



2017 Hong Kong Dragon Boat Carnival Invitation to Official Hotel Sponsorship

30 November 2016

Prepared by: Event & Product Development Department



2017 Hong Kong Dragon Boat Carnival



Date	2 – 4 June 2017 (Friday to Sunday)
Venue	Central Harbourfront, Hong Kong Island
Programme Elements	<ul style="list-style-type: none">• Hong Kong International Dragon Boat Races (IDBR)• BeerFest showcasing live music and entertainment• Games Zone
Organiser	Hong Kong Tourism Board





Venue in Central Harbourfront







Global Recognition and Participation

- ◆ Since the staging of the first International Dragon Boat Races in 1976, Hong Kong is recognised as the birthplace of modern dragon boat racing and acclaimed as a leading dragon boat competition destination. Dragon boat racing has become a popular paddlesports around the world and was a contesting sport at the 2010 Asian Games;
- ◆ The Hong Kong International Dragon Boat Races (IDBR) has become an important event on the annual sporting calendar;
- ◆ Celebrating the 41st anniversary of IDBR, the 2017 Hong Kong Dragon Boat Carnival will take on the Central Harbourfront venue to host an array of sports and entertainment programmes for targeted 5,000 enthusiastic paddlers and over 160,000 spectators from Hong Kong and overseas.





Extensive Publicity

- ◆ Building on the colourful Tuen Ng Festival, the annual Hong Kong Dragon Boat Carnival has enjoyed a lot of attention from visitors and locals;
- ◆ Every year, over 160,000 local residents and overseas visitors flocked to the sports cum cultural event beside the beautiful Victoria Harbour;
- ◆ The event was frequently publicised on major printed and TV channels





Media Events

- ◆ **May 2017 (TBC)**
Press conference



- ◆ **2 June 2017**
Opening Ceremony





特設香港杯 料吸16萬客 龍舟賽移師中環 更刺激

一年一度的香港國際龍舟賽又來了！為慶祝40周年，今年屆時「香港盃」將移師中環海濱，賽道多縮短100米，賽程更刺激，並特別設「香港盃」16萬人次到場，並設獎品及獎券，共16萬人次到場，並設獎品及獎券，共16萬人次到場。

【本報訊】龍舟賽今年移師中環海濱，賽道多縮短100米，賽程更刺激，並特別設「香港盃」16萬人次到場，並設獎品及獎券，共16萬人次到場。

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- 1. 香港盃 16萬人次到場
- 2. 賽道縮短100米
- 3. 特別設「香港盃」16萬人次到場
- 4. 獎品及獎券
- 5. 獎品及獎券



龍舟嘉年華首移師中環海濱

【本報訊】由旅發局及中國香港龍舟總會合辦的「香港龍舟嘉年華」將於六月十至十二日舉行，今年由尖東海旁移師中環海濱，並特設「香港盃」邀請各地隊伍參賽。旅發局節目及旅遊產品拓展總經理洪忠興估計，三日料吸引16萬人次入場，其中4萬人次為旅客。主要為短途及內地旅客。

區隊與本地隊伍作賽。賽道設於中環10號碼頭至中信大廈對出海面，由於附近有中環灣仔繞道填海工程而須縮短賽程。今年標準賽道由以往500米縮短至400米，賽時較昔日相差約半分鐘，小龍賽道則由250米縮短至200米。

洪忠興表示，活動移師中環海濱，主要考慮填海工程正施工，又認為活動會



龍舟嘉年華首移師中環海濱

【本報訊】獲盛事基金贊助六百萬元的「香港龍舟嘉年華」將於六月十至十二日舉行，今屆首次移師中環海濱舉行，「標準龍賽事」及「小龍賽事」賽道分別縮短一百米及五十米，令賽事更緊湊。嘉年華預計共可吸引十六萬人次觀賽，當中四萬為旅客，大多是短途及內地客。

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今屆邀請賽將有來自十四個國家及地區的四千名健兒參與，競逐二十四項錦標，配合「香港國際龍舟邀請賽」四十周年，今年特別增設「香港盃」賽事，將邀請來自不同國家地區包括剛於澳洲出戰「國際龍舟俱樂部錦標賽」的強隊本地隊伍比賽。另外，子樂園提供多項遊戲、巨型氣墊遊戲

