



21st – 22nd March, 2012 – Hong Kong Football Club

2012/2013 SPONSORSHIP OPPORTUNITIES



A BRIEF HISTORY

The Hong Kong Tens started in 1986 as a social rugby Tournament at the home of the Hong Kong Sevens to commemorate the centenary of the Hong Kong Football Club.

It has since grown into a world class Tournament that is recognized as the Premier Tens Tournament in the world, attracting top players and teams from around the globe.

The Hong Kong Tens offers an opportunity for club and international players from both hemispheres to play against each other, compare styles and skills, and to make off-field friendships. There are few opportunities outside of official internationals and Tournaments where such “north-south” games can be played.

Hundreds of past, present and future internationals from over 20 national teams have played in the Hong Kong Tens over the years including **Jonah Lomu, Clive Woodward, Waisale Serevi, Rory & Tony Underwood, Mark & Glenn Ella, Gavin & Scott Hastings, Scott Gibbs, Alama Ieremia, Brian Lima, Lawrence Dallaglio & Graeme Bachop.**

The Hong Kong Tens is played at the Hong Kong Football Club, in the middle of Happy Valley Race Course; a truly unique setting!

THE DRAW CARDS

In **2001** The Aliens brought former All Blacks Graeme Bachop and Alama Ieremia.

The following year **Dallas Seymour**, legendary New Zealand Sevens player with four Hong Kong Sevens titles under his belt played for the Clifford Chance Aliens.

The Omgeo Legends were captained by **Tim Rodber** and also included **Scott Hastings, Jon Sleightholme, Phil de Glanville, Tony Underwood.**

The Cantor Index Irish Rugby Legends included **Jim Staples, Niall Wood** and **Gary Halpin**

In **2007** we were treated to one of the most revered players in history, **Jonah Lomu**. The crowd went wild when he palmed the opposition out of the way. Competitors were ecstatic about playing with him and also against him.

In **2008**, playing for the HK Barbarians, **Brian Lima** – also known as The Chiropractor – showed his dominance on the field.

In **2009**, World Cup winner **Bobby Skinstad** made his first appearance at the Hong Kong Tens both as a player and a speaker.

In **2010**, the Greatest 7s Player of All Time, **Waisale Serevi** showcased his mercurial skills as he helped the Hill & Associates HK Barbarians to the Bowl Title

In **2011**, England legend **Lawrence Dallaglio** graced the Tens with his presence as the face of the tournament.



Where else can you sit and chat with the Tournament stars about their game? Only at the Hong Kong Tens! The high level of rugby played at the tens attracts spectators from the Rugby Sevens Teams, including the likes of **Gordon Tietjens, Eric Rush** and **Chris “Buddha” Handy.**

GLOBAL MULTIMEDIA COVERAGE

Live Television Coverage

As the stature of the competition continues to grow it is only natural that demand for television coverage continues. 2011 saw the first coverage of the tournament, which added a huge ROI to all our sponsors and supporters.

Professional website

www.hongkongtens.com updated regularly during the year and in real time during the Tournament with links to many related sites

On-site Tournament Media Center

To provide up-to-minute reports for newspapers, radio, television, magazines and websites.

Usual Coverage During the Week of the Tournament by Local, Regional and International Media.

Coverage includes; lead-up articles to the Tournament with photos in the **SCMP** and three more articles throughout the Tournament, there was similar coverage in the **Standard**. The **Rugby Show**, aired on **ESPN** included a piece from the Tournament and there was coverage on the Thursday night on **TVB** and **ATV** during their sports reports. The Tournament received coverage on **HKBN** in weekly rugby reports. Two lead up articles in **BC Magazine** and one in **HK Magazine**, significant coverage on **RTHK** as there will be daily tournament ticket giveaways and live interviews during the tournament. **Rugby Talk**, the world's leading rugby magazine features large articles with colour photos, with good write-ups in **Rugby World**. **Scrum.com** features on-line reports during the Tournament and pre-tournament. In addition to the above there has also been coverage in **New-Z-Letter** and **NewstalkZB**.

On Event Exposure

Ground Perimeter Advertising – Pitch Side A-board Banner

Ground Perimeter advertising opportunities exist that will enable advertisers to benefit from the extensive television coverage as well as being recognized by the sporting public as a supporter of international sport in Hong Kong.



SPECIAL OFFER
Book two banner spaces and receive a 50% discount on the second one.

Stadium Information Booths

The Hong Kong Football club has the area and facilities on the training triangle and the astro-turf pitch for promotional activities for advertising and product exposure. These areas are situated next to the public access route to the stands, and food and beverage stalls.

Local Benefits

Associate your company and brand with a **high profile professional sports event** to create specific awareness for your company, products and services.

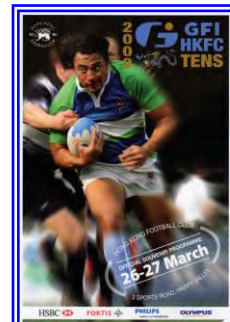
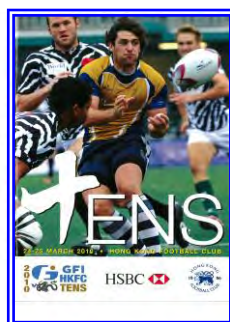
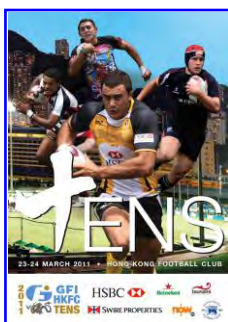
Entertain your clients at a truly international high profile sports event.

