



HK Round Table Pedal Kart Grand Prix 2010

20th-21st November, Victoria Park

Corporate Sponsorship Opportunities

What is the HK Pedal Kart Grand Prix?

The Hong Kong Pedal Kart Grand Prix is a charity event organized by Round Table that has been running since 1986. Entry teams compete in a 24hr Grand Prix style race in karts designed and built or modified by themselves and propelled by their own pedal power. There are various classes of kart from fun carts to the latest high-tech machines. A film of the 2008 event is available at www.roundtablehongkong.org



The event is run over a full weekend on a specially designed track in Victoria Park. Each year it attracts hundreds of team participations, thousands of spectators and is featured in local newspapers, magazines and TV. Prizes are given to winners in the various categories with Hong Kong officials and local celebrities involved in the prize giving.

Typically the event raises around HK\$1.4million each year for charity. All of which is then donated to local and regional charities by HK Round Table. Round Table members and others who help run the race do so on a voluntary basis, with the kart entry fees offsetting the limited third party supplier costs. Recent charities that have been supported by funds raised at the HK Pedal Kart Grand Prix include:

- Hong Chi Association: www.hongchi.org.hk
- Child Welfare Scheme: www.cwshk.org
- KELY Support Group: www.kely.org
- Mothers Choice: www.motherschoice.org
- Watchdog. www.watchdog.org.hk
- Chungking Mansions Services Centre: www.christianaction.org.hk
- Hong Chi Association: www.hongchi.org.hk
- Kely Support Group: www.kely.org
- Families of SMA: www.fsma.org.hk
- Hong Kong Society for Rehabilitation www.rehabsociety.org.hk
- Sunbeam Children's Village www.sunbeam.org
- Cross Roads International: www.crossroads.org.hk

Corporate sponsorship of the HK Pedal Kart Grand Prix:

Nearly all organizations now see the benefit and the need to have Corporate Social Responsibility objectives (CSR's) in place. Sponsorship of the HK Round Table Pedal Kart Grand Prix can help achieve those objectives whilst at the same time fulfilling more traditional marketing and brand positioning objectives. In addition, and perhaps most importantly all of the money generated from sponsorship is donated to local and regional charities.



Organizations that sponsor the HK Pedal Kart Grand Prix will benefit from:

- Achieving Corporate Social Responsibility objectives.
- Widespread brand exposure in local media.
- Positive brand positioning.
- The opportunity to engage with the local community in a fun and recreational environment.
- Helping fund local and regional charities.



Organizations that have supported the HK Pedal Kart Grand Prix in the past:

Cathay Pacific Airways, Hong Kong Aero Engine Company Jardine Lloyd Thompson, Hong Kong Aero Engine Services Kowloon-Canton Railway Corporation, MTR Corporation, Reuters, Hong Kong Electric, China Light and Power, Jetta Company, King George V School, Renaissance College HK, West Island School HK Police, Royal Hong Kong Yacht Club, Royal Bank of Scotland

Sponsorship Options:

There are two standard packages available to corporate sponsors which are outline below. Bespoke packages can also be tailored to specific needs on request.

Title Sponsor

An opportunity exists to be the overall title sponsors of the 2009 HK Round Table Pedal Grand Prix. The title sponsor will receive the following benefits:

-Overall event title branding i.e. The 'XXXX' HK Round Table Pedal Kart Grand Prix 2009: Title branding will include all marketing materials, press releases, web listings, announcements and any other form of communications related to the event.

-Full branding on a marketing campaign that will be running for two weeks prior to the event on the HK Airport Express. This will include two 30 second adverts per journey on the on Airport Express TV. Plus head rest adverts on every seat.

-Full on site branding: Full branding on all on site banners and course signs. The title sponsor will also have unrestricted site access for an additional corporate branding of their own. This includes branding of course barriers, fencing, start / finish line and the winners / awards podium. It also includes the opportunity to distribute promotional materials at the event.

-Event video: A promotional video of the event will be created that will be fully branded and supplied to the title sponsor for their own use.

Cost: HK\$250,000

Co-Sponsor

There are several co-sponsorship positions available each includes the following benefits:

-**Branding as Co-Sponsor** on all event marketing materials, press releases, web listings, and other forms of communications related to the event.

-**On site branding access:** This will include specific positions around the site including course barriers, fencing, start / finish line and the winners / awards podium.

-**Event video:** A promotional video of the event will be created that will be fully branded and supplied to the title sponsor for their own use.

Cost: HK\$50,000

For further information about sponsorship or any part of the event please contact:

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What is Round Table?

Round Table is a group of volunteers dedicated to Community Service, Charitable Fundraising, Fellowship and the furtherance of International Relations. The club is widespread globally with thousands of round table members at hundreds of tables in over forty countries world wide. In Hong Kong Round Table is a registered charity and there are currently three round tables, two Chinese speaking tables and one English speaking table.

For more information please visit www.roundtablehongkong.org and www.roundtable.name.