今屆嘉年華首次移師中環海濱舉行。 (鮑亞珊攝)

龍舟嘉年華首移師中環海濱

中環龍舟節 維港競渡

端午節快到，旅發局昨公佈「香港龍舟嘉年華」將於六月十至十二日在中環海濱舉行，並同時慶祝「香港國際龍舟邀請賽」四十周年，除增設特別賽事，還加入「生力啤酒節」及「親子樂園」等娛樂元素。市民和旅客亦到「陸上龍舟慈善區」體驗划龍舟的樂趣。

今屆嘉年華將有不少活動，例如音樂派對、扮野大賽、親子樂園、生力啤酒節等。主辦方預計有十六萬人次入場。為配合「香港國際龍舟邀請賽」踏入四十周年，將增設特別賽事項獎項，也會有特別「扮野」賽事。龍舟賽賽道則設於中環10號碼頭至政府總部大樓對出海濱位置。

賽道縮短一百米

賽道較往年短，標準龍賽事由500米減至400米，小龍賽由250米縮至200米。市民要欣賞賽事則要集中在起點及終點位置的觀賽區，沿途其他地方則因屬解放軍軍事碼頭範圍被封，觀賞空間受限制。不過大會亦首次在賽事地點附近加設親子樂園，設

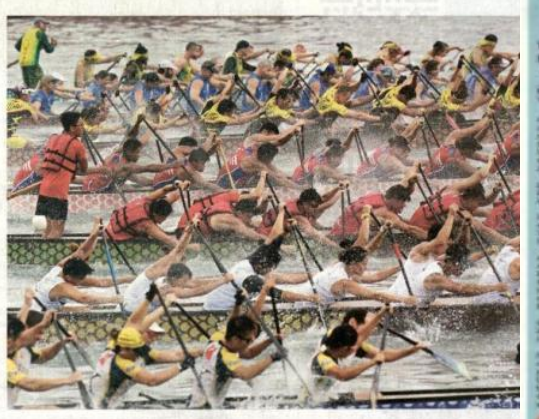
龍舟嘉年華玩轉中環海濱

【本報訊】盛事基金今年再撥600萬元，贊助龍舟總會六月十至十二日舉辦香港龍舟嘉年華。今年賽事地點首度移師至中環海濱，礙於賽道接近中環灣仔繞道工程地盤，賽道將縮短約100米。合辦活動的旅發局預料，整項活動可吸引16萬人次參加，包括約4萬人次旅客，相信賽事對入住中環及金鐘一帶酒店的外籍旅客具吸引力。

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Powering on



Teams power through the water of Central harbourfront yesterday on the final day of the Dragon Boat Carnival. A total of 4,000 rowers from 14 countries took part in the three-day carnival, which was based for the first time on Hong Kong Island because of renovation work on the Avenue of the Stars at Tsim Sha.

WAY OF THE DRAGON



Dragon boating for Hong Kong is like hockey



龍舟嘉年華移師中環海濱

【本報訊】由旅發局主辦，一年一度的「香港盃」將於六月十至十二日舉行，今年更移師中環海濱（往年多在中環灣仔繞道舉行），預料吸引16萬人次到場，當中約4萬為旅客。

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今年的嘉年華除了繼續有「啤酒節」及「親子樂園」外，所有活動免費入場。



嘉年華的活動包括



香港龍舟嘉年華下月十日



饒慧珊

now 新聞台 2:2 | now news WhatsApp報料熱線及電郵: 6602-366



This year's Hong Kong International Dragon Boat Races



鄺先生 標準龍會長盾決賽冠軍隊成員
我們發揮比較(好)



岸上的龍舟嘉年華



City Ambience





Programmes Elements



BeerFest



Races



Games & Performances





The Races



2017 Hong Kong International Dragon Boat Races

◆ Race Category

International Grand Championships	International Championships	Local Championships
<ul style="list-style-type: none">→ International Open→ International Women's→ International Mixed	<ul style="list-style-type: none">→ International Open→ International Women's→ International Mixed→ International Paradrragon→ International Cancer Survivors	<ul style="list-style-type: none">→ Open→ Mixed→ Women's→ Inter-Company→ Junior U23→ Banking Industry
Invitational Races	President Shield and Chairman Shield	
<ul style="list-style-type: none">→ Hong Kong Districts→ Professional Bodies→ Disciplinary Forces→ Uniformed Youth Groups→ Post-secondary Schools	<ul style="list-style-type: none">→ President Shield→ Chairman Shield	

