



# Ready, set, GO!

## CCIFI Sport Challenge is back!

### 8 April to 5 May 2024

### Sponsorship Kit

A global French Chamber initiative



Powered by



# A worldwide sport initiative

## Combining teambuilding with CSR

- ▶ Build a closer **team spirit**;
- ▶ Raise **physical and mental health awareness**;
- ▶ **Contribute to a great CSR cause** with part of the proceeds going to a global NGO partner (to be announced);

From **8 April** until **5 May 2024**.

**4**

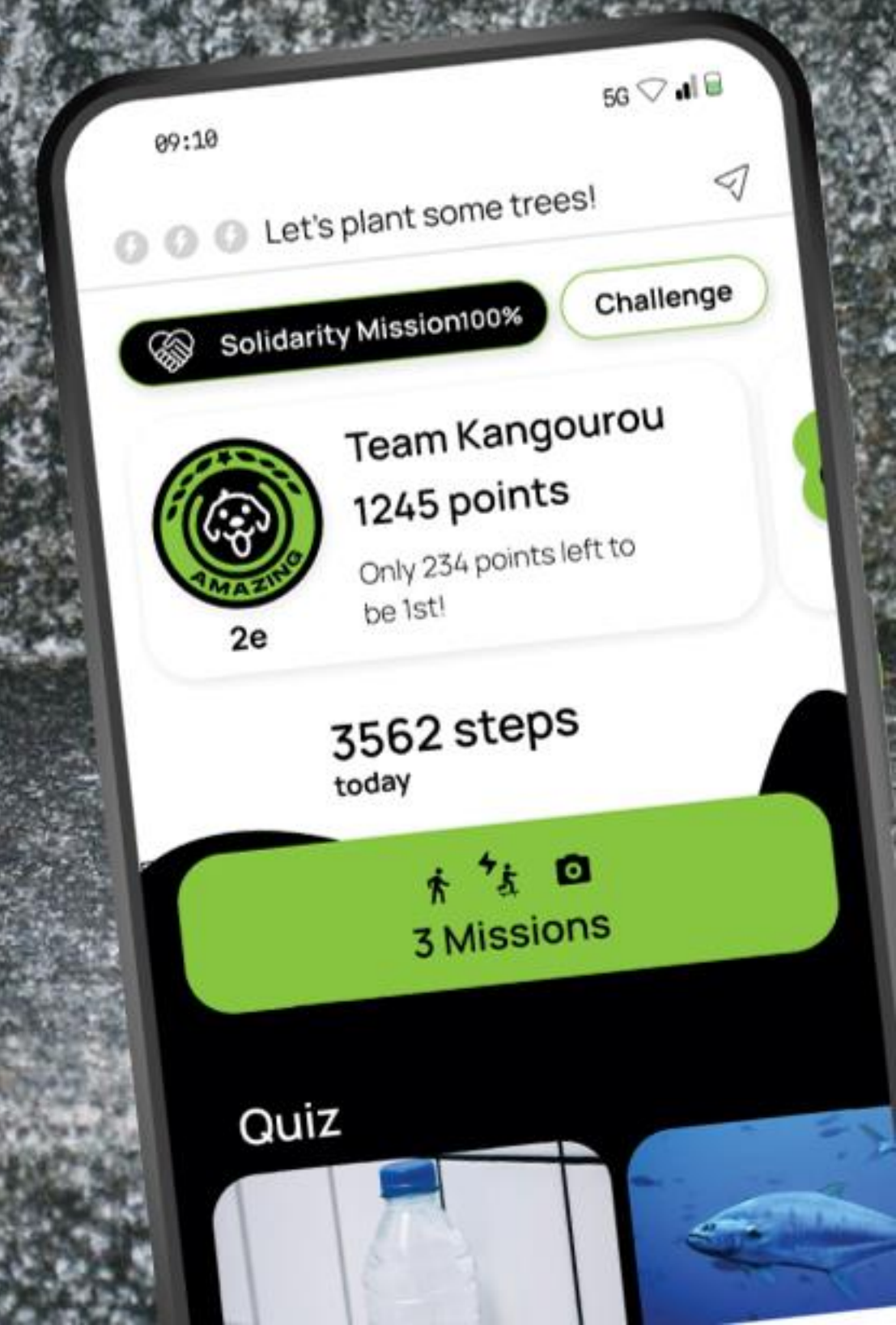
weeks

**21**

countries

**1**

Meaningful  
cause



# How the challenge works

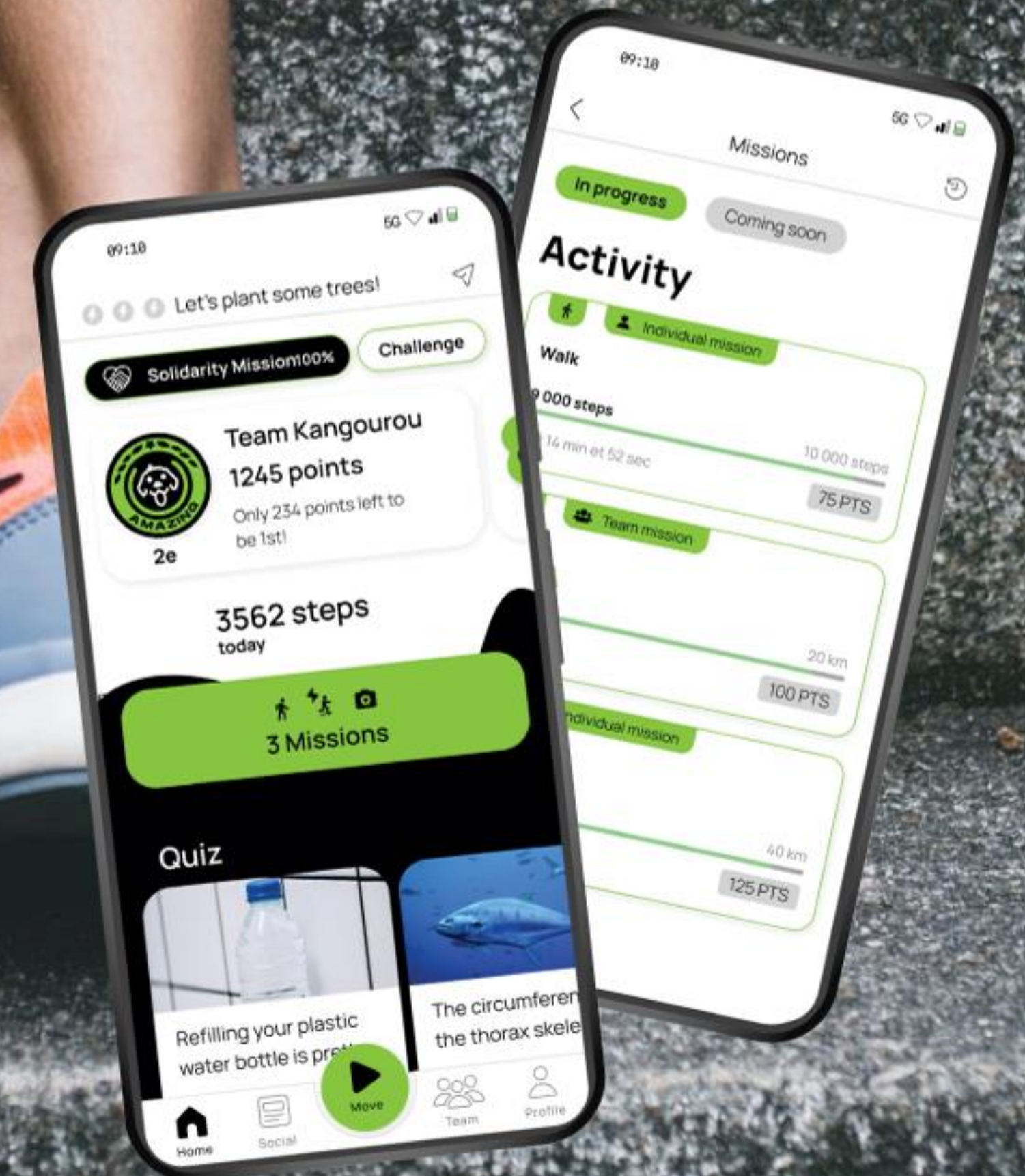
## The initiative at a glance

The challenge will take place on the **SQUADEASY** app.

FCCIHK members can enrol their companies in teams of 5 colleagues for **HK\$2,000 per team** for a period of 4 weeks – 8 April to 5 May 2024.

**Simply get exercising:** Points will be cumulated on the app depending on each individual's performance.

[Find out more](#)



## Sponsorship exposure

**Feature your company at the forefront of this initiative**

Connect with the CCIFI worldwide network and showcase your company's commitment to getting active and protecting the world's oceans.

By sponsoring this great CSR challenge, gain extra premium **visibility before, during, and after** this unique **4-week challenge**.





# Sponsorship packages

**Patron and Corporate members**

**HK\$10,000**

**Entrepreneur members**

**HK\$4,500**

## FRENCH CHAMBER IN HONG KONG CCIFI SPORT CHALLENGE 2023 SPONSORSHIP PACKAGE

### BEFORE THE SPORT CHALLENGE

Company logo on the event page on FCCIHK website

