

ORGANISED BY



HOME AND AWAY

CHARITY FOOTBALL TOURNAMENT

TITLE SPONSOR PACK

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 be donated to Branches of Hope to support refugee, asylum seeker, and trafficking survivor communities



JUSTICE



HOPE



SOCIAL
INCLUSION



DIGNITY

HISTORY OF EVENT

"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, held since 2015 and **marking its 10-year anniversary in 2025, will raise awareness and funds for refugees, asylum-seekers and those who have experienced human trafficking** living 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.

This event is a platform for social integration, raising awareness about issues within the city, and provides a place for the marginalised and vulnerable to enjoy football with all of Hong Kong.

All proceeds from the event will be used to support the services of **Branches of Hope**.



HOME AND AWAY

CHARITY FOOTBALL TOURNAMENT

PAST EVENTS

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



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

BRANDING EXPOSURE

HOME AND AWAY
CHARITY FOOTBALL TOURNAMENT 2025



NAMING RIGHTS

[Sponsor Name] Home and Away
Charity Football Tournament



JERSEY NAMING

Sponsor name to be shown on all
community team jerseys, selected
social teams, and volunteer t-shirts



ADVERT BOARDS

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



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



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.



MARKETING PROGRAM

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



CROSS SHARING

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

FURTHER EXPOSURE YOUTH TOURNAMENT

As part of this year's Home & Away Charity Football Tournament, we are proud to host a dedicated youth and schools 7-a-Side Tournament, bringing together **youth teams, local and international schools** from across Hong Kong and beyond.

This exciting new addition creates a platform where young athletes aged 10-16 can showcase their skills, represent their schools, and participate in a professionally organized competition—while learning about resilience, sportsmanship, and social responsibility.

The event ties into the greater cause of Branches of Hope, advocating for the rights and futures of asylum seekers and trafficking survivors.

Sponsorship Benefits:



Prime Visibility

Connect with hundreds of students, teachers, and families from Hong Kong's top schools, engaging a highly loyal and influential demographic



Brand Loyalty

Build meaningful connections with young athletes and their parents, fostering long-term affinity with your brand



Amplified Reach

Leverage school-based marketing to double your exposure as a tournament sponsor

Seize this opportunity to inspire the next generation while elevating your brand's presence!

FURTHER EXPOSURE WOMENS CATEGORY

The 2025 Home & Away Charity Football Tournament proudly introduces a dedicated Women's 7-a-Side Competition, inviting diverse teams of women across Hong Kong to compete, celebrate, and inspire!

Sponsorship Benefits:



Champion Gender Equality

Showcase your commitment to inclusivity and women's empowerment, aligning with global movements for gender equality in sports and leadership



Maximum Visibility

Gain prominent exposure through branded signage, jerseys, and extensive media coverage, ensuring your support shines on event day



Authentic CSR & DEI Alignment

Connect your company's ESG, CSR, or DEI goals with a meaningful initiative that drives real-world impact for women from all backgrounds



Engage a Dynamic Community

Reach a diverse, socially conscious audience of professionals, students, and grassroots athletes, amplifying your brand's influence



Inspire Future Generations

With young girls and families in attendance, your support promotes inclusivity in sports, encouraging the next generation to dream big.

