



INFO PACK

HOME AND AWAY

CHARITY FOOTBALL TOURNAMENT

ORGANISED BY BRANCHES OF HOPE

EVENT DETAILS

EVENT NAME

Home and Away Charity Football Tournament

DATE & TIME

October 29th, 2025 (Chung Yeung Festival, PH) | Full Day

VENUE

King's Park Sports Ground

DONATION

All proceeds will support the work of Branches of Hope serving refugee, asylum seeker, and trafficking survivor communities in Hong Kong



JUSTICE

DIGNITY



SOCIAL
INCLUSION



HOPE

HISTORY OF EVENT

"Home & Away" is a football term indicating whether a team plays at their own venue (home) or another's (away). Since 2015, this tournament, celebrating its **10th anniversary** in 2025, **raises funds and awareness for refugees, asylum-seekers, and human trafficking survivors in Hong Kong.** We share a message that they are away from home and separated from their families and friends, but also give hope that HONG KONG is city that cares and can be called their 'home' as well. The event fosters social integration, addresses local issues, and offers a space for everyone to enjoy football.



IN 2024, THE HOME AND AWAY FOOTBALL TOURNAMENT HAS:



INVOLVED OVER **400** PARTICIPANTS!



RAISED **HKD 1,400,000** FOR CHARITY!



ENLISTED **500+** ATTENDANCE & VOLUNTEERS!

PAST SPONSORS & PARTNERS INCLUDE

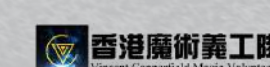
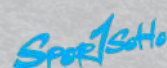
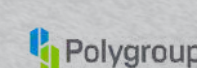


J.P.Morgan



MAYER BROWN

MY MEDICARE
PHYSIOTHERAPY & WELLNESS



SPECIAL GUEST



PAULINHO is a world-renowned Brazilian footballer celebrated for his wonderful talent as a midfielder and international achievements. Over the course of his illustrious career, Paulinho has played for some of the biggest football clubs in the world and has fanbases in Brazil, China, and Europe. He is also known for his generosity outside of the football pitch, helping many causes throughout his career. We are delighted to invite him to be our guest of honour!

- Barcelona (Spain) – where he won La Liga and played alongside legends like Messi.
- Tottenham Hotspur (England) – a key player in the Premier League during his time there.
- Guangzhou Evergrande (China) – where he became a fan favorite, winning multiple Chinese Super League titles and the AFC Champions League.
- Brazil National Team – representing his country in two FIFA World Cups (2014 and 2018) and winning the 2013 FIFA Confederations Cup.

**Special Guest Subject to Change on availability*

OTHER GUESTS

*Special Guest Subject to Change on availability



TONG LEI

Professional Player in
Chinese Super League



LO KWAN YEE

Former Hong Kong National
Team Player



KIM SHIN-WOOK

Current Kitchee Player
Former Korean National
Team Player



**ANTON DEL
ROSARIO**

Former Philippines National
Team Captain

EVENT RUNDOWN

*Youth will be run on a separate day, please see YOUTH info pack for more information

PRE-EVENT

EVENT ANNOUNCEMENT

PRESS CONFERENCE

LIVE DRAW

SCHOOLS TOURNAMENT*

NETWORKING EVENT

EVENT DAY

OPENING CEREMONY

MENS AND WOMENS TOURNAMENT

• MEN'S 24 teams

• WOMEN'S 8 teams

FAN ZONE

FREESTYLE CHALLENGES

AWARDS CEREMONY

POST-EVENT

VIDEO AND PRESS RELEASES

TST RULES

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— CHARITY FOOTBALL TOURNAMENT 2025 —

The TST format comeback period is a thrilling twist added to traditional matches. It's designed to keep games exciting, fast-paced, and full of surprises! Here is all you need to know!

