



1 January 2004

Dear Sir/Madam,

Sponsorship for Programme the Booth rental/ Sponsor Dragon boats

The Stanley Residents Association holds a festival of dragon boat racing on the Tuen Ng Holiday every year at Stanley Main Beach. Over the past years this has proved to be an extremely popular day for expats and the local Chinese citizens. This year the festival will be held on Tuesday 22 June. Last year, we received amazingly 140 entries. We now invite the participation of your team/ organization in the form of sponsoring advertisement, booth rental or adopting new boats.

The colourful **souvenir programme brochure** will be approximately 50 pages. It will be sent to all participating teams free of charge, and sold on the race day. The press, as well as some other concerned organizations, and government departments will also receive copies. 1,000 copies will be printed. Advertising space is now available for the modest cost of HK \$1,500 a full-page (A4) in black and white or HK \$4,000 in colour.

Beside, we are also offering **booths rental** and **on-line advertisement** service. Please contact the secretariat for more information.

The sheer size of the event needs your support to maintain. Our sponsorship package is designed to attract many of the regular participating teams to allow them much greater use of the boats for recreation and sporting purpose for their organisation. We would also name one of the boats after the company or organisation thus giving very visible exposure to over 10,000 competitors and spectators during the races. The sponsor package is outlined below.

Cost of Sponsorship per Dragon Boat HK\$50,000

Sponsorship Entitles a Team to the following benefits:

1. Entry fee waived for 2 years.
2. 10 hours of extra training sessions for 2 years during the official training period.
3. Large Company or Organisation logo/name displayed on the Dragon Boat.

If you have any questions, please feel free to call me at 2813 0564 or fax at 2813 5704.

Yours sincerely,

Wong Kam-chuen, Alson (Mr)
Race Director

