



# ORIENTATION CAMP VISITS 2016

## Sponsorship Proposal

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*The Best*  
**SUMMER**

*With HKFBS*



HKFBS

Hong Kong Federation of Business Students

**Orientation Camp Visits**

# CONTENT

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<b>Introduction of Orientation Camp Visits 2016</b>	<b>1</b>
<b>Objective of Orientation Camp Visits 2016</b>	<b>1</b>
<b>Benefits to Sponsors</b>	<b>2</b>
<b>Event Details</b>	<b>3-4</b>
<b>FED Privilege</b>	<b>5</b>
<b>FEDNEWS</b>	<b>6</b>
<b>Appendix I: Cash Sponsorship Package</b>	<b>7</b>
<b>Appendix II: Non-Cash Sponsorship Package</b>	<b>8</b>
<b>Appendix III: Sponsorship Order Form</b>	<b>9</b>
<b>Appendix IV: Member Societies</b>	<b>10</b>

# INTRODUCTION



## WHAT IS ORIENTATION CAMP VISITS?

**Hong Kong Federation of Business Students** is the only student organization representing business undergraduates from all the nine local universities. With a member base of 15,000 business students, we aim to foster the interaction between students and the real business world.

**Orientation Camp Visits 2016 (OCV)** is a highlight programme of Hong Kong Federation of Business Students. In order to welcome the business freshmen, HKFBS's Members Societies will organise orientation camps at that time. It is an invaluable opportunity for us to introduce our federation and to distribute the welfare to most of the business undergraduates from 9 local universities. OCV 2016 also serves as a platform to distribute our annual publication, **FEDNEWS**, which aims at introducing our up-coming events and showing our sincere gratitude to all supporting parties, to all freshmen from HKFBS's Member Societies.

### **Project Directors**

Public Relations Officer:  
Wong Hin Fung, Brian

Human Resources Officer:  
Ho Nok Yi, Rain



# BENEFITS TO SPONSORS



## 2.1 Extensive Promotion and Exposure

- Target over 15,000 Business undergraduates from 9 local universities
- Promotion in all nine local universities with only one sponsorship
- Increase sales by providing discount to freshmen
- Unique opportunity to meet potential customers and first time users



## 2.2 Strong Impression among Students

- Gain direct access to potential client
- Impose a positive image on participants
- Promotional goods can be distributed to potential clients directly



## 2.3 Opportunity to Promote Corporation

- Support university students' further academic, social and sports activities
- Encourage the development of universities' students in Hong Kong
- Promote high-quality products or services to students without charges

## 3 Function Objective

- To let all business freshmen of nine local universities understand more about our Federation.
- To distribute the welfare packages to all business freshmen from nine local universities
- To introduce our up-coming events
- To show our warm welcome to the business freshmen

# EVENT DETAILS

AUG

HKBU



**The Association of Business Students (ABS)**  
**400 freshmen**

AUG

HKU



**Business Association (BA)**  
**500 freshmen**

SEP

LU



**Business Administration Society (BAS)**  
**400 freshmen**

AUG

CUHK



**The Society of Business Administration (BASO)**  
**600 freshmen**

AUG

HKUST



**The Business Students' Union (BSU)**  
**500 freshmen**

## EVENT DETAILS

SEP

**CityU**



**Business College and  
Division Society (BCDS)  
400 freshmen**

AUG

**PolyU**



**Faculty of Business Students'  
Association (FBSA)  
500 freshmen**

SEP

**HKSYU**



**The Society of Business  
Administration (SBA)  
400 freshmen**

AUG

**OUHK**



**Student Society of Business  
and Administration (SSBA)  
300 freshmen**

***Up to 4000 Participants  
from nine local universities***



# EVENT DETAILS

**AUG 2016**

**SEP 2017**

**at**

**Campus and Campsite  
provided by Member Societies**



# PROGRAMME RUNDOWN

## Welfare package distribution

Publication (FEDNEWS and Fed Privilege) will be distributed to our members ahead of the program.

## Time

Timeslots provided by Member Societies

## Target Participant

Business Freshmen from 9 local universities

## Lucky Draw Session

Around 7-10 prizes or cash prizes will be prepared for the lucky draw session

## Promotion of HKFBS

Opening Speech  
Video Promotion - A short video about our Federation will be shown.