How it works:

- After the **10-minute regulation time**, the **Target Score** is set, and the game goes into a **Comeback Period**.
- When the Target Score is reached, the game ends.
- Every minute in the Comeback Period, **one player** from each team must leave the field until there is a winner, or until there is only 1 player left on each team, where a sudden death penalty will decide the game



10-minute regulation time

A normal period of gameplay, and the final score is taken.

Target Score

The final score is taken from regulation time, and target score is the **winning score +1**, **if the game is tied, then it is that score +1**.

Example:

*Game ends at 4-1, targets score is 5
game ends at 0-0, target score is 1
game ends at 12-5, target score is 13*

Comeback Period

During the comeback period, when the target score is reached, the game ends. **During the comeback period, a player must leave the field every minute.**

If the game does not end after it goes to 1 v 1, the game will be decided on a penalty

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FANZONE

This year we are introducing the FANZONE, a vibrant carnival-like space with:

- Exciting activity booths, such as Henna Tattoos done by Branches of Hope community members, face painting, a magic show, as well as an amazing clown performance
- Massage booths for players
- Lucky Draw
- Freestyle football and skill challenges
- Live Music
- Promotions by Brand



WHY PARTICIPATE

HOME AND AWAY

CHARITY FOOTBALL TOURNAMENT 2025



A Unique Football Experience

We're using a modified TST format (see below), designed to keep matches fast-paced, competitive, and thrilling. Forget long stoppages and dull endings — every match ends with drama and a clear winner. It's football like you've never played it before.



Fundraising Event

Play With a Purpose! This isn't just another tournament — it's football with heart. All proceeds go towards supporting Branches of Hope, a charity that uplifts asylum seekers, trafficking survivors, and vulnerable youth. Every pass, goal, and win directly contributes to changing lives.



Inclusive & Diverse

- Compete in Men's, Women's, and Youth Categories.
- Play against teams from Branches of Hope Refugee Asylum Seekers members!
- Enter as a team or sign up individually and be matched with others.
- All skill levels welcome — from competitive athletes to casual weekend warriors.



Connection

Meet football fans from all of Hong Kong's different sectors. We encourage people to network and make new friends!

HOW TO PARTICIPATE

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Be a Sponsor:

Different Sponsorship tiers are available



Join as a team:

Register with your company, club, or community group



Join as an individual:

Sign up and be matched with others to form a team



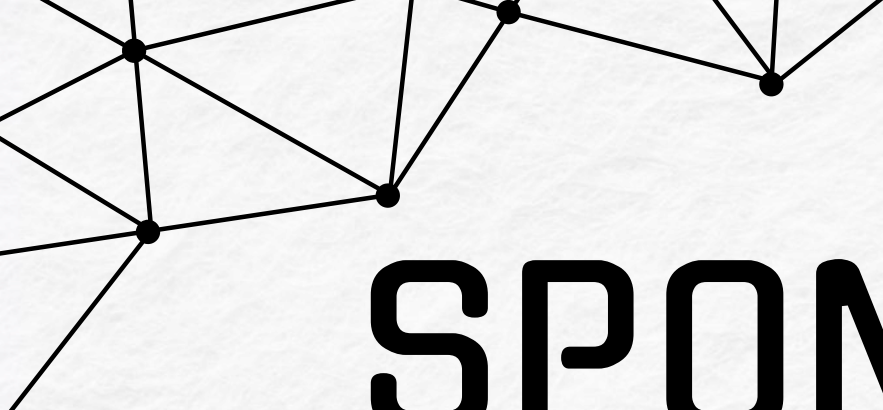
Run a Booth:

Host a booth in the Fan Zone!



Be a Volunteer:

Help us run this fantastic event!



