



# Hong Kong Water Race

## 香港水足印定向

Organizer  
主辦機構



Co-organizers  
協辦機構



香港公開大學  
THE OPEN UNIVERSITY  
OF HONG KONG

Major Sponsor  
主要贊助



Advisors  
顧問

Dr. HAU Billy  
侯智恆博士  
Mr. KWONG Barry  
鄭文昌先生  
Mr. LAM Chiu-ying, SBS, JP  
林超英先生, SBS, JP  
Dr. LEE Joseph, GBS, OStJ, JP  
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Dr. LEE Rebecca, MH  
李樂詩博士, MH  
Prof. WONG Jonathan, MH, JP  
黃煥忠教授, MH, JP

Organizing Committee  
籌備委員會

Prof. HO Kin-chung, BBS, JP  
(Chairperson)  
何建宗教授, BBS, JP  
(主席)

Principal CHAN Sylvia  
(Vice-Chairperson)  
陳美娟校長  
(副主席)

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Ms. NGAI Karen  
魏增錢女士

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蕭偉樂校長

Ms. TANG Michelle  
鄧群英女士

Mr. TEVANOTAI Welson  
鄭堯森先生

Secretariat  
秘書處

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Addr: 23/F, Wofoo Commercial Building, 574-576 Nathan Road, Kowloon

電話 Tel: 3651 5219

傳真 Fax: 2337 0288

電郵 Email: [waterracehk@wse.hk](mailto:waterracehk@wse.hk)

網址 Website: [waterrace.hk](http://waterrace.hk)

Facebook: [@HongKongWaterRace](https://www.facebook.com/HongKongWaterRace)

Dear Sir / Madam,

### Invitation to Support "Hong Kong Water Race 2019"

Hong Kong Water Race is a pioneer project advocating water and environment conservation through city orienteering race and carnival. Initiated by WSE, co-organized by WSD and OUHK, and sponsored by HSBC, the Race consists of over 4,500 participants and has become **one of the largest city orienteering races in Hong Kong**.

In the Race, participants are not only requested to visit checkpoints around scenic spots and public amenities in the district, but are also encouraged to become aware of water crisis by completing tasks related to the concept of water footprint. A mini carnival with booth games and performance will also be held to echo the message.

Entering its **7<sup>th</sup> year**, the 2019 Race will be held **on 14 April 2019 at Tin Shui Wai**. The success of this meaningful event relies greatly on the support from various sectors. Sponsors of the Race are welcome to sponsor teams comprising of staffs, or provide prizes or gifts for the participants of the Race, etc.

Your organization has always been keen in promoting well-being and sustainability. Thus, we cordially invite you to support as one of the **Supporting Organizations** of Hong Kong Water Race 2019. Please find enclosed the acknowledgement form for your kind attention.

Should you have any enquiries, please do not hesitate to contact our secretariat: Ms. Candice Chan (3651 5215 / [candicechan@wofoo.com](mailto:candicechan@wofoo.com)) or Ms. Isabella Chiu (3651 5219 / [isabellachiu@wofoo.com](mailto:isabellachiu@wofoo.com)).

We look forward to having your favourable reply. Thank you.

Yours faithfully,

Prof. Ho Kin Chung, BBS, JP  
Chairperson of  
Water Race 2019 Organizing Committee

Dr. Joseph Lee, GBS, OStJ, JP  
President of  
Wofoo Social Enterprises



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Facebook: [@HongKongWaterRace](https://www.facebook.com/HongKongWaterRace)

### Hong Kong Water Race – Face Sheet

#### About Water Race

Hong Kong Water Race is a pioneer project on "Water" & "Race":

- Advocating the concept of "water footprint", which is an indicator of water use directly and indirectly, and reflects how sustainable is our way of living
- Adopting city orienteering race, in which participants should visit preset checkpoints with the help of a map

The Race is a renowned event since 2013, with **cumulatively 18,000+ participants** from schools, corporate, public, etc.

