



INVITATION: LONDON BALL 2021

Date 23rd January 2021

Location Grand Ballroom, Grand Hyatt, 1 Harbour Road, Hong Kong

Board of Alumni Presidents

Ms Winnie Tsoi
Mr Andrew Ng
Mr Kenneth Lai
Mr Bertie Leung
Mr Jacky Pang
Mr Leo Chan

London Ball Committee

Mr Leon Lee
Co-Chairman

Ms Sandy Lau
Co-Chairlady

Mr Derek Choi
Vice-Chairman

Mr Gary Leung
Treasurer

Ms Anna Ang
Legal Advisor

Ms Sue Ann
Banqueting Director

Mr Calvin Cheng
Entertainment Director

Mrs Alexandra Tan
Sponsorship Director

Mr Ivan Chan
Marketing Director

Ms Viola Kwok
Public Relations

Dear potential sponsor,

Thank you very much for agreeing to sponsor the London Ball 2021. We would like to show our deepest appreciation for your generosity and your contribution to the London alumni community in Hong Kong by offering you exposure of your brand at the Ball.

The theme for the London Ball 2021 is **Empowering A Healthy Future**. We are living in very challenging times, when health and education are among the topmost concerns of governments, universities, and non-governmental organisations. As benefactors of a British education with a deep connection to the local community, the Hong Kong alumni associations of Imperial College London, London School of Economics, University College London, Kings' College London and London Business School have taken this opportunity to come together to organise, for the first time, an event to raise funds in support of charitable causes of associated Universities, and a food programme run by Oxfam to help local low-income families survive and navigate through this difficult time.

In return for your sponsorship to the London Ball, we offer you an opportunity to increase the visibility of your brand and your products to the alumni and friends of the top five London universities in Hong Kong. With a combined number of over 10,000, spanning across 60 graduation years, the congregation represents distinguished scholars, entrepreneurs, engineers, financiers and professionals from all fields. At a venue as prestigious as the Grand Hyatt, the image created will be nothing short of success, authority and responsibility.

Attached with this letter please find our offer of visibility in return for your generous sponsorship to the London Ball, as well as some guidelines to the sponsored products and the logistics for delivery and receipt.

We look forward to hearing from you soon.

Yours sincerely,

Mr Leon Lee
Co-Chairman

Ms Sandy Lau
Co-Chairlady

On behalf of London Ball Committee

Title Sponsorship

Only one title sponsor - HKD 200,000

Benefits:

- Two VIP tables (maximum of 12 seats per table, premium location within the ballroom, one bottle of champagne on each table)
- No less than two advertisements every calendar month on the London Ball social media pages (Facebook, Instagram), displaying company logo and/or products (no more than 5 photos) with brief introduction (no more than 300 English characters) from the day of signage till the event date.
- Advertisement content will be subject to internal approval by the London Ball Committee.
- Prominent Logo display on guest signage board in foyer
- Prominent Logo display on backdrop in ballroom
- Two full pages of complimentary advertisement (4C) in A4 Ball Programme Booklet
- Logo appears and be listed under “Title Sponsor” in A4 Ball Programme Booklet
- Right to make a speech (of no more than five minutes) during the London Ball
- Hyperlink of photos and videos taken at the London Ball, and of media clippings (if available) to be provided to the sponsor

VIP Table Sponsorship

HKD 48,000 per table

Benefits:

- One VIP table (maximum of 12 seats per table, premium location within Ballroom, one bottle of champagne on each table)
- No less than one advertisement every calendar month on the London Ball social media pages (Facebook, Instagram), displaying company logo and/or products (no more than 5 photos) with brief introduction (no more than 300 English characters) from the day of signage till the event date.
- Advertisement content will be subject to internal approval by the London Ball Committee.
- Logo display on guest signage board in foyer
- Logo display on backdrop in ballroom
- One full page of complimentary advertisement (4C) in A4 Ball Programme Booklet
- Logo appears and be listed under “Table Sponsor” in A4 Ball Programme Booklet
- Hyperlink of photos and videos taken at the London Ball, and of media clippings (if available) to be provided to the sponsor

Table Prize Sponsorship

Up to 12 table prize sponsors shall each sponsor up to 50 products table prizes (50 prizes, with a recommended retail price of HKD600 each, please communicate with our team for more information) for each table in return for the following:

- One free ticket to the London Ball
- No less than one advertisement every calendar month on the London Ball social media pages (Facebook, Instagram), displaying company logo and/or products (no more than 5 photos) with brief introduction (no more than 300 characters)
- Logo display on guest signage board in foyer
- Logo display on backdrop in ballroom
- One full page of complimentary advertisement (4C) in A4 Ball Programme Booklet
- Logo appears and be listed under “Prize Sponsor” in A4 Ball Programme Booklet
- Hyperlink of photos and videos taken at the London Ball, and of media clippings (if available) to be provided to the sponsor

Auction Prize Sponsorship

Each sponsor shall sponsor no less than one prize (each no less than HKD 8,000 retail price) for auctioning at the event in return for the following:

- One free ticket to the London Ball
- No less than one advertisement every calendar month on the London Ball social media pages (Facebook, Instagram), displaying company logo and/or products (no more than 5 photos) with brief introduction (no more than 300 characters) from the day of signage till the event date.
- Advertisement content will be subject to internal approval by the London Ball Committee.
- Logo display on guest signage board in foyer
- Logo display on backdrop in ballroom
- Logo appears and be listed under “Prize Sponsor” in A4 Ball Programme Booklet
- Hyperlink of photos and videos taken at the London Ball, and of media clippings (if available) to be provided to the sponsor

