



香港善導會  
The Society of Rehabilitation and  
Crime Prevention, Hong Kong



**The Society of Rehabilitation and Crime Prevention,  
Hong Kong**

## **SRACP Charity Walk & Run 2016**



# **Sponsorship Proposal**

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## 1) Why SRACP?

The Society of Rehabilitation and Crime Prevention, Hong Kong (SRACP), formerly known as The Hong Kong Discharged Prisoners' Aid Society, is a government recognised charitable organisation established in 1957. Because of limited financial resources at early stage, most of the staff at that time was voluntary part-time workers. With the dedication and perseverance, the work of the Society gradually came to be recognised and valued by the public. In 1959, the Society received its first government subvention and since then yearly subvention has been granted to sustain the rehabilitation service for offenders and discharged prisoners. The Society was incorporated as a non-profit making limited company under the Companies Ordinance on 23rd September 1966.

Through service units, SRACP provides quality rehabilitation and multifarious service for residents of HKSAR, who have been convicted in courts, or who have released from prisons; as well as to provide community education, mental health service and crime prevention programmes for the general public of Hong Kong. Our services include individual and family counselling, hostels, recreation, court social work, vocational training and employment, mental health service, community education and volunteer programmes, etc. The Society is a member of the Hong Kong Council of Social Service and the Community Chest of Hong Kong.

In Hong Kong, SRACP is one of the few NGOs providing services to ex-offenders and their families, who need support to rebuild their lives, so as to contribute to the society. We are seeking your generous support for any in-kind materials or donation for the Charity Walk & Run. By making a sponsorship, you will be helping thousands of people who are in dire needs.

## 2) Details of Charity Walk and Run 2016

The first SRACP Charity Walk was organised in 2013. Last year, a thousand participants, including runners, walkers and volunteers have joined us, and over HKD400,000 has been raised. This year, we continue to organise this meaningful event at the beautiful Pak Tam Chung of Sai Kung where participants can enjoy our carnival and talent shows.

The Chinese name of the Charity Walk and Run is “甦 Walk”, in which 甦 refers to “recovery”. With your support, the ex-offenders will be encouraged to accept the future challenges and re-sketch healthy lives. We also hope to gain support and public awareness by having more supporters for ex-offenders on the road of recovery and giving them a chance to re-start their lives.

## Objective

The proceeds received from The Charity Walk and Run 2016 will be allocated to the services supporting the **under-privileged** (including ex-offenders and their families, youth-at-risk, people with mental health issues and ethnic minorities) **and crime prevention education programmes**, for strengthening the law-abiding concept and developing an inclusive and safe society.

## SRACP Charity Walk and Run 2016

Date: 6 November 2016 (Sunday)

Time: 9:00 – 15:00

Location: PHAB Site, Pak Tam Chung, Sai Kung

	Challenge Contest		Experience Track	
<b>Route</b>	PHAB Site – Tai Mong Tsai Rd – Pak Tam Chung – Luk Wo Country Trail – Sai Kung Sai Wan Rd – Sai Kung Man Yee Rd – Tai Mong Tsai Rd – PHAB Site		PHAB Site – Tai Mong Tsai Rd – Pak Tam Chung Family Walk – Tai Mong Tsai Rd – Pak Tam Chung Hiking Practice Trail – PHAB Site	
<b>Distance</b>	13km (approx. 2-4 hrs)		3km (approx. 1 hr)	
<b>Target</b>	Aged 16 or above		All ages	
<b>Est. participants</b>	400		600	
<b>Categories &amp; Minimum Fund Raising Amount</b>	<b>Category</b>	<b>Min. amount raised</b>	<b>Category</b>	<b>Min. amount raised</b>
	1. Individual (Male/Female)	\$400/person	1. Individual	\$300/ person
	2. Team (4 people)	\$1,500/ team	2. Family / Group - Aged 16 or above	\$300/ person
	3. Corporate (4 people)	\$4,000/ team	- Below aged 16	\$100/person
<b>Awards</b>	- Champion, 1 <sup>st</sup> runner-up, 2 <sup>nd</sup> runner-up (Each group) - Top fund raiser (Each group)		- Top fund raiser (Each group)	

### 3) Sponsorship

We are seeking your generous support for any in-kind donation for the Charity Walk & Run. To show our gratitude, the name and logo of your company will be acknowledged on different promotional materials.

