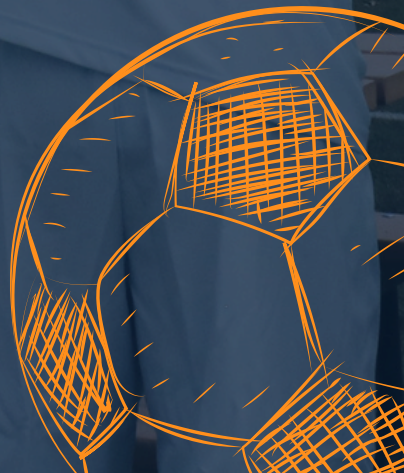


Home and Away

Charity Football Tournament 2024

EVENT & SPONSORSHIP PROPOSAL



OUR PILLARS



1

CARE

To enhance health and well-being among community members by providing social services and financial assistance.

2

EMPOWERMENT

To empower and build the resilience of our community members sustainably through education and training.

3

SOCIAL REFORM

A human-centric approach in engaging various actors in society to shape a better environment for the vulnerable and marginalised in Hong Kong.

STOP.

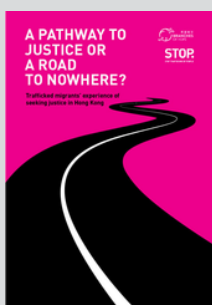
STOP TRAFFICKING OF PEOPLE

The Stop Trafficking of People (STOP) programme focuses on assisting survivors of exploitation and human trafficking.

Care – Provides casework support to those in need, living assistance, as well as medical, and legal referrals.

Empowerment – Promotes knowledge of rights and support options to vulnerable communities in Hong Kong through outreach, workshops and multi-lingual resources.

Social Reform – Conducts research into human trafficking and exploitation in HK. The team published 'A Pathway to Justice or a Road to Nowhere? Trafficked migrants' experience of seeking justice in Hong Kong' in May 2023.



ROAD

REFUGEE OPPORTUNITY
AND DEVELOPMENT

The Refugee Opportunity and Development (ROAD) programme supports refugees and non-refoulement claimants (asylum seekers).

Care - Provides consultation and financial assistance, as well as support in accessing healthcare, counselling and legal services through referrals to partner organisations.

Empowerment - Runs an extensive education support programme for Kindergarten and Primary aged students, as well as vocational training and employment support for adults.

Social Reform - Partners with schools, corporates and NGOs for public education and society integration campaigns.

WHY "HOME & AWAY" ?

"Home & Away" is a football term that refers to whether a team is playing at 'home' in their own venue, or away in someone else's.

We hope this tournament will raise awareness and funds for refugees, asylum-seekers and human-trafficking survivors living in Hong Kong. We share a message that they are away from home and separated from their families, but also instill hope that our city is one that cares.

We also hope this event will provide a place for the marginalised and vulnerable to enjoy football with different corporations in Hong Kong, and as a result genuine friendships will be formed. Moreover, we aim to facilitate social integration across the city where all can feel cared for and experience a "Home away from Home".



11TH OCTOBER 2024 (FRIDAY)



8:30 - 17:30



**KING'S PARK SPORTS GROUND,
HO MAN TIN**



16+ AGE | 7-A SIDE, 12 PER TEAM

PAST EVENT IMPACT AND PARTNERS

In 2021 and 2022, the Home and Away Football Tournament has:



HAD OVER **400** PARTICIPANTS!



RAISED **HKD 389,223** FOR CHARITY!



ENLISTED **2,000** VOLUNTEERS!

PAST SPONSORS INCLUDE:



PREVIOUS CORPORATE TEAMS





希望枝子
BRANCHES
OF HOPE

WHY YOU SHOULD GET INVOLVED



**Increase company profile
& CSR engagement**



**Interact with refugee teams
& support the RAS community**



**Unique opportunity
to play with teams
with different nationalities
& companies**



**Internal team building
opportunity**



**Boost team spirit, camaraderie,
and employee morale.**



HOW CAN YOU GET INVOLVED?