PRE-EVENT ●

EVENT ANNOUNCEMENT

PRESS CONFERENCE

LIVE DRAW

SCHOOLS TOURNAMENT

NETWORKING EVENT

EVENT DAY ●

OPENING CEREMONY

MENS AND WOMENS TOURNAMENT

FAN ZONE

FREESTYLE CHALLENGES

MEET AND GREET

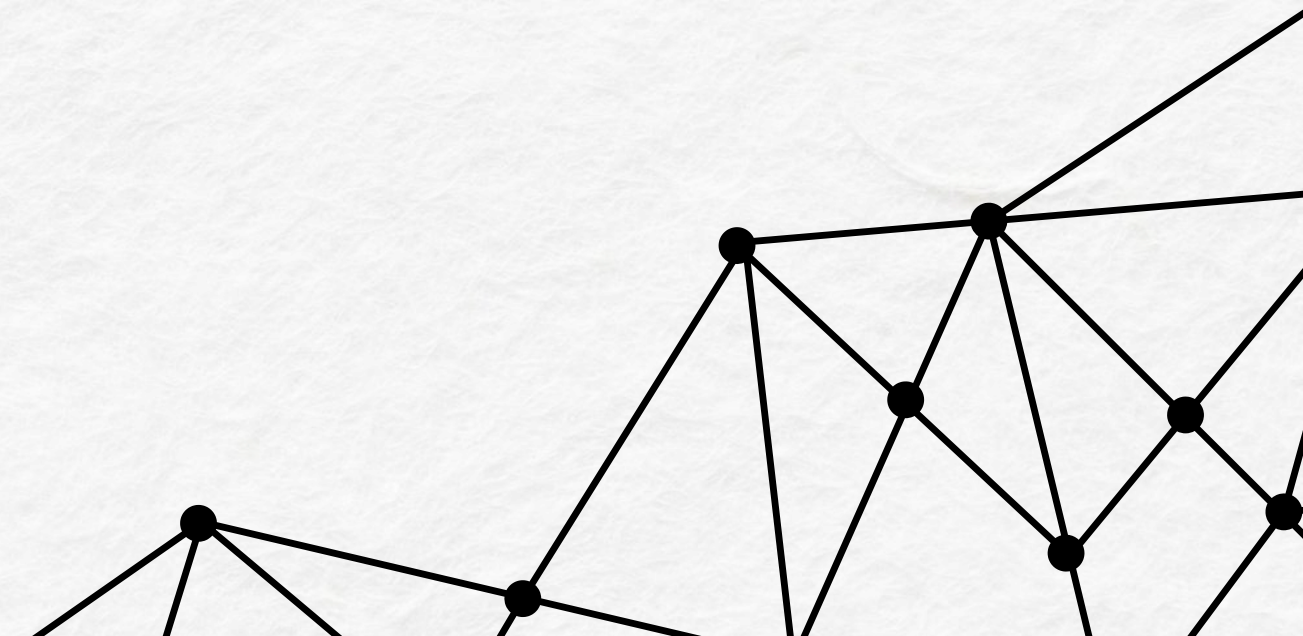
POST-EVENT ●

VIDEO AND PRESS RELEASES

ANNUAL REPORT

TARGET AUDIENCE:

- ASSYLUM SEEKERS/TRAFFICKING SURVIVORS
- LOCAL AND INTERNATIONAL PRESS
- LOCAL AND INTERNATIONAL SCHOOLS
- HIGH NET WORTH INDIVIDUALS
- CORPORATE ORGANIZATIONS | FOOTBALL PLAYERS & FANS
- FAMILY AND CHILDREN
- GLOBAL & LOCAL FOOTBALL FANS



TITLE SPONSOR

TITLE SPONSORSHIP PACKAGE INCLUDES:



1. Branding & Naming Rights

- **Naming Rights:** [Sponsor Name] Home and Away Charity Football Tournament),
- **Trophy & Medals:** Sponsor name to be displayed permanently
- **Logo on Community Team Jerseys:** Clear association with positive social impact supporting Hong Kong's vulnerable communities
- **Logo in All Tournament Related Events:** Be associated with a professional and exclusive event with clear social impact

2. Team & Community Engagement

- **Enter 2 Teams:** Up to 15 players per team
- **Fan Zone:** 1 booth for promotions, reaching Families/Children and Local Businesses
- **Community Impact:** Support for disadvantaged community teams, progress towards ESG and CSR targets, engagement with Asylum Seekers/Trafficking Survivors
- **Develop New Partnerships:** Work with schools, international schools, multinational & local corporations, and faith-based communities.

TITLE SPONSOR

TITLE SPONSORSHIP PACKAGE INCLUDES:



3. VIP & Exclusive Experiences

- Separate Meet and Greet event with Special Guests
- VIP Tent at Tournament: Premium experience for title sponsor
- Network with senior figures of other sponsors
- Photo with charity director, special guests at **opening ceremony**
- **Dedicated Signed Jerseys from Special Guests**

4. Media & Promotion

- **Instagram shares by Special Guests:** Amplified reach to football fans, Youth, Media/Content Creators, local and international press
- **Designated Photographer:** Captures sponsor moments for Media/Content Creators and social media, **exclusive 90-second video** of sponsor during tournament
- **Long Term Promotion:** Sponsor will receive special mention in the 2025 annual report and post event press releases, cross promotions from other sponsors

