



HONG KONG FOOTBALL CLUB

THE FINEST SPORTS CLUB IN ASIA

**PARTNERSHIP
OPPORTUNITIES**



CHAIRMAN'S MESSAGE



Sport lies at the very heart of the Hong Kong Football Club, but our reach extends far beyond the boundaries of the playing field. With our exceptional facilities catering to a wide range of competitive and recreational sports, we proudly stand as one of Asia's finest sporting clubs. Our ability to host top international sporting events positions us as a key contributor to Hong Kong's thriving sports and social community.

As a sponsor, you will have a unique opportunity to align your brand not only with our esteemed club but also with our diverse sports communities, providing you with significant exposure.

Furthermore, your sponsorship investment will have a profound impact on the sporting landscape of Hong Kong. I extend my sincere gratitude for considering sponsorship of the HKFC. I invite you to explore the comprehensive opportunities outlined in this document and envision the possibilities for collaboration. Together, let us leave a lasting impact on Hong Kong's sporting scene while reaping the benefits of enhanced brand visibility and community engagement.

I eagerly anticipate discussions surrounding the exciting possibilities that await us.

Neil Jensen
Chairman
Hong Kong Football Club



Neil Jensen
Chairman of Hong Kong Football Club

GENERAL MANAGER'S MESSAGE



Hong Kong Football Club is not only a prestigious private club with world-class sports facilities, but we also take pride in our extensive range of F&B outlets and versatile banquet event spaces.

By becoming a sponsor, you will have the unique advantage of aligning your brand with our club while enjoying the exclusive benefits of our renowned hospitality offerings. From enjoying club access, exquisite dining experiences at our diverse restaurants and bars to hosting unforgettable events in our well-appointed venues, sponsorship opens the door to a world of premium hospitality experiences tailored to your needs.

Furthermore, as a sponsor, you will have the opportunity to engage with our vibrant community of members and guests, creating valuable connections and expanding your network. Our club's reputation for excellence in both sports and hospitality provides an unparalleled platform for brand exposure and engagement.

Thank you for considering sponsorship of the HKFC. I encourage you to delve into the detailed opportunities presented in this document, allowing you to envision the extraordinary experiences that await you as a valued sponsor.

Randal Linhart
General Manager
Hong Kong Football Club



Randal Linhart
General Manager of Hong Kong Football Club

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HKFC OVERVIEW



"Sports for all, Sports for good"

Sport is at the heart of the Hong Kong Football Club but our activities and the use of our facilities go far beyond just playing sport. Our superb facilities across a wide range of competitive and recreational sports make this one the finest sporting clubs in Asia.



MISSION

- Promoting sports in the community.
- Supporting the development of elite sports.
- Promoting Hong Kong as a centre for major international sporting events, which the government tasked us to do at our inception in the 19th century.



SPORTS AVAILABLE

- **Core** - Rugby, Soccer, Hockey, Squash and Lawn Bowls.
- **Additional** – Netball, Tennis, Badminton, Swimming, Golf, & Tenpin Bowling.



FACILITIES

- Fitness Centre
- Sports Theatre
- Golf Simulators & Debentures
- Hockey Pitch
- Sports Hall
- Lawn Bowling Green
- Snooker Room
- Rugby / Soccer Pitch
- Squash Centre
- Swimming pool complex
- Tenpin Bowling
- Tennis Court
- Children's Playroom
- Car Park
- Changing Room & Steam Complex
- Club Shop
- Race Box
- Library
- Workspace
- Restaurants
- Bars

HONORARY MEMBERS



Alan Shearer



Sir Les Ferdinand



David Beckham OBE



Mike Riley



Laurence
Dallaglio



Peter
Beardsley



Helen
Richardson- Walsh
MBE

Kate Richardson - Walsh,
OBE



Warren Gatland



MEGA EVENTS



WORLD CLASS TOURNAMENTS – HKFC 10s



Founded in 1986 the HKFC 10s is widely considered the worlds best 10s!
20 teams, 10,000 fans, 2 amazing Tournaments.

Traditionally held the Wednesday & Thursday before the Hong Kong Sevens,
the event now includes a Women's tournament which successfully debuted in 2023.

The tournament has featured a two-time World Rugby player of the year, 20 + Rugby
World Cup Winners, dozens of Hong Kong Sevens winners and plenty of 15s and 7s
internationals. You are guaranteed to be in good company!