#### Potential Cooperation

The Race is a cross-sector program and has gained the support from cumulatively:

<b>50+ corporate</b>	<b>60+ NGOs &amp; green orgs</b>	<b>200+ schools &amp; youth orgs</b>	<b>25+ govt depts &amp; other groups</b>
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Supporting Organizations are welcome to support the Race by assisting:

- Promotion and recruitment
- Volunteer
- Venue
- Booth and performance
- Green event & education

#### Media Exposures

The Race has wide variety of promotional methods, with **280,000,000+ estimated audience reach**:

- Online Advertisements (Website, Facebook page)
- Transportation Advertisements (MTR, bus shelter)
- TV Commercials
- Printed Advertisements (Newspaper)

#### Entitlements for Supporting Organizations

- Logo acknowledgement on promo materials (if applicable)
- Logo acknowledgement on main stage backdrop of on-day event
- Invitation to opening ceremony
- Presentation of certificate of appreciation at award ceremony





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### Invitation to Support "Hong Kong Water Race 2019"

#### Reply Slip

(Please return to Secretariat by fax 2337 0288  
or e-mail to [candicechan@wofoo.com](mailto:candicechan@wofoo.com))

- ☐ We are pleased to be Supporting Organization of Hong Kong Water Race 2019; We:
- ☐ Assist distribution of promo materials, quantity: \_\_\_\_\_ (poster); \_\_\_\_\_ (leaflet)
  - ☐ Recruit participating teams
  - ☐ Recruit volunteers
  - ☐ Provide venues for city orienteering checkpoints
  - ☐ Provide booth or performance
  - ☐ Others: \_\_\_\_\_

- ☐ We are unable to support and join Hong Kong Water Race 2019.

(Please ✓ as appropriate; you may ✓ more than one)

#### Organization Details:

Name of Organization (Eng): \_\_\_\_\_

Name of Organization (Chi): \_\_\_\_\_

Contact Person: (Mr./Ms./Mrs.) \_\_\_\_\_

Position: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Correspondent Address: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

As a support to the idea of water and environment conservation, please also provide organization logo (in AI & JPEG), which will be put on promo materials.

Details could be referred to the information kit as attached. For further enquiries, please contact Ms. Candice Chan (3651 5215 / [candicechan@wofoo.com](mailto:candicechan@wofoo.com)) or Ms. Isabella Chiu (3651 5219 / [isabellachiu@wofoo.com](mailto:isabellachiu@wofoo.com)).



**Hong Kong**  
**Water Race 2019**  
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主辦 Organizer



協辦 Co-organizers



主要贊助 Major Sponsor



# Hong Kong Water Race 2019

## Information Kit



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**Water Race 2019**  
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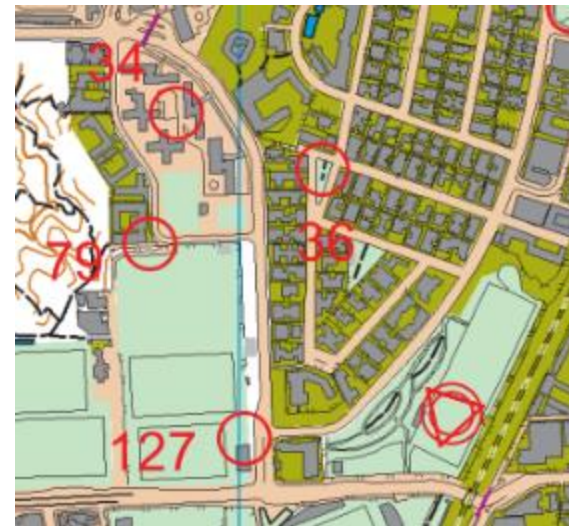
# A Pioneer Project on “Water” & “Race”

## Water Footprint Advocacy



"Water Footprint" is an indicator of water use directly and indirectly, which reflects how sustainable is our way of living.

## City Orienteering Race



“City Orienteering” is a race in which participants should visit preset checkpoints with the help of a map



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## A Renowned Event since 2013

2013



2015



2017



2014



2016



2018



- Cumulatively 18,000+ participants from schools, corporate, public, etc.
- 50+ media coverage on race event and educational message
- One of the largest city orienteering races in Hong Kong



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# A Cross-Sector Program needs your **SUPPORT!**

## Organizer



## Co-organizers



## Major Sponsor



**50+**  
Corporate

**60+**  
NGO &  
Green Org

**200+**  
Schools &  
Youth Org

**25+**  
Govt &  
Others

(2013-2018 cumulative figures)





# Here comes Hong Kong Water Race 2019!

**Date:** 14 April 2018 (Sun)

**Time:** 9:00am – 2:00pm

**Venue:** Tin Fai Road, Tin Shui Wai

**Participants:** 4,500+

## Category:

### Open

For public who are interested in sports as an orienteering challenge

### Corporate & Group

For organizations as team building and experiencing orienteering

### Family

For families to learn and have fun in orienteering

### Students

For students as learning experience as well as practising in orienteering





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## How we could cooperate?

