

Hong Kong Tourism Board
International Chinese New Year Night Parade
Invitation for Expression of Interest in Title Sponsorship

The Hong Kong Tourism Board (HKTb), a government sub-vented body, invites business partners to serve as ‘title sponsor’ for the International Chinese New Year Night Parade (“Parade”) in 2018 – 2020. Interested parties are invited to submit ‘an expression of interest’ on or before 10 March 2017.

The Parade has become a key highlight of the Chinese New Year celebrations in Hong Kong. The 2017 Parade showcased 10 festive floats, featured 36 performing groups from 11 countries and locals has attracted 155,000 spectators watching the event on site, as well as millions around the world through delayed broadcast and special TV feature programmes in different markets.

Interested parties are invited to download the ‘Express of Interest’ form from HKTb’s website: http://partnernet.hktb.com/filemanager/tradenews/2018_ParadeSponsor.pdf and return the same to us either by fax: 2807 6582; or e-mail to carman.chan@hktb.com on or before 10 March 2017.

Data collected will be treated in strict confidence and for internal use only. HKTb will liaise with and provide adequate information to all interested parties. HKTb also reserves the right not to award the listed event to any parties.

Hong Kong Tourism Board
March 2017