BeerFest





BeerFest

- ◆ A BeerFest will be held alongside the Carnival at Central Harbourfront Event Space with
 - Non-stop music and band sound
 - Party fun activities
 - Free beer for overseas visitors and paddlers





Games & Performances



Games & Performances

- ◆ To enhance the festive ambience during the carnival, there will be:
 - ➔ Experiential and interactive games;
 - ➔ Roving performances;
 - ➔ Fancy Dress Races in the sea





Sponsorship Invitation



Proposed Sponsorship Package

Proposed Sponsorship Package for Official Hotel of 2017 Hong Kong Dragon Boat Carnival

Accommodation for approximately 30 international dragon boat teams of 800 persons (hosted by HKTB) is required during the official stay (1-5 June 2017, 5 days/4 nights). A total of 400 twin rooms (1,600 room nights) are required. **More than one Official Hotel will be solicited.**

The **Official Hotel** will offer:

1. Minimum 50 complimentary twin rooms for four nights (ie 200 complimentary room nights) for international teams and
2. Special rate of twin room for hotel accommodation for invited international teams during the official stay (on HKTB's account). Approximately 150 twin rooms required (ie 600 room nights)
3. Special rate of twin room for hotel accommodation for invited international teams for their extended stay before or after official stay (on team's account).



Sponsorship Entitlements at a glance

Entitlements

Recognition and Marketing

- Recognised as **Official Hotel** in all communication channels in connection with the event
- Right to mention the sponsorship in corporate communications and advertising materials for related themed promotions and on-site visibility
- Right to produce and distribute its own promotional materials, souvenirs etc. at its own cost for promoting its brand(s) and the Carnival to the event participants and spectators

Media, Print Material & On-line Promotion

- Acknowledged as **Official Hotel** with logo on poster, event guide, souvenir programme and advertorials
- Acknowledged as **Official Hotel** with logo on the event website at www.DiscoverHongKong.com
- Digital ad space on www.DiscoverHongKong.com in April or May 2017
- One full-page, 4-colour advertisement on souvenir programme

Pre-event

- Invitation to the press conference
- Recognition of sponsorship at all pre-event initiatives

On-site Branding Opportunities

- Logo appearance on the stage backdrop
- Two banner space (each of 1.8mL x 0.7mH) at the Central Harbourfront
- Logo on battle flags

Hospitality

- Invitation to the opening ceremony
- Invitation to the VIP enclosure at the Central Harbourfront



Why Sponsor Hong Kong Dragon Boat Carnival?

- ◆ **Reach out to hundreds of thousands of your existing and potential clients from different segments participating in the event, such as sports enthusiasts, professional groups, tertiary students, etc.;**
- ◆ **Opportunities to promote your brands through a multitude of communication channels of the event (PR, print, advertising, web, event venue) to a large number of audience;**
- ◆ **Leverage on this signature event of Hong Kong for media exposure and corporate brand promotion;**
- ◆ **Demonstrate the great support of your company to the development of sport and culture;**

Sponsorship Entitlements





HONG KONG
TOURISM BOARD
香港旅遊發展局

Sponsorship Entitlements - On-site Brand Exposure



Sponsorship Entitlements – On-site Brand Exposure

- ◆ Space for displaying 2 banners along the race course





Sponsorship Entitlements – On-site Brand Exposure

- ◆ Logo on battle flags





Sponsorship Entitlements – On-site Brand Exposure

- ◆ Logo on the prize presentation stage backdrop





Sponsorship Entitlements – On-site Brand Exposure

- ◆ Logo on the main entrance arch





HONG KONG
TOURISM BOARD
香港旅遊發展局

Sponsorship Entitlements - Pre-event Exposure



Sponsorship Entitlements – Acknowledgement on Event Collaterals

- ◆ Acknowledged as the Official Hotel with logo appearance on the event guide (Expected circulation: 95,000)