[#Worldsbest10s](#)



WORLD CLASS TOURNAMENTS – HKFC SOCCER SEVENS



Since 1999 the HKFC Soccer Sevens has welcomed world renowned players & 100,000s of fans!

The main tournament has seen some of the biggest clubs in the world take part! In 2024, the Soccer Sevens will be hosting the inaugural Soccer Sevens Women's tournament – an extremely exciting addition to what is already a fantastic event!



25 YEARS ANNIVERSARY

HKFC HOCKEY 6s



The HKFC Hockey 6s has become an iconic “seriously social hockey” event, positioned annually over the Easter weekend. Until the global pandemic, the HKFC Hockey 6s typically hosted 24 teams, many from Hong Kong, as well as teams from all across the Asia Pacific region. Previously teams have participated from as far afield as Dubai, UAE in the West, Tokyo, Japan in the East, Beijing, China in the North and Perth, Australia in the South.

The 6s format is fast and exciting, played on half a regular pitch size, with teams playing multiple games per day in a round-robin format and knock-out finals late on Day 2. In the evenings there are parties and prizegiving ceremonies to ensure the off-field action matches and rewards the quality of play on the field.

Undoubtedly one of the key secrets to the success of the HKFC Hockey 6s has been the balance between serious and social interaction both on and off the pitches, but also the very inclusive culture that’s found in hockey clubs around the world. Teams are mixed, with men and women combining to form formidable competition. Elite athletes are also able to compete alongside developing players within the same team, creating rare opportunities for individuals to play alongside their friends or family, but also with legends of the game, locally or abroad. In years gone by we have been grateful for the services of well qualified umpires and officials, as well as Olympians and World Cup athletes gracing the tournament with their talents.



EVENTS FOR ALL AGES



MINI RUGBY FESTIVALS

Throughout the season, HKFC Junior Youth Rugby teams participate in Festivals with other Mini Rugby clubs across Hong Kong. At Junior Youth Rugby level these festivals are intended to provide the experience for playing rugby against different players. All these games are non-competitive – there are no winners or losers.



PARTY ON THE PITCH



The annual Christmas fair, 'Party on the Pitch' is a highlight of the year for all members. The club hosts more than 60 market booths selling festive food, wines, sports gear, toys & more! Throughout the day guests can enjoy live performances, bouncy castles for kids, photo moments with Santa and face painting! It is the perfect day out for the whole family.



MORE THAN SPORT



Every week the club delights members with events that speak to their loves outside of sport! World renowned chefs, guest mixologist & wine tastings are regular features of the club.

Always a sell out, these events show our members are hungry for more!



CELEBRITY CHEF
Daniel Green
AT THE SPORTSMAN'S BAR

Sunset COOKING CLASS
SAT. 21ST SEPTEMBER 2023 5PM
AT THE SPORTSMAN'S BAR THE DECK
HK\$388 PER PERSON

MEET-UP WITH Daniel Green
SAT. 22ND SEPTEMBER 2023
NOON TO 3PM
5PM TO 8PM

COCKTAIL MASTERCLASS

MEET WITH *Ms. Shou Lin*

DATE: THURSDAY, 29TH SEPTEMBER, 2023
TIME: 7:00PM
VENUE: HAPPY VALLEY HOTEL 3, 2/F

\$258 / PERSON

INCLUDES AND BOOKING: \$258 PER PERSON AT RESTAURANT@HKFC.COM



NICE TO "SEA" YOU AGAIN WINE DINNER

FRIDAY, 29 AUGUST 2023
Restaurant, 2/F
*All prices include service & 10% gratuity by member
\$838 per member | \$938 per member's guest

Menu

Wine & Champagne
Hors d'oeuvres
Main Course
Dessert

"Heimat" Pop-up Dinner at Restaurant

Menu

Wine & Champagne
Hors d'oeuvres
Main Course
Dessert

Reservations:
24th July 2023, 7:00pm
Restaurant, 2/F



YEARLY EVENTS CALENDAR

In addition to our hero events the club is a constant hub of activity with a wide variety of events regularly on offer. As a club sponsor we would offer you the opportunity to add to this event schedule with your own series.



