

Hong Kong Retail Management Association - Shopping Festival 2024 Sponsorship Package

Sponsorship Tier	Platinum Sponsors	Gold Sponsors	Silver Sponsors	其他參與品牌	
Sponsorship Fee	HK\$180,000	HK\$50,000	HK\$15,000	HK\$0	
Coupon Distribution Platforms	AlipayHK, AlipayCN, AR Lens, BOC Pay, HK01, Payme, WeChatPay	AlipayHK, AlipayCN, AR Lens, BOC Pay, HK01, Payme, WeChatPay	AlipayHK, AlipayCN, AR Lens, BOC Pay, HK01, Payme, WeChatPay	AlipayHK, AlipayCN, AR Lens, HK01	
PR	Press Release	Features in Press Release (limited to free voucher / gifts and special experience)	Features in Press Release (limited to free voucher / gifts)	Features in Press Release (limited to free voucher / gifts)	所有優惠將以附件資料形式提供予媒體，並刊載於HKRMA官網
	Launch Ceremony - booth display	1	NA	NA	NA
	Launch Ceremony - Frontline Representatives	4	2	1	NA
	Launch Ceremony - Company Rep to attend	Y	Y	Y	NA
	Experiential Shopping PR Coverage	Y	NA	NA	NA
OOH	SOGO CVISION	12s video x 2 weeks (video provided by merchant) logo exposure (8 weeks)	logo exposure (8 weeks)	logo exposure (2 weeks)	NA
Print	Print - CEO interview	Y	NA	NA	NA
	Print - HKET 1/4 Page Ad (layout by merchant)	Y	Y	Y	NA
Digital	Digital - HK media	editorial exposure	NA	NA	NA
	Digital - GBA 媒體	editorial video exposure	NA	NA	NA
	Digital - Alipay	editorial video exposure*	editorial video exposure*	NA	NA
	Digital - 小紅書/直播	editorial video exposure*	editorial video exposure*	editorial video exposure*	NA
*Coverage up to HKRMA and media's discretion					
Optional	NOW TV	HK\$38,000 --> 140 spots HK\$22,000 --> 50 spots			
	NOW TV				



Deadline: 20 April 2024

Please submit to ida.but@hkrma.org

Enquiry: 2892 0537

We would like to join the 「香港開心購物節 – 香港好禮·有禮」 as: (please “✓” the appropriate box)

- Platinum Sponsor (HK\$180,000)
- Gold Sponsor (HK\$50,000)
- Silver Sponsor (HK\$15,000)
- NOW TV Package (HK\$38,000) NOW TV Package (HK\$22,000)

Company Details:	
Company Name (ENG):	
Company Name (CHI):	
Trading Brand (ENG):	
Trading Brand (CHI):	

Contact Person:	
Name:	
Job Title:	
Contact Tel:	
Email:	

Signature and Company Chop