Other Local Races 其他本地賽事

Catch the many dragon boat races held across Hong Kong!
端午節期間，香港多個地區都有龍舟賽事上演。歡迎您參與其盛！

Date & Time 日期及時間	Name of Race 賽事名稱	Venue 地點
Hong Kong Island 香港島		
9 June 8:40am to 4pm 6月9日 上午8:40至下午4:00	2016 Aberdeen Dragon Boat Race 2016香港仔龍舟競渡大賽	Aberdeen Promenade, Aberdeen Praya Road 香港仔海濱道海濱公園
9 June 8am to 5pm 6月9日 上午8:00至下午5:00	Stanley International Dragon Boat Championships 2016 赤柱國際龍舟錦標賽 2016	Stanley Main Beach 赤柱正灘
New Territories 新界		
9 June 8:00am to 2pm 6月9日 上午8:00至下午2:00 Races: 8am to 2pm 龍舟競渡：上午8:00至下午2:00 CombiV: 2-5pm 嘉年華：下午2:00至下午5:00	2016 Sai Kung Dragon Boat Race Gala 龍舟盛會在西貢2016	Sai Kung Promenade (near Sai Kung Pier) 西貢海濱公園 (近西貢碼頭)
9 June 8am to 1pm 6月9日 上午8:00至下午1:00	Sha Tin Dragon Boat Race 2016 2016沙田龍舟競渡	Shing Mun River, Sha Tin (starting near Banyan Bridge, ending near Sha Tin Bridge) 沙田城門河畔 (起點鄰近翠榕橋，終點鄰近沙田橋)
9 June 8:30am to 1pm 6月9日 上午8:30至下午1:00	Tai Po District Dragon Boat Race 2016 2016大埔區龍舟競渡	Promenade of Tai Po Waterfront Park, Tai Po 大埔海濱公園堤畔
9 June 9am to 2pm 6月9日 上午9:00至下午2:00	Tuen Mun District Dragon Boat Race 2016 2016屯門區龍舟競渡	Castle Peak Bay, Area 44, Tuen Mun 屯門第44區青山灣龍鳳塘
Outlying Islands 離島		
5 June 10am to 3pm 6月5日 上午10:00至下午3:00	Dragon Boat Races in Lok Chau Wan, Lamma Island 蘭竹窩龍舟競渡賽	Lok Chau Wan, Lamma Island 蘭竹島鹿洲灣
9 June 10am to 4:30pm 6月9日 上午10:00至下午4:30	Cheung Chau Dragon Boat Races 長洲龍舟龍舟競渡	Cheung Chau Typhoon Shelter, Cheung Chau 長洲風車廣場內
9 June 4月9日 Races: 8am to 5pm 龍舟競渡：上午8:00至下午5:00 CombiV: 10am to 5pm 嘉年華：上午10:00至下午5:00	Discovery Bay Dragon Boat Races and Carnival 愉景龍舟競渡賽暨嘉年華	Tai Pak Beach, Discovery Bay, Lantau Island 大嶼山愉景灣大白灣沙灘
9 June 9am to 2pm 6月9日 上午9:00至下午2:00	Tai O Dragon Boat Racing Competition 2016 大澳區龍舟競渡賽暨龍舟丙午年	Tai O Promenade, Lantau Island 大澳海濱長廊

Acknowledgements 鳴謝

Hong Kong International Dragon Boat Races Title Sponsor 香港國際龍舟競渡賽冠名贊助機構	中國建設銀行(亞洲) China Construction Bank(Asia)
International Races Sponsors 國際賽車贊助機構	QISA KITA AIA
Local Races Sponsors 本地賽車贊助機構	太古集團 太古集團 太古集團 太古集團
Official Beer 大會指定啤酒	San Miguel
Official Hotel 大會指定酒店	DORSETT PENTAHOTEL
Official Outdoor Media Partner 大會指定戶外媒體夥伴	POAD
Official Timer 大會指定計時	精工表 SEIKO
Official Uniform 大會指定制服	DOS SPORTSWEAR
Official Water 大會指定飲用水	vita BOTTLED WATER
Prize Sponsor 獎品贊助	Archon KOS SUNGLASSES