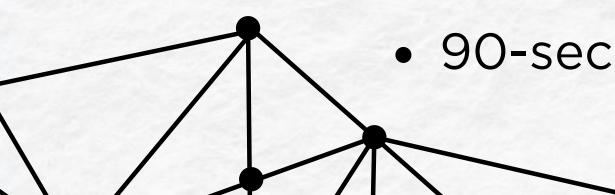
SPONSOR TIERS

EVENT BENEFITS:

	SILVER HKD 15,000	GOLD HKD 25,000	PLATINUM HKD 50,000	BOOTH HKD 3,000
• Enter 1 Team (Up to 15 Players)	✓	✓	✓	
• Welcome Bag per Player	✓	✓	✓	
• Team Marquee at event	✓	✓	✓	
• 1 Booth at FANZONE during event		✓	✓	✓
• Dedicated Signed Jersey from Guest		✓	✓	
• Designated Photographer on event day			✓	
• Customized Full Kit			✓	
• Logo to feature at youth tournament			✓	

PR BENEFITS:

	SILVER HKD 15,000	GOLD HKD 25,000	PLATINUM HKD 50,000	
• Event & Promotional Visibility - Company Logo and Recognition included in Event Banner & Social Media	✓	✓	✓	✓
• Company Spotlight during event		✓	✓	
• 90-second Highlight Video			✓	



BRANDING EXPOSURE

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LIVE BROADCAST

Live Youtube Broadcast on all associated events, showing sponsor name



SOCIAL MEDIA

Sponsor name to be shown on all social media releases before, during and after event.



ADVERT BOARDS

Sponsor name to be displayed on all banners, posters, and pitch side advertisement boards



MARKETING PROGRAM

Sponsor name to be displayed on all welcome packs, with exclusive leaflet for Sponsor



SUB-EVENTS

Sponsor name to be clearly shown at press conference, PR events, live draw, and any sub-events that are associated with the main event



CROSS SHARING

Sponsor name to be shared by other guests, participants and media parties.

HOW TO JOIN ?

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Scan the QR code to sign up **before 31 Aug 2025**

Public team/Individual sign-up form



Corporate team sign-up form



Youth team sign-up form*



*Youth Tournament will be held on a separate day

Branches of Hope is a local, registered Section 88 charity working to restore dignity, justice, and hope to the vulnerable and marginalised in Hong Kong.

With a vision to provide equal access to resources and opportunities that allow the vulnerable and marginalised to realise their dreams and develop a voice in our society, Branches of Hope has dedicated programs supporting those who have experienced human-trafficking and exploitation as well as the refugee and asylum-seeking community.

STOP.
STOP TRAFFICKING OF PEOPLE

ROAD
REFUGEE OPPORTUNITY
AND DEVELOPMENT

ABOUT BRANCHES OF HOPE



WHAT YOUR SUPPORT DOES*...

*BoH's 2024 Accomplishments: Key Metrics and Milestones



STOP has provided 275 consultation sessions to support 174 clients through active casework



60 students were supported by Keeping Kids in Kindergarten (K3) Programme in academic year 2023 -2024

ROAD supported 13 households in returning to their home countries and provided resettlement guidance to 14 households



69 primary students were provided financial support, covering school-related expenses such as transportation, books, uniforms, and shoes



Through the Secret Angel Program, 111 families received financial assistance to help ease the burden of rental expenses