## Promotion of Sponsors (In-Campus)

- Speech before lucky draw session
- Ending speech of Orientation Camp Visits 2016

# FEDNEWS



**FEDNEWS 2016** is a publication that introduces the Federation and includes functions throughout the year. It introduces the Federation and functions to our members. To celebrate the 32<sup>nd</sup> anniversary of HKFBS, all the work done by the HKFBS will be reviewed in this year's FEDNEWS. In addition, it also includes business information and interviews with business elites.

<b>FEDNEWS</b>	<b>Hard copies</b>	Over <b>5,000</b> copies and will be distributed to participants in various activities
	<b>Electronic copies</b>	uploaded to our official website

<b>Function</b>	<b>Period</b>	<b>Target readers</b>
Orientation Camp Visits 2016	Aug 2016 – Sep 2016	Approximately <b>4,000</b> business freshmen from 9 local universities
Opening Ceremony of BA Paper 2016	Oct 2016	<b>550</b> local undergraduates and <b>50</b> foreign students
Stepping Stone to Success Scheme 2015	Aug 2016 – Dec 2016	over <b>500</b> local undergraduates

# FED PRIVILEGE

## FED PRIVILEGE - The best way to distribute the cash coupon to undergraduate

**Fed Privilege** is a cash coupon booklet prepared for **all our new members from nine local universities** in the coming year. It will be distributed during the Orientation Camp Visits throughout August and September. This is the first and foremost function for freshmen to have a good image of your company through the exposure in our Fed Privilege.

Target readers	Period	Function
<b>Orientation Camp Visits 2016</b>	<b>Aug 2016 – Sep 2016</b>	Approximately <b>4,000</b> business freshmen from 9 local universities
<b>Stepping Stone to Success Scheme 2016</b>	<b>Aug 2016 – Dec 2016</b>	Over <b>500</b> local undergraduates
<b>On Campus Promotion</b>	<b>Sep 2016 – Oct 2016</b>	All business undergraduates from <b>9</b> local universities



# Sponsorship Package

Diamond Sponsor | +4,000 Products for Sponsor Packages |

## Online Promotion

- Logo will be shown on HKFBS official web-site Aug 2016 - Sep 2017
- Releasing announcing sponsorship on Facebook page included:
  - Logo
  - Link
  - Post mention

## On-site Promotion

- Company's logo and name will be shown on the powerpoint
- Stage mention
- Leaflets delivering
- Any suggested promotion method\*

## Publicity in Print

- One full-page advertisement on Fed Privilege
- Article mention on FEDNEWS
- Logo will be shown on FEDNEWS, Annual Journal and Fed Privilege
- Any suggested promotion method\*

\*If you have any suggestion on promotion methods, please feel free to communicate with us

# Sponsorship Package

Participating Sponsor | Cash Coupon or Sample |

## Online Promotion

- Logo will be shown on HKFBS official website Aug 2016 - Sep 2017
- Hyperlink will also be uploaded

## On-site Promotion

- Company's logo and name will be shown on the powerpoint
- Any suggested promotion method\*

## Publicity in Print

- Cash coupons will be printed on the Fed Privilege
- Logo will be shown on Fed Privilege

# HKFBS

\*If you have any suggestion on promotion methods, please feel free to communicate with us

# APPENDIX I

## CASH SPONSORSHIP FOR O-CAMP VISITS

Promotion Event	Promotional Item		Diamond Sponsor (\$5,000)	Platinum Sponsor (\$3,500)	Gold Sponsor (\$2,000)
Online Promotion for Orientation Camp Visits 2015 as a whole	Website	Logo	✓	✓	✓
	Website	Link to sponsors	✓	✓	✓
	Facebook Fans Page of HKFBS	Logo	✓	✓	✓
	Facebook Fans Page of HKFBS	Link to sponsors	✓	✓	
		Post update of sponsors	✓	✓	
On-site Promotion	Powerpoint	Logo	✓		
		Company Name	✓	✓	✓
	Lucky Draw Box	Logo	✓		
	Leaflet	Logo	✓	✓	
	Acknowledgement during speech of HKFBS		✓		
Publications	Annual Journal 2015	Logo	✓		
	Fed Privilege	Promotion page	Full Page	Half Page	
		Logo	✓		
		Company Name	✓	✓	✓
	FEDNEWS	Logo	✓		
		Company Name mentioned in articles	✓		