Title Sponsor Fee: HKD1,000,000

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 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



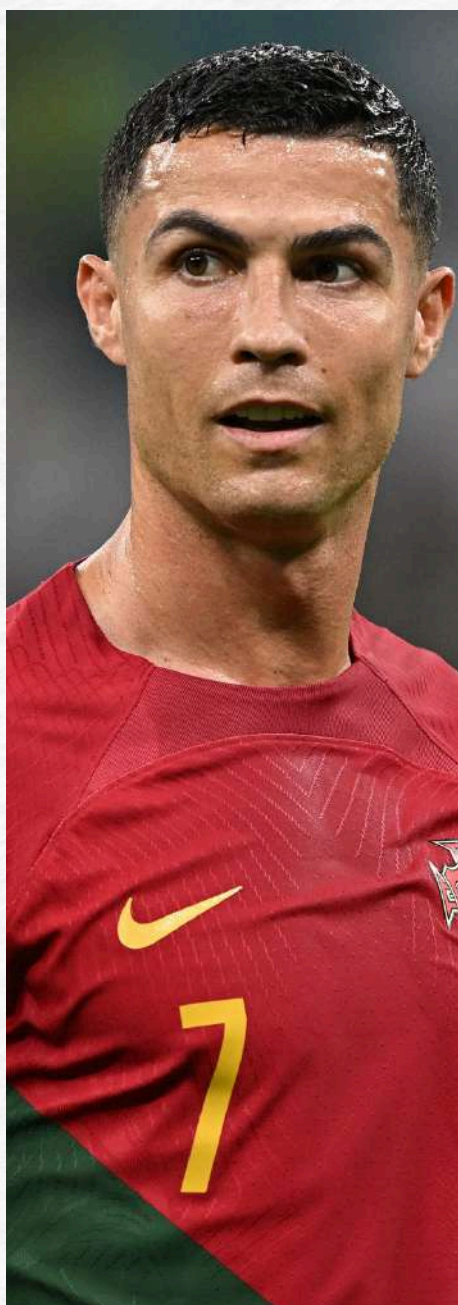
31 educational workshops held for migrant domestic workers

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



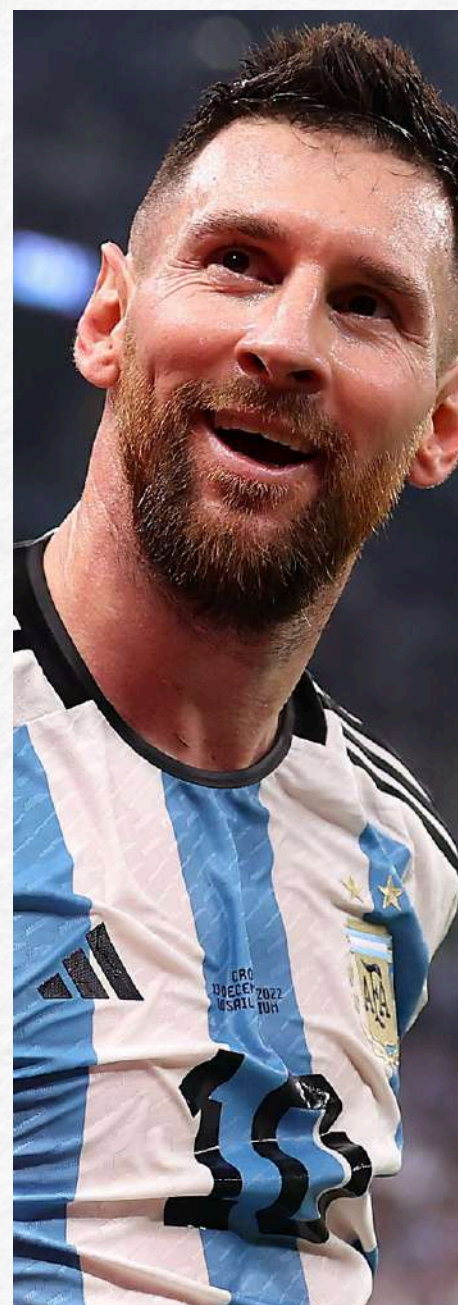
10 outreach sessions were organized for migrant domestic workers and resource cards were distributed to around 4,631 migrant domestic workers





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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