



Hong Kong General Chamber of Commerce
香港總商會 1861

Territory-wide Publicity to Show Your Care for the Community
and to celebrate HKGCC's 157th Anniversary on **11.29 Free Ride Day**

Trams Run **4 weeks** from 10 November to 7 December 2018

11.29 免費乘搭車船日 FREE RIDE DAY

Package 1
HK\$89,800

Unique Advertisement covering more than half of tram body (per side)

4246mm

6000mm

1200mm

LOGO

700mm

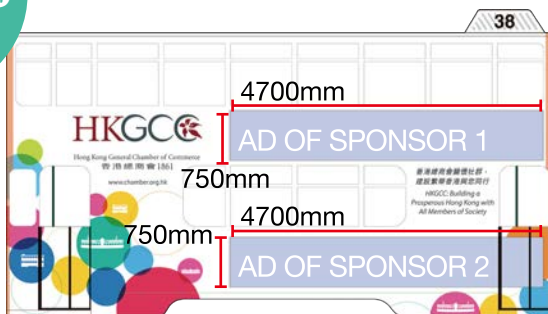
Exclusive Offers for Package 1

- 10 Unique Poster Advertisements Inside Random Trams (Same artwork)
- AND** 4 e-banners on HKGCC's e-newsletter (worth \$8,000)



Package 2
HK\$58,000

Banner Advertisement on one tram (per side)



Package 3
HK\$16,800

Logo Advertisement
Joint ad with your **Company Logo and/or Name**

660mm

LOGO

500mm



Over a million people in Hong Kong will see your advertisement and **over 300,000 passengers** will benefit from this event



History & Sponsorship Package

All Publicity Packages include:

During November	<ul style="list-style-type: none"> Posters inside trams & notices at tram stations Pre-event advertising (broadcast/print/online) e-banner of each sponsor on one HKGCC newsletter * (worth \$2,000) to reach 20,000 subscribers
On and before the event	<ul style="list-style-type: none"> Big banner & poster ad at Star Ferry piers
19 November 2018	<ul style="list-style-type: none"> Press conference backdrop
Thursday, 29 November 2018	<ul style="list-style-type: none"> Tram: Party tram body banner Ferry: Token vending machine covers, pull-up banners, handrail covers near turnstiles, posters on glass walls Decorations for HKGCC celebration party on ferry
After 29 November 2018	<ul style="list-style-type: none"> Post-event media coverage

Sponsorship Enquiries: Ms Silki Li Tel: (852) 2823-1245 ; Email: silki@chamber.org.hk
Check out the previous Free Ride Day at: <http://goo.gl/dCiSZH>

Sponsorship Application **Deadline 9 October 2018** (HKGCC Members Only)



**REPLY FORM
SPONSORSHIP PARTICIPATION**

(Enrollment deadline: 9 October 2018)

Package I (\$89,800)

- We would like to participate in the **HKGCC Free Ride Day**. We shall write a cheque payable to **"The Hong Kong General Chamber of Commerce"** covering the participation fee.

Number of ad spaces required: _____ x HK\$89,800
Total sponsorship amount: HK\$ _____

Package II – Banner Advertisement (\$58,000)

- We would like to participate in the **HKGCC Free Ride Day**. We shall write a cheque payable to **"The Hong Kong General Chamber of Commerce"** covering the participation fee.

Number of ad spaces required: _____ x HK\$58,000
Total sponsorship amount: HK\$ _____

Package III – Joint ad with your Company Logo/Name (\$16,800)

- We would like to participate in the **HKGCC Free Ride Day**. We shall write a cheque payable to **"The Hong Kong General Chamber of Commerce"** covering the participation fee.

Number of ad spaces required: _____ x HK\$16,800
Total sponsorship amount: HK\$ _____

- Please tick where appropriate.

Company Name: _____

Membership No.: _____

Contact Person: _____

Title: _____

Tel: _____ Fax: _____

Email: _____

Enrollment Method

Please submit this form together with your cheque to "The Hong Kong General Chamber of Commerce"

(Please mark N181129WK on the back.)