"Thank you" mention in the Club Magazine, mailed to 2,600 members of the HKFC, including most of the top corporate names in the region

Tournament Programme

3,000 Tournament Programmes are printed and sold over the two day event. 250 of these are given as gifts to the VIP's and Sponsor's Guests to make known new products and services; and showcase their presence.

The Tournament programme includes complete team write ups and elite player profiles. Companies who wish to advertise in the programme have the opportunity to make aware new products, services and assert their presence to the Hong Kong Rugby Community and international fans who fly in for this great week of rugby.



If you are interested in seeing last years' programme please let us know, we would be more than happy to send you a copy

GOLD PATRONS PACKAGE – ENTITLEMENTS

- * Logo on all Tournament Materials (posters, badges etc)
- * 30 seats at the Tournament
- * VIP buffet luncheons on both days including beer, wine and soft drinks
- * Beer and soft drinks in box on both days
- * Name on Box Holder Board
- * Company name on Box Holder List in Tournament Programme and Website
- * Double page advert in the Tournament Programme
- * 6 advertising banners at the Tournament
- * Ability to place corporate materials at the Tournament
- * Naming rights to either “Try of the Tournament” Award or “Best Finisher” Award (Most Tries Scored at the Tournament) and presentation of the Award at the Team Dinner. Photo in the Event Report and on Website and mention in media report.
- * 10 seats at the Team Dinner



GREAT BRAND OPPORTUNITIES



TREAT YOUR GUESTS



RELAX IN THE VIP AREA

SILVER PATRONS PACKAGE - ENTITLEMENTS

- * 20 seats at the Tournament
- * VIP buffet luncheons on both days including beer, wine and soft drinks
- * Beer and soft drinks in box on both days
- * Name on Box Holder Board
- * Company name on Box Holder List in Tournament Programme and Website
- * Full page advert in the Tournament Programme
- * 3 advertising banners at the Tournament
- * Option to place corporate materials at the Tournament



FRONT ROW VIEW OF TACKLES & TRIES

BRONZE PATRONS PACKAGE - ENTITLEMENTS

- * 10 seats at the Tournament
- * VIP buffet luncheons on both days including beer, wine and soft drinks
- * Beer and soft drinks in box on both days
- * Name on Box Holder Board
- * Company name on Box Holder List in Tournament Programme and Website
- * Half page advert in the Tournament Programme
- * 1 advertising banner at the Tournament

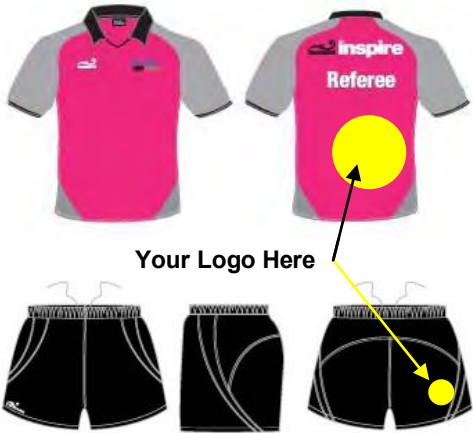


BEST DEAL FOR CORPORATE ENTERTAINMENT



FREE FLOW FOOD & DRINKS





REFEREE SPONSORSHIP

- * One company logo on all referee shirts
- * One company logo on all referee shorts
- * Opportunity to place a slogan of your choice on all referee shirts (subject to approval from the 2012 GFI HKFC Tens Committee)



BALL BOY SPONSORSHIP

- * One company logo on all ball boy shirts
- * Opportunity to place a slogan of your choice on all ball boy shirts (subject to approval from the 2012 GFI HKFC Tens Committee)



COMMITTEE SPONSORSHIP

- * One company logo on all committee shirts
- * Opportunity to place a slogan of your choice on all committee shirts (subject to approval from the 2012 GFI HKFC Tens Committee)



BEER GIRL SPONSORSHIP

- * One company logo on all beer girl hats
- * Opportunity to place a slogan of your choice on all beer girl hats (subject to approval from the 2012 Official Beer Sponsor and the 2012 GFI HKFC Tens Committee)

CORPORATE VIP PACKAGES

Bronze Patrons Package	HK\$44,000	HK\$133,100 <i>with 1 year HKFC Membership</i>
Silver Patrons Package	HK\$88,000	HK\$165,000 <i>with 1 year HKFC Membership</i>
Gold Patrons Package	HK\$132,000	HK\$196,900 <i>with 1 year HKFC Membership</i>

SPECIALIST SPONSORSHIP PACKAGES

Referee Sponsorship	HK\$44,000	HK\$36,300 <i>in addition to any patrons package</i>
Ball Boys Sponsorship	HK\$38,500	HK\$33,000 <i>in addition to any patrons package</i>
Committee Sponsorship	HK\$27,500	HK\$22,000 <i>in addition to any patrons package</i>
Beer Girl Sponsorship	HK\$16,500	HK\$11,000 <i>in addition to any patrons package</i>

SPONSORSHIP UPGRADE OPTIONS

Half Page Advert in Tournament Programme	HK\$7,000
Full Page Advert in Tournament Programme	HK\$12,000
Single Pitch Side Banner	HK\$12,000
Single Grandstand Banner	HK\$16,000

Contact Us

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