



國泰 新春 國際 匯演之夜

CATHAY INTERNATIONAL  
CHINESE NEW YEAR NIGHT PARADE



# 2025 CATHAY INTERNATIONAL CHINESE NEW YEAR NIGHT PARADE

Hotel Sponsorship  
Nov 2024



# 2025 CATHAY INTERNATIONAL CHINESE NEW YEAR NIGHT PARADE

Date:	29 Jan 2025 (Wednesday)
Time:	8pm – 9:45pm (TV airtime) (Spectator stands open to ticket holders at 7pm)
Title Sponsor:	Cathay Pacific Airways Limited
Parade Theme:	World Party . Great Celebration
Parade Elements:	<ul style="list-style-type: none"><li>• 12 – 14 Pre-show performances</li><li>• 6 – 8 Magnificent floats</li><li>• 8 - 12 Local performing groups</li><li>• 12 – 15 Performing groups from renowned overseas parade</li></ul>
Target Patronage	<ul style="list-style-type: none"><li>• 110,000 visitors</li></ul>
Ticket Price:	HKCC - Zone A \$480/ Zone B \$450/ Zone C \$300 Canton Road – Zone D \$300 / Nathan Road - Zone E \$300 (Concessionary half price discount for seniors aged 65 or above and children aged 3-11)



# OFFICIAL HOTEL SPONSORSHIP ENTITLEMENTS

Sponsorship Option: Hotel Accommodation

PR Publicity:

- Invitation to media function as one of the on-stage guests

Marketing and  
Promotion at  
Printed Materials &  
Website:

- Acknowledgement listing as Official Hotel Sponsor(s) on event website (DiscoverHongKong.com) and publication (if any)
- 15 Parade Tickets at Hong Kong Cultural Centre on 29 Jan 2025 (Chor 1)
- Company logo on event website (DiscoverHongKong.com)
- Company logo and name at leading banner of the staying International Performing Group(s)

Reply form:

- No. and type of special discounted room rate (net rate) with daily breakfast
- Supplementary arrangement
- Optional item
- Reply by 12 noon on 12 Dec 2024







# EVENT HIGHLIGHTS POSTS & KOL EXPOSURE UNDER HKTGB CHANNELS

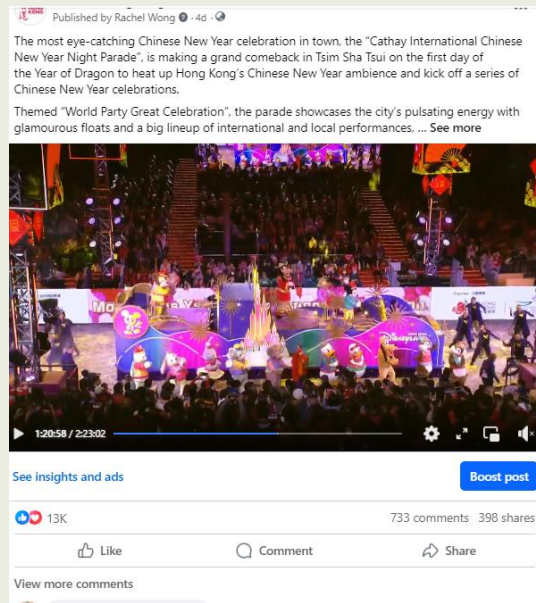
## 旅發局社交平台活動貼文及 KOL 報導



**18M**

**Viewership**

Live + Events Highlights



**20M**

**Social Reach**



**24**

**KOLs attended**



**420K**

**Visits**

CNY Arrangement page ~60 Visits

# HOTEL ACCOMMODATION FOR INTERNATIONAL PERFORMING GROUPS (IPG)

Offer special rate (net rate) with daily breakfast arrangements for International Performing Groups during the period (tentatively 26 Jan to 1 Feb 2025, 6 nights).

A total of approx. 240\* rooms for 1,100\* room nights are recommended.

*\* The no. of rooms required would depend on the confirmed IPG. The final no. of rooms is subject to the final agreement between HKTB and the hotel.*







**SPONSORSHIP OPPORTUNITY  
CONTACT US!**

**HONG KONG TOURISM BOARD**  
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