK\$ 122,000	3 teams	<ul style="list-style-type: none"> Recognition of the sponsors' names and logos in publicity materials for the event **
Platinum Sponsor	HK\$ 73,600	HK\$ 77,200	HK\$ 77,200	HK\$ 81,600	2 teams	
Gold Sponsor	HK\$ 37,000	HK\$ 38,800	HK\$ 38,800	HK\$ 41,000	1 team	
Silver Sponsor	HK\$ 30,000	HK\$ 31,800	HK\$ 31,800	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^	
Bronze Sponsor				Student Rate: HK\$ 800	1 HKBU full-time student participant^	

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 25 Sep 2020)	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	HK\$ 200,000	2 teams	✓	✓*	✓
Golf Cart Sponsor	HK\$ 88,000	-	✓ #	-	-
Dinner Sponsor	HK\$ 88,000	-	✓	✓**	✓
Brunch Sponsor	HK\$ 68,000	-	✓	✓**	-
Prize Naming Sponsor (naming right on 1 individual prize)	HK\$ 66,000	1 team	✓	✓*	✓
Photography & Video Shooting Sponsor	HK\$ 33,000	-	✓	-	-
Golf Umbrella Sponsor (not available)	HK\$ 26,000	-	✓	-	-
Beverage Sponsor (not available)	HK\$ 23,000	-	✓	-	-
Golf Ball Sponsor (not available)	HK\$ 20,000	-	✓	-	-
Advertising Board Sponsor	HK\$ 18,000 per side	-	✓	✓*	-
Event Backdrop Sponsor	HK\$ 12,000	-	✓	-	-
Golf Towel Sponsor (not available)	HK\$ 10,000	-	✓	-	-
Newspaper Supplement Sponsor					
(A) Hong Kong Economic Times <u>and</u> Sing Tao Daily	Name & Logo: HK\$ 5,300 Name Only: HK\$ 2,800	-	✓	-	-
(B) Hong Kong Economic Times <u>or</u> Sing Tao Daily	Name & Logo: HK\$ 2,800 Name Only: HK\$ 1,800	-	✓	-	-
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 130,000 distributed throughout HKBU Foundation members, supporters, staff, students and alumni
 4. Social media platforms including the University's Facebook page and LinkedIn page, HKBU Foundation's Facebook page and WeChat official account, and the University Advancement Office's Weibo, which are followed by over 130,000 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.