



ASHWORTH

Title Sponsor: Chan Yin Chuen Memorial Charitable Foundation

HKBU · ASHWORTH Golf Day 2023 HKBU Golf Day 20th Anniversary Charity Cup

1 December 2023 (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 8 Sep 2023)	Early Bird Discount for afternoon tees (12:45 p.m.) (Payment by 8 Sep 2023)	Discount for morning tees (7:30 a.m.) (Payment by 13 Oct 2023)	Full Price for afternoon tees (12:45 p.m.) (Payment by 13 Oct 2023)	Registration (4 players per team)	Entitlements
Honorary Sponsor	HK\$ 183,000	HK\$ 188,500	HK\$ 188,500	HK\$ 199,800	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\$ 149,000	HK\$ 158,000	HK\$ 154,600	HK\$ 167,000	4 teams	
Diamond Sponsor	HK\$ 112,300	HK\$ 119,300	HK\$ 118,500	HK\$ 125,700	3 teams	
Platinum Sponsor	HK\$ 75,200	HK\$ 79,520	HK\$ 79,400	HK\$ 84,100	2 teams	
Gold Sponsor	HK\$ 37,400	HK\$ 39,980	HK\$ 39,980	HK\$ 42,300	1 team	
Silver Sponsor	HK\$ 31,000	HK\$ 32,800	HK\$ 33,000	HK\$ 35,000	1 team with a minimum of 3 HKBU alumni per team	
Titanium Sponsor		HK\$ 7,600	HK\$ 7,600	HK\$ 8,300	1 participant [^]	
Bronze Sponsor				Student Rate: HK\$ 830	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 13 Oct 2023)	Registration (4 players per team)	Entitlements:		
			Recognition of the sponsor's name and logo in publicity materials for the event **	Recognition of the sponsor's name and logo 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\$ 206,000	2 teams	✓	✓ *	✓
Golf Cart Sponsor	HK\$ 90,800	1 team	✓ #	-	-
Dinner Sponsor	HK\$ 90,800	-	✓	✓ **	✓
Brunch Sponsor	HK\$ 70,080	-	✓	✓ **	-
Prize Naming Sponsor (naming on 1 individual prize)	HK\$ 68,000	1 team	✓	✓ *	✓
Photography & Video Shooting Sponsor	HK\$ 34,000	-	✓	-	-
Beverage Sponsor	HK\$ 25,800	-	✓	-	-
Advertising Board Sponsor	HK\$ 18,600 per side	-	✓	✓ *	-
Golf Cap Sponsor	HK\$ 16,500	-	✓	-	-
Event Backdrop Sponsor	HK\$ 13,500	-	✓	-	-
Hole-in-one Prize Insurance Sponsor	HK\$ 11,000	-	✓	-	-
Newspaper Supplement Sponsor					
(A) Hong Kong Economic Times and Sing Tao Daily	Name & Logo: HK\$ 5,500 Name Only: HK\$ 3,100	-	✓	-	-
(B) Hong Kong Economic Times or Sing Tao Daily	Name & Logo: HK\$ 3,000 Name Only: HK\$ 2,000	-	✓	-	-
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, HKBU Foundation website and Golf Day 2023 website
 3. HKBU Press Release
 4. HKBU's iCandy, a video dissemination platform across campus
 5. eNews with circulation of near 173,000 will be disseminated throughout the University community of staff, students, alumni and HKBU Foundation members, etc.
 6. Social media platforms including the University's Facebook page, HKBU Foundation's Facebook page and WeChat official account, and the University Advancement Office's Weibo, which are followed by over 88,000 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.