### Sponsors

- Corporate teams
- Winning prizes
- Participant souvenirs
- Booths
- Food & beverage
- Advertising

### Supporting Organizations

- Promotion & recruitment
- Volunteer
- Venue
- Performance
- Green event & education

*We will also do our best to meet any particular requirements you may have.*



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## Sponsoring Option I - Corporate Teams

**Sponsorship item:  
HK\$4,500 for  
every 5 corporate teams**



- Corporate could sponsor teams comprising of staffs / family members of staffs / beneficiaries of social groups.
- Active participation awards will be presented to corporate or organization with the largest number of participating team.

## Sponsoring Option 2 - Winning Prizes

**Sponsorship item:**  
**cash no less than HK\$4,500 /**  
**max 12 sets product prizes**

- Champion, 1<sup>st</sup> and 2<sup>nd</sup> runner-ups of four respective categories will be awarded cash and product prizes.





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## Sponsoring Option 3 - Participant Souvenirs

**Sponsorship item:  
products around 4,500 pieces**

- Souvenirs will be given to participants as gifts in race kits beforehand, or on site after the race.







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## Sponsoring Option 4 - Booths

### Sponsorship item: on day carnival booth

- Interactive game(s) with max 4,500 gifts to be given out, OR
- Service(s) or workshop(s) for participants for free

\*\* The Organizer will provide 3\*3m marquee, tables and chairs, while sponsors will bare its own cost on materials, manpower, etc. Details to be given in Jan 2019.





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## Sponsoring Option 5 - Food & Beverage

**Sponsorship item:**  
**refreshment products**  
**catering max 4,500 participants**

- Participants require food and beverage on site for recovering after the race.





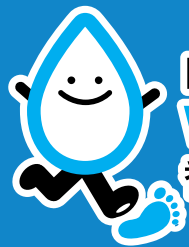
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## Sponsoring Option 6 - Advertising

### **Sponsorship item: advertising channels (quantity to be discussed)**

- Corporate are welcomed to provide advertising channels for promoting the race and raising public awareness on water conservation.





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## Supporting Option 7 - Promotion & Recruitment



- Organizations and corporate are welcomed to assist **distribution of promotional materials** such as posters and leaflets.
- Organizations and corporate are also encouraged to **recruit teams** on behalf of them.





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## Supporting Option 8 - Volunteers

- Organizations, uniform groups and corporate are welcomed to **recruit volunteers** for the race.
- Volunteers will be assisting at race checkpoints, carnival booths, etc.
- Details to be provided in Jan 2019.





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## Supporting Option 9 - Venues



- Organizations and corporate are welcomed to **provide venue for various purposes.**
1. Main site of event
  2. Checkpoints of city orienteering
  3. Hall for briefing sessions

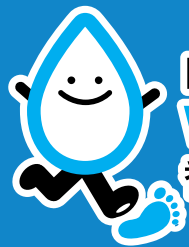


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## Supporting Option 10 - Performances

- The mini carnival during the event will consist of various booths and performances on stage.
- Organizations and corporate are welcomed to **provide various types of performance**, from dancing to singing, etc.
- Details to be provided in Jan 2019.





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## Supporting Option II - Green Event & Education



- Organizations and corporate are welcomed to provide **educational materials** **booths** or **on** water conservation.
- Organizations and corporate with specialties are also welcomed to work hand-in-hand to **make the race “greener”**.





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# Entitlements for Supporting & Sponsors

## Supporting Organizations:

1. Logo acknowledgement on promotional materials (if applicable)
2. Logo acknowledgement on main stage backdrop of on-day race
3. Invitation to opening ceremony
4. Presentation of certificate of appreciation at award ceremony

## Sponsors:

Entitlements 1-4, plus...

5. 3x3m booth with logo on overhead signage (booth providers only)
6. Special acknowledgement for sole supplier of product/service



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## Media Exposures

- Wide variety of promotional methods for raising public awareness and spreading the concept of water conservation
  - a) Online Advertisements (Website, Facebook page)
  - b) Transportation Advertisements (MTR, bus)
  - c) TV Commercials
  - d) Printed Advertisements (Newspaper)
  - e) Others (Posters, leaflet, backdrop)

\*\* Details of promotional materials are subject to change.