## APPENDIX II

### NON - CASH SPONSORSHIP FOR O-CAMP VISITS

Promotion Event	Promotional Item		Diamond Sponsor (\$6,000)*	Platinum Sponsor (\$5,000)*	Gold Sponsor (\$3,500)*
Online Promotion for Orientation Camp Visits 2015 as a whole	Website	Logo	✓	✓	✓
	Website	Link to sponsors	✓	✓	✓
	Facebook Fans Page of HKFBS	Logo	✓	✓	✓
	Facebook Fans Page of HKFBS	Link to sponsors	✓	✓	
		Post update of sponsors	✓	✓	
On-site Promotion	Powerpoint	Logo	✓		
		Company Name	✓	✓	✓
	Lucky Draw Box	Logo	✓		
	Leaflet	Logo	✓	✓	
	Acknowledgement during speech of HKFBS		✓		
Publications	Annual Journal 2016	Logo	✓		
	Fed Privilege	Promotion page	Full Page	Half Page	
		Logo	✓		
		Company Name	✓	✓	✓
	FEDNEWS	Logo	✓		
		Company Name mentioned in articles	✓		

# SPONSORSHIP OF ORIENTATION CAMP VISITS 2016 SPONSORSHIP ORDER FORM

We look forward to your favourable reply to HKFBS by email [mail@hkfbs.org.hk](mailto:mail@hkfbs.org.hk) at your earliest convenience. Should you have any inquiries.

Please feel free to contact **Mr. Brian Wong** at (852) 6443-3962 or **Ms. Rain Ho** at (852) 6481-37288 for any further enquiries.

## Our Company would like to sponsor

Non-Cash Sponsorship	
Participating Sponsor	Coupon or Sample [ ]
Diamond sponsor	4,000 products for welfare packs or above [ ]

*\* please tick where appropriate*

### Company Information

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Contact Person \_\_\_\_\_

Title \_\_\_\_\_ Department \_\_\_\_\_

Phone \_\_\_\_\_ Mobile \_\_\_\_\_

E-mail \_\_\_\_\_

Date \_\_\_\_\_

Authorized Chop: \_\_\_\_\_

Signature: \_\_\_\_\_  
\_\_\_\_\_

# SPONSORSHIP OF ORIENTATION CAMP VISITS 2016 SPONSORSHIP ORDER FORM

We look forward to your favourable reply to HKFBS by email [mail@hkfbs.org.hk](mailto:mail@hkfbs.org.hk) at your earliest convenience. Should you have any inquiries.

Please feel free to contact **Mr. Brian Wong** at (852) 6443-3962 or **Ms. Rain Ho** at (852) 6481-3728 for any further enquiries.

## Our Company would like to sponsor

	Cash Sponsorship	Prize Sponsorship
<b>Diamond Sponsor</b>	HK\$ 5,000 or above <input type="radio"/>	Prize equals to HK\$ 6,000 or above <input type="radio"/>
<b>Platinum Sponsor</b>	HK\$ 3,500 or above <input type="radio"/>	Prize equals to HK\$ 5,000 or above <input type="radio"/>
<b>Gold Sponsor</b>	HK\$ 2,000 or above <input type="radio"/>	Prize equals to HK\$ 3,500 or above <input type="radio"/>

*\* please tick where appropriate*

### Company Information

Company Name

\_\_\_\_\_

Company Address

\_\_\_\_\_  
\_\_\_\_\_

Contact Person

\_\_\_\_\_

Phone \_\_\_\_\_

Title \_\_\_\_\_

Fax \_\_\_\_\_

Department \_\_\_\_\_

Date \_\_\_\_\_

E-mail \_\_\_\_\_

Authorized Chop:

Signature:

\_\_\_\_\_



**MEMBER SOCIETIES**

**The Association of Business Students (ABS)**  
Hong Kong Baptist University



**Business Association (BA)**  
The University of Hong Kong



**Business Administration Society (BAS)**  
Lingnan University



**The Society of Business Administration (BASO)**  
The Chinese University of Hong Kong



**Business College and Division Society (BCDS)**  
City University of Hong Kong



**The Business Students' Union (BSU)**  
The Hong Kong University of Science and Technology



**Faculty of Business Students' Association (FBSA)**  
The Hong Kong Polytechnic University



**The Society of Business Administration (SBA)**  
Hong Kong Shue Yan University



**Student Society of Business and Administration (SSBA)**  
The Open University of Hong Kong