Game Prize Sponsorship

Each sponsor shall sponsor no less than one prize (each with a recommended HKD 4,000 retail price) for game prize (games which will happen throughout the evening) in return for the following:

- No less than one advertisement every calendar month on the London Ball social media pages (Facebook, Instagram), displaying company logo and/or products (no more than 5 photos) with brief introduction (no more than 300 characters) from the day of signage till the event date.
- Advertisement content will be subject to internal approval by the London Ball Committee.
- Logo display on guest signage board in foyer
- Logo display on backdrop in ballroom
- Logo appears and be listed under “Prize Sponsor” in A4 Ball Programme Booklet
- Hyperlink of photos and videos taken at the London Ball, and of media clippings (if available) to be provided to the sponsor

Drinks Sponsorship

Drinks sponsors shall sponsor unlimited tastings of sale products at the event (from 6.30pm to 11.30pm) in return for the following:

- One free ticket to the London Ball
- No less than one advertisement every calendar month on the London Ball social media pages (Facebook, Instagram), displaying company logo and/or products (no more than 5 photos) with brief introduction (no more than 300 characters) from the day of signage till the event date.
- Advertisement content will be subject to internal approval by the London Ball Committee.
- Logo display on guest signage board in foyer
- Logo display on backdrop in ballroom
- One full page of complimentary advertisement (4C) in A4 Ball Programme Booklet
- Logo appears and be listed under “Drinks Sponsor” in A4 Ball Programme Booklet
- Hyperlink of photos and videos taken at the London Ball, and of media clippings (if available) to be provided to the sponsor

Terms and Conditions

- 1) Whilst due prominence will be given to different tiers of sponsorship, the following matters shall be at the absolute discretion of the London Ball Committee (“us”):
 - a) the layout of the A4 Ball Programme Booklet and any other promotional or marketing materials;
 - b) content of any corporate or product profiles, if any;
 - c) the size and positioning of the name or logo, icon or hyperlink of any sponsor on any of our social media pages, the A4 Ball Programme Booklet or any other promotional or marketing materials, signage or backdrop at the London Ball; and
 - d) the display use or distribution of any advertising, promotional or marketing materials or any other items of any sponsor at the London Ball.
- 2) The London Ball Committee does not assume any liability in accepting or approving any of the information or materials any sponsor provides to us for publication, circulation or use.
- 3) As sponsor and upon signing this acknowledgment, you agree:
 - a) any and all information you provide to us including about your corporation, services or your products, are true and accurate and does not contain and false or misleading information or representations;
 - b) all names, logos, signs, materials, presentations, content and designs (together or any one of these items, the “Sponsor Content”) you provide to us are your property and/or you are entitled to use such in a manner which is consistent with the terms contained herein and does not and shall not violate any agreements you may have or infringe upon any third party rights including any proprietary or intellectual property rights;
 - c) your company is reputable and operates in compliance with the laws of the Hong Kong SAR; and that you will indemnify us for any breach of this clause.
- 4) Provision of Sponsor Content
 - a) your Sponsor Content shall be provided no later than October 2020 (for booklet content) and before beginning of each calendar month (for advertisement content).
 - b) you acknowledge that any delay in providing the Sponsor Content or should the Sponsor Content be provided in an incorrect or unusable format, this may affect the level of publicity and marketing, if any, you will be able to receive before, during and after this event.
 - c) Any such delay or action attributable to you in clauses 4(a) - (c) above, whether directly or indirectly, shall not entitle you to withdraw your participation nor does it affect your agreement to strictly abide by clause 6 below.

- 5) If you are sponsoring a product, you agree that:
- i) you will liaise with your London Ball representative regarding the appropriate date and time for delivery of the products to the Grand Hyatt Hotel; and
 - ii) all products/service entitlements you provide to us for distribution must be of good and merchantable quality, fit for purpose, and unless otherwise agreed by us, have an expiry date of not earlier than 6 calendar months after the date of the London Ball. (There may be exceptions due to the nature of the product, please speak to one of our team for more information)
- 6) Payments
- a) Payment to secure your sponsorship is due within 30 days after the signing of the document and before the event date (“Payment”).
 - b) All payments shall be made by bank deposit into the account of **HSBC Bank 062-1-064377** (Account name: Imperial College Alumni Association of Hong Kong)
 - c) OR If payment by cheque, please send the following information to **enquiry@thelondonball.com**
 - i) Cheque number
 - ii) Issuing bank
 - d) You shall send a deposit slip or other evidence of payment to **enquiry@thelondonball.com** to facilitate the tracking of payments. A receipt shall be provided within 5 Hong Kong business days of confirmation of receipt of funds.
- 7) Postponement of Event
- a) Should the London Ball Committee decide for any reason to postpone the event, you agree to:
 - i) your Payments being held by the London Ball Committee to carry over to the subsequent event. (Up to a maximum of 12 calendar months postponement, should the postponement be later than 12 calendar months after original date, the sponsored amount shall be refunded. Or alternatively, you may choose to donate the amount to Oxfam)
- 8) In the event we decide to cancel the London Ball, we will refund your Payments within 14 Hong Kong business days.
- 9) Should there be any dispute regarding the interpretation or application of these terms, or should any circumstances arise which were not expressly set out herein or contemplated by these terms, the London Ball Committee’s decision(s) on all matters shall be absolute and final.