Company logo on top banner on FCCIHK homepage (starting from 2 weeks before the launch day)

Company logo on **at least** 3 dedicated communications to our contacts (12,000+ recipients)

Mention in pre-event posts on social media (22,000+ followers)

Mention as a partner in the intro speech made by FCCIHK representatives at the pre online event

Company logo shown during the pre-online event

Company logo on FCCIHK employees' email signature for one week

Company logo on FCCIHK LinkedIn homepage top banner (starting from 2 weeks before the launch day)

### DURING THE SPORT CHALLENGE

1 **complementary team** offered to each sponsor

Company logo on **at least** 3 communication materials to participants throughout the Sport Challenge

Mention on FCCIHK's Social Wall on the SquadEasy application

Company logo added to the application - SquadEasy's welcome page

### AFTER THE SPORT CHALLENGE

Mention in post-event communication in the FC Highlights newsletter to our contacts (12,000+ recipients)

Mention in our 'thank you' EDM sent to the participants

Mention in post-event post on social media channels

Company logo in our 'thank you' EDM sent to the participants

Company logo in a dedicated article in our June HongKongEcho magazine (20,000+ readers)

# Get in touch for more information

## **Anne-Sophie Foster**

**Head of Human Resources and Recruitment Services**

Email: [anne-sophie.foster@fccihk.com](mailto:anne-sophie.foster@fccihk.com)

Tel: 2294 7710

## **Ashley Zhong**

**Key Account & Events Manager**

Email: [ashley.zhong@fccihk.com](mailto:ashley.zhong@fccihk.com)

Tel: 2294 7739