E-mail 電郵：
info@discoverhongkong.com

Visitor Hotline 旅遊熱線：
2508 1234 (週一至週五，每日上午10時至下午6時)

Website 網址：
Discoverhongkong.com

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Sponsorship Entitlements – Acknowledgement on Event Collaterals

◆ Logo on event poster





Sponsorship Entitlements – Acknowledgement on Event Collaterals

◆ Logo on printed advertorials

HONG KONG DRAGON BOAT CARNIVAL
香港龍舟嘉年華
10-12.6.2016

香港，歡呼鼓舞之時

龍舟狂熱派對，首度移師中環海濱！海上激鬥逐浪，岸上歡呼高漲，歡呼聲浪，揮灑熱情的歡呼聲浪！
「香港龍舟嘉年華」，揮灑熱情的歡呼！

全新地點：
中環海濱

詳情請瀏覽 DiscoverHongKong.com
讓我們一起 歡呼吧！

贊助商包括：
中國建設銀行 (Asia Construction Bank Asia)
Sun Miquet
渣打基金 Mega Events Fund
Archan

HONG KONG DRAGON BOAT CARNIVAL
香港龍舟嘉年華
10-12.6.2016

全新地點：
中環海濱

NEW Event Venue
Central Harbourfront
全新地點：
中環海濱

MY TIME FOR EXCITEMENT 香港，歡呼鼓舞之時

Celebrate the Hong Kong Dragon Boat Carnival with boats, beers and cheers at the exciting new venue of **Central Harbourfront**. From heart-pounding action on the water to lively entertainment on dry land, this is one party you won't want to miss. Get ready for dragon boat fever!

龍舟狂熱派對，首度移師中環海濱！海上激鬥逐浪，岸上歡呼高漲，歡呼聲浪，揮灑熱情的歡呼聲浪！
「香港龍舟嘉年華」，揮灑熱情的歡呼！

詳情請瀏覽 DiscoverHongKong.com
讓我們一起 歡呼吧！

Sponsored by Mega Events Fund 渣打基金贊助

Archan

HONG KONG Asia's World City



Sponsorship Entitlements – Acknowledgement on Event Website

- ◆ Logo on the event website on DiscoverHongKong.com

Hong Kong Dragon Boat Carnival

Intro | CCB (Asia) Hong Kong International Dragon Boat Races | San Miguel BeerFest | Family Zone | Dragon Boat Festival

Follow the lead of Hongkongers and make a party out of an ancient Chinese festival under the modern skyline of Victoria Harbour. Enjoy boats, beers and the cheers of hundreds of thousands of spectators — It's the Hong Kong Dragon Boat Carnival!

Watch thousands of the world's top dragon boat athletes battle it out at the CCB (Asia) Hong Kong International Dragon Boat Races — three days of intense racing that will fill the harbour with heart-stopping action, a profusion of colour and the sounds of drummers and fans urging paddlers on to the finish line. Come time to wind down, join athletes and spectators alike at the San Miguel BeerFest for ice-cold beer and rocking live music. Bringing kids? Don't miss the new Family Zone's interactive activities and roving entertainment.

So dive in and chill out at this year's Hong Kong Dragon Boat Festival!

See photo and video highlights from the 2015 edition here:

Photo Gallery

Info

Date: 10–12 June 2016 (Friday to Sunday)
Venue: Central Harbourfront
Admission: Free
Enquiry: info@discoverhongkong.com

Hong Kong International Dragon Boat Races Title Sponsor

中国建设银行 香港分行
China Construction Bank (Asia) Corp.

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HONG KONG
TOURISM BOARD
香港旅遊發展局

Sponsorship Entitlements - Hospitality



Sponsorship Entitlements – Invitation to official ceremonies

◆ Press Conference

- Date: May 2017 (exact date/ time/ venue to be confirmed)
- 1 representative of the sponsor will be invited to attend and take group photo on stage



◆ Opening Ceremony

- Date: 2 June 2017
- Venue: Tamar Park, Central Harbourfront
- 1 representative of the sponsor will be invited to attend and receive souvenir on stage





Sponsorship Entitlements – Guest Hospitality

- ◆ Invitation of 2 guests of the sponsor to the VIP area at Tamar Park





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THANK YOU