1. ENTER A TEAM

| CORPORATE TEAM |

Minimum Fundraising Entry Cost:
HK\$25,000

2. PRIZE & TOURNAMENT SUPPORT



Tournament Sponsors



Prize Sponsors



Food and Drink Sponsors

3. VOLUNTEER



General Support



Physio & First Aid



Photographer /
Videographers

WAYS TO SUPPORT

SILVER - HKD 25,000

GOLD - HKD 50,000

DIAMOND - HKD 75,000

EVENT BENEFITS	SILVER	GOLD	DIAMOND
Play the game - team enrollment for 1 playing team (with 7-12 players)	✓	✓	✓
Dedicated team marquee & lunch box for up to 12 players	✓	✓	✓
Complementary kit bag for players: including a BOH bag, t-shirt, socks, towel and bottle		✓	✓
Company spotlight during event			✓
Name on Runners up medals and trophy for highest goal scorer			✓

PR BENEFITS	SILVER	GOLD	DIAMOND
Event Visibility - company logo included in event banners and signage at the venue	✓	✓	✓
Promotional Visibility - company logo and recognition prominently displayed in the event promotion	✓	✓	✓
Dedicated feature on BOH social media		✓	✓
Company organised Games Booth at the Family corner, managed by employees and with company logo on display			✓
Team Sponsorship - company logo printed on specially designed RAS community member team jersey.			✓
CORPORATE ENGAGEMENT	SILVER	GOLD	DIAMOND
Lunch & Learn with company staff	✓	✓	✓
Engagement Workshop - tailored informative engagement workshop for company staff Example: Community Kitchen along with BOH community members, Lip Balm Workshop with community members, Art Jam session along with community members, etc		✓	✓

TITLE SPONSOR - HKD 100,000

EVENT BENEFITS

Play the game - team enrollment for 1 playing team (with 7-12 players)

Dedicated team marquee & lunch box for up to 12 players

Complementary kit bag for players: including a BOH bag, t-shirt, socks, towel and bottle

Company spotlight during event

Name on the event and winners' trophy

Opportunity for company representatives to host the opening/prize/closing ceremony

PR BENEFITS

Event Visibility - company logo included in event banners and signage at the venue

Promotional Visibility - company logo and recognition prominently displayed in the event promotion

Dedicated feature on BOH social media

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Team Sponsorship - company logo printed on specially designed RAS community member team jersey

CORPORATE ENGAGEMENT

Lunch & Learn with company staff

Engagement Workshop - tailored informative engagement workshop for company staff
Example: Community Kitchen along with BOH community members, Lip Balm Workshop with community members, Art Jam session along with community members, etc

FUNDING IMPACT

What your support achieves:	Refugee Opportunity & Development (ROAD) Programme	Stop Trafficking of People (STOP.) Programme
\$25,000	Enables 3 refugee / asylum seeker children to attend kindergarten regularly for 1 year, covering costs incl. uniforms, books, snack fees, school activity fees and transportation.	Covers the annual legal support budget assisting survivors of labour exploitation & trafficking to pursue justice in Hong Kong.
\$50,000	Covers 6 months of the medical support budget assisting refugee / asylum seeker community members.	Fully covers the annual medical support programme for survivors of human trafficking and labour exploitation.
\$75,000	Supports 40 refugees/asylum seekers to resettle in new countries, with allowance provisions and proper case transfers to ensure sufficient reception support from other agencies.	Provides a stable living environment for 6 trafficking survivors, attending to critical needs of medical support, accommodation and food, among other basic needs over the span of 1 year.

*Branches of Hope will use your contributions for its general funding to ensure sustainability in our work to provide comprehensive solutions to refugees, asylum seekers, and human trafficking survivors in Hong Kong.

AWARDS & RECOGNITION



1 | CUP CHAMPION

2 | CUP RUNNER-UP

3 | HIGHEST FUND-RAISING TEAM



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