#### I) Cash Sponsorship

Category	Amount (HKD)
<b>Title Sponsor</b> Event will be named after title sponsor, e.g. "ABC Company" presents SRACP Charity Walk and Run 2016	\$100,000
<b>Diamond Sponsor</b>	\$48,000
<b>Jade Sponsor</b>	\$38,000
<b>Pearl Sponsor</b>	\$28,000
<b>Gold Sponsor</b>	\$10,000
<b>Silver Sponsor</b>	\$8,000
<b>Bronze Sponsor</b>	\$6,000
<b>Cash sponsoring service users joining the walk</b> (For 10 users joining experience track)	\$3,000
<b>Cash donation</b> <input type="checkbox"/> \$500 <input type="checkbox"/> \$1,000 <input type="checkbox"/> \$2,000    Other : \$ _____	

#### II) In-kind & Media Sponsorship

	Details	Qty
<b>Water, energy drinks</b>	Bottle water / other drinks	1,500
<b>Energy bar, fruit</b>	Appropriate food / snack / fruit	1,500
<b>T-shirt</b>	Dri-fit T-shirt for runners (Event logo and Your Company logo will be printed)	1,500
<b>Sports gear</b>	Any relative sport gear	1,500
<b>Booklet / Map</b>	Printing of event booklet or event map	1,500 each
<b>Souvenir Pack</b>	Any relative items, e.g. sun-block, skin care products, mosquito repellent patch, etc.	1,500
<b>Prizes</b>	For Champion, 1 <sup>st</sup> & 2 <sup>nd</sup> runner-up, Top fund raisers	100
<b>Media / promotion</b>	Any kind	/

Remarks : Sponsorship is negotiable depends on donors' budget

### Acknowledgement:

		Title Sponsor (HK\$100,000)	Diamond Sponsor (HK\$48,000)	Jade Sponsor (HK\$38,000)	Pearl Sponsor (HK\$28,000)	Gold Sponsor (HK\$10,000)	Silver Sponsor (HK\$8,000)	Bronze Sponsor (HK\$6,000)	T-shirt sponsor	In-kind & media sponsor
Company name and logo to be printed on	SRACP Charity Walk and Run Website	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Walk & Run Booklet	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Walk & Run Advertisement (e.g. MTR)	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Walk & Run Facebook page	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Event newsletter (email)	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Walk & Run backdrop	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Walk & Run certificate	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Walk & Run trophies	✓	--	--	--	--	--	--	--	--
	T-shirt	✓	--	--	--	--	--	--	✓	--
Advertising option on	Walk & Run Facebook page (once)	✓	✓	✓	✓	--	--	--	✓	--
	Event Map (next to map, front) Size: 21cm(w)x 14.8cm(H)- horizontal	1 grid	--	--	--	--	--	--	--	--
	Event Map (Back)	--	1 grid	1 grid	1/2 grid	--	--	--	--	--
Others	No. of team (i.e. 4 people) exempted from minimum fund raising amount	3	2	1	1	1	--	--	1	--

Remarks: Late submission may result in loss of one or more acknowledgement or advertising channel.

#### 4) Advertisement

You are welcome to post advertisement on our printed event map and booklet:

	Amount	Size
A) Map (Backside) 1 grid	HKD \$3,500	21cm(H) x 14.8cm(W)
B) Map (Backside) 1/2 grid	HKD \$2,000	10.5cm(H) x 14.8cm(W)
C) Booklet (full page)	HKD \$2,000	21cm(H) x 14.8cm(W)
D) Booklet (half page)	HKD \$1,000	10.5cm(H) x 14.8cm(W)

Specification :

- Bleeding 0.5cm
- Resolution: 300dpi
- Color code: CMYK
- Format: PDF

#### 5) Fund Raising Committee

Honorable Fund Raising Committee members include :

Chairperson	Dr. LEE Yuk-lun, JP
Vice Chairperson	Ms. Sylvia W.Y. SIU, JP
Members	Ms. Myra CHAN
	Ms. Anne CHEN
	Mr. Alex FAN, Barrister-at-law
	Dr. HUI Lung-kit
	Ms. Katherine LEE
	Dr. Vitus LEUNG, JP
	Ms. Ming LIE, Barrister-at-law

## 6) Contact Us

Corporate Communications Division

Ms. John CHEUNG Ling

Email: [ccd@sracp.org.hk](mailto:ccd@sracp.org.hk)

Tel: 2527 4018

Add: Rm 702, Duke of Windsor Social Service Building, Wanchai, Hong Kong

SRACP Website: [www.sracp.org.hk](http://www.sracp.org.hk)

Walk and Run website: [www.sracp.org.hk/walk2015](http://www.sracp.org.hk/walk2015)

Walk and Run Facebook: [www.facebook.com/walkathonsracp](https://www.facebook.com/walkathonsracp)