Address: 22/F United Centre, 95 Queensway, Hong Kong

Attention: Ms Silki Li Tel: 2823 1245 ; Email: silki@chamber.org.hk

Please note:

- Enrollment will be accepted when full sponsorship payment is made **on or before 9 October 2018**.
- Sponsorship will be accepted on a first-come-first-served basis and subject to availability.
- Logo entitlement and advertisements on e-newsletter/website will be chronological based on booking confirmations.
- All promotional offers are subject to changes without prior notice. No refunds can be arranged once confirmed.
- HKGCC reserves the right of final decision in case of any dispute.

We accept the Contract Terms and Conditions **(please read the Terms & Conditions by scanning the QR code as attached)** hereunder.

Print Name: _____ Title: _____

Authorized Signature with Company Chop: _____

Date: _____

Package I: \$89.8K Sponsor Entitlements

- (A) One ad covering more than half tram body (per side) and One logo on FRD tram operating for 4 weeks during the event (Size: 6000 mm (L) x 4246mm (H). Logo size: 1200mm (L) x 700mm (H) 10/11 – 7/12/2018)
- (B) Unique ad on posters inside 10 trams (same artwork) (Size: 239 x 347mm. 10/11 – 7/12/2018)
- (C) One Full Page Bulletin Ad (Size: 218 mm (L) x 283mm (H))
- (D) Total 4 E-banners on the HKGCC newsletters
- (E) Exclusive Early Bird Offer on HKGCC's Hong Kong Business Summit Ticket: \$14,000 for a table x 1 (10-12 seats) or Buy 1 Get 1 Free Ticket x 2

Package II: \$58K Sponsor Entitlements

- (A) One banner advertisement (per side) on a FRD tram operating for 4 weeks during the event (Size: 4700 mm (L) x 750 mm (H). 10/11 – 7/12/2018)
- (B) E-banner of each sponsor on one HKGCC newsletter
- (C) Exclusive Early Bird Offer on HKGCC's Hong Kong Business Summit Ticket: Buy 1 Get 1 Free Ticket x 1

Package III: \$16.8K Sponsor Entitlements

- (A) Joint ad with company logo/ name on a FRD tram operating for 4 weeks during the event (Size: 660mm (L) x 500mm (H). 10/11 – 7/12/2018)
- (B) E-banner of each sponsor on one HKGCC newsletter
- (C) Exclusive Early Bird Offer on HKGCC's Hong Kong Business Summit Ticket: 50% off on 1 Ticket x 1

Additional Entitlements for ALL Sponsors:

- ◇ Listing of sponsor's logo in the following advertising spaces:

HKGCC Business Summit Webpage:

- Acknowledgement of sponsoring Free Ride Day 2018 (limited to sponsors who enjoy the Business Summit Exclusive Early Bird Ticket Offer)

Nov / Dec 2018:

- Trams: ads inside trams and at tram stations, etc.
- Star Ferry Piers: ads at TST Ferry Pier, big banner on Central Ferry Pier, etc.
- Ads in popular local newspapers

Pre-event Press Conference (19 November 2018):

- Press Conference Backdrop
- *Invitation to attend the Press Conferences at HKGCC

Event Day (29 November 2018):

- Antique Tram banners and various decorations at Star Ferry Piers
- Ad(s) in The Bulletin magazine
- Online ads on Websites: Hong Kong General Chamber of Commerce, Hong Kong Tramways
- Decorations at the Celebration Party
- *Invitation to attend the Press Conference and HKGCC's 157th Anniversary Celebration Party on a ferry.

^Note for all packages: Dates may vary according to actual needs.



THE UNDERSIGNED ACKNOWLEDGES THAT HE OR SHE HAS READ AND ACCEPTS THE CONTRACT TERMS AND CONDITIONS SET FORTH HEREIN AND AGREES TO ABIDE BY SUCH TERMS AND CONDITIONS.