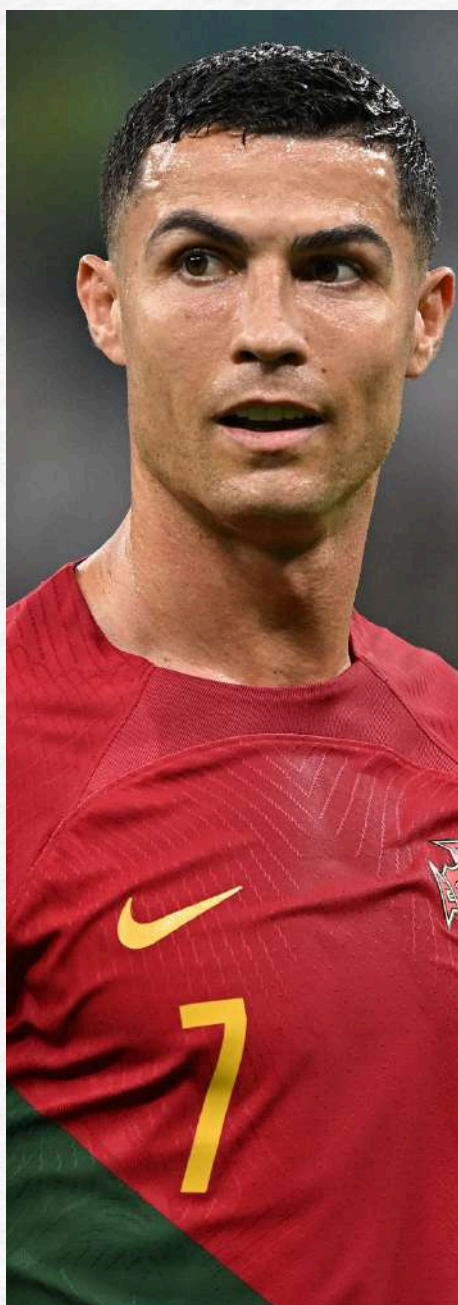
31 educational workshops held for migrant domestic workers

Through casework and the Secret Angel program, ROAD provided housing, financial, medical, legal, and counseling support to 389 community members monthly, promoting stability and well-being



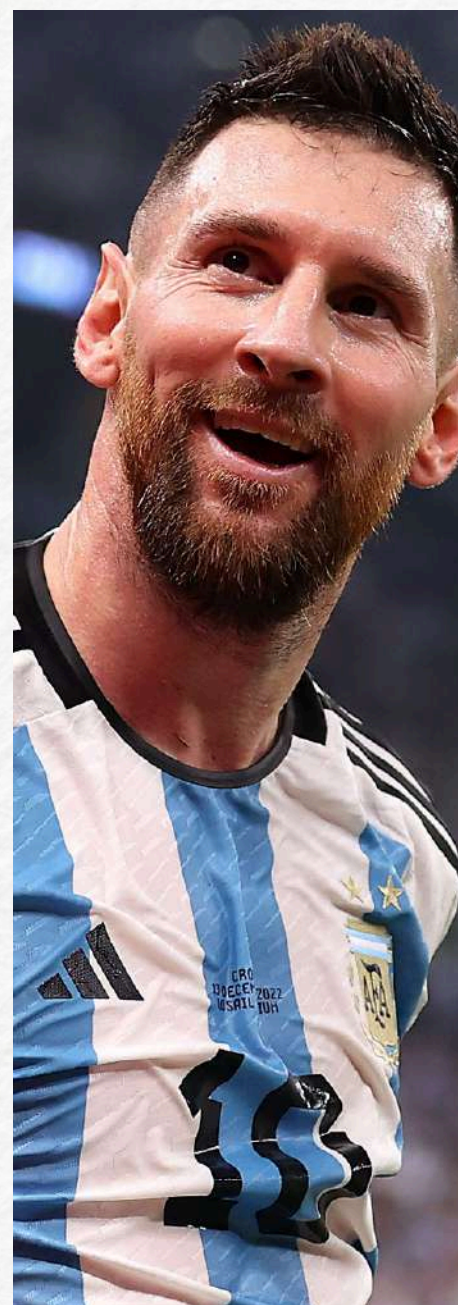
10 outreach sessions were organized for migrant domestic workers and resource cards were distributed to around 4,631 migrant domestic workers





We should make the most of life, enjoy it because that's the way it is! I also believe in giving back. I always say what we do off the pitch matters just as much as what we do on it.

Cristiano Ronaldo



Being a bit famous now gives me the opportunity to help people who really need it, and that's the most rewarding thing.

Lionel Messi



I try to give children the things I didn't have. It's not about politics. It's about doing what's right.

Marcus Rashford

USING FOOTBALL TO CHANGE THE WORLD



HOME AND AWAY

THANK YOU

For Inquires

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