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## a) Online Advertising

Website

[www.waterrace.hk](http://www.waterrace.hk)

Facebook Page

[@HongKongWaterRace](https://www.facebook.com/HongKongWaterRace)

**Period:** Throughout the year

**Audience Reach:** 100+ thousand views

Source: Facebook Report





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## a) Online Advertising

[on.cc](http://on.cc) - Online News Reports

**Audience reached:**

1.69million page views x 6days  
= 5.1 millions

Source: Oriental Press Group Ltd

[on.cc](https://www.facebook.com/hongkongwatercycling) - Facebook Live

**Audience reached:** 20+thousands

Source: Facebook Report







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## b) Transportation Advertising



MTR Light Box

**Period:** 7 days

**Locations:** panels at stations of Island, Tsuen Wan, Tseung Kwan O, Tung Chung, Kwun Tong Line



**Period:** 21 days

**Locations:** panels at East Rail, West Rail, Ma On Shan Line

**Audience Reach:**

5.01 million average daily passengers X 28 days  
= 140.1 millions

Source: Transport Department



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## b) Transportation Advertising

MTR Subway

**Period:** 28 days

**Location:** Tsim Sha Tsui subway

**Audience Reach:**

0.3million daily foot traffic X 28days  
= 8.7millions

Source: Focus Media





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## b) Transportation Advertising



### Bus Stations

**Period:** 7 days

**Locations:** panels in New Territories or Kowloon

### **Audience Reach:**

3.85million average daily passengers  
X 7days

= 26.9millions

Source: Transport Department



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## c) TV Advertising

### Now TV

**Period:** 1 week

**Exposure Time:** 30s TVC

**Audience Reach:**

1.29million subscribers X 7days = 9.0millions

Source: Now TV

### Commercial Building TV

**Period:** 1 week

**Exposure Time:** 30s TVC

**Audience Reach:**

5.88million subscribers X 7days = 41.2millions

Source: Focus Media

### ViuTV

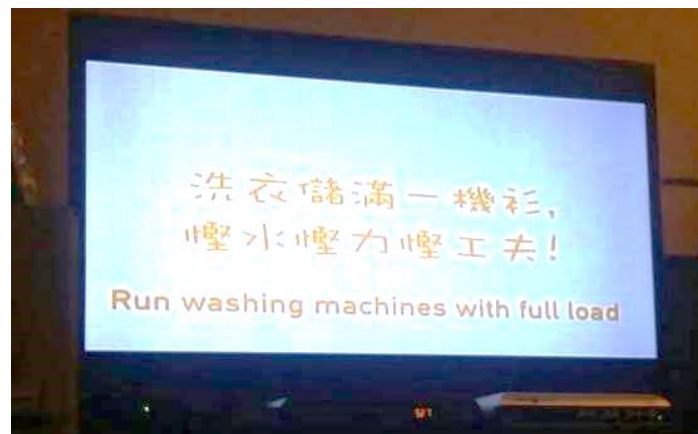
**Period:** 1 week

**Exposure Time:** 30s TVC

**Audience Reach:**

6.55million audiences X 7days = 45.8millions

Source: The Office of the Communications Authority







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## d) Printed Advertising



Newspaper – Oriental Daily

**Size:** Half Page, Full Page

**Audience reached:**

3.49million readership X 3days

= 10.5millions

Source: Oriental Press Group Ltd

Newspaper - Headline

**Size:** Half Page

**Audience Reach:**

821thousand circulations X 3days

= 2.5millions

Source: Hong Kong Audit Bureau of Circulation



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## e) Others

### Posters and Leaflets

#### **Audience Reach:**

693+ thousand students from primary and secondary schools

Source: Education Bureau

### On-Day Event Main Stage Backdrop

#### **Audience Reach:**

5,000+ participants, family members, volunteers and guests

Source: Organizer of Hong Kong Water Race





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**Total Audience Reach:**  
*(2019 Event Estimated Figure)*

**280,000,000+**



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# Come and Join Us!

## “Hong Kong Water Race” Secretariat

- Ms. Candice Chan
- Tel: 3651 5215
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- Ms. Isabella Chiu
- Tel: 3651 5219
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