	SPORTS	F&B	CLUB
Q1	<ul style="list-style-type: none"> • New Year Day Youth Rugby Tournament • Youth Rugby Festival • Youth Hockey Festival • Fat Choi Cup (Lawn Bowl Section) • HKFC International Lawn Bowls Open 	<ul style="list-style-type: none"> • Wine Tastings & Guest Chefs • CNY Dragon Dance • Valentines Celebrations 	<ul style="list-style-type: none"> • CNY Lion Dance
Q2	<ul style="list-style-type: none"> • Rugby 10s • Soccer Sevens • Hackey 6s 	<ul style="list-style-type: none"> • Wine Tastings & Guest Chefs • Mothers Day • Fathers Day 	
Q3	<ul style="list-style-type: none"> • Swimming Gala • Reunification Cup (Lawn Bowl Section] 	<ul style="list-style-type: none"> • Wine Tastings & Guest Chefs • Mid-Autumn Festival 	<ul style="list-style-type: none"> • Pool Party
Q4	<ul style="list-style-type: none"> • World Masters Hockey Asian Championship • Boxing day soccer festival • PEA Tournament • World Squash Tournament • Wing Ding Squash Tournament • PSA Squash - HKFC Open • HKFC Junior Squash Open 	<ul style="list-style-type: none"> • Wine Tastings & Guest Chefs • Christmas Celebrations • Countdown Dinner 	<ul style="list-style-type: none"> • Halloween Party • Christmas Carol night • Quiz Night • Party On The Pitch



Corporate Social Responsibility (CSR)

We are proud to emphasise CSR as a significant aspect of our community engagement. We actively collaborate with various charities, hosts regular charity fundraisers & initiative and lending support to meaningful causes. Additionally, we host sports events that extend beyond our membership, reaching out to the wider community and encouraging participation and inclusivity. By leveraging our resources and platform, we strive to make a positive impact on society, promoting social wellbeing through the power of sports. A perfect example is the HKFC Crusaders, a football coaching programme aimed at players with special needs.



SUSTAINABILITY



Hong Kong Football Club is conscious of the need to care for the environment and recognises that the need to reduce waste to landfill is crucial, so we are taking steps to reduce waste and increase sustainability.

The Club no longer sells any beverages in plastic bottles and has installed filtered water drinking stations around the Club. In the first year of this initiative 40,000 fewer plastic water bottles were used at the Club.

The Club works with Green Environmental Residue Recycle Limited who collect food waste and convert it to pig or fish feed or plant nutrients.

The Club has also switched from using conventional food packaging to using certified compostable catering takeaway boxes and cutlery made entirely from plastic-free, low-carbon, renewable or recycled materials. The Vegware eco audit calculates that by switching to eco packaging the Club has saved at least 3.1 tonnes of carbon, 1 tonne of virgin material and diverted a potential 2.2 tonnes of packaging from landfill every year.

FACILITIES



The HKFC club facilities are second to none! Whether you fancy a dip in the pool or to practice your swing, the club will cater to your every whim!



FLOODLIT 6 RINKS LAWN BOWLING GREEN
G/F, Infield Area
Grass



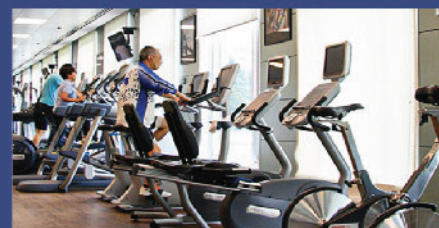
FLOODLIT ARTIFICIAL HOCKEY PITCH
G/F, Infield Area
FIFA Certified
with 300 stadium seat capacity



FLOODLIT ARTIFICIAL RUGBY / SOCCER PITCH
G/F, Infield Area
FIFA/World Rugby certified
with 2500 stadium seat capacity



CHILDREN'S PLAYROOM
1/F



FITNESS CENTRE
1/F



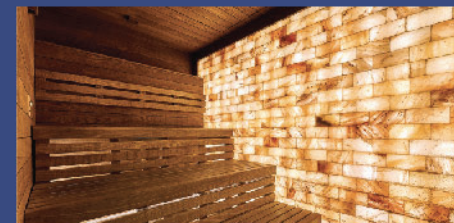
INDOOR BOWLING GREEN 6 rinks
1/F



GOLF SIMULATOR
3/F



TENNIS COURTS
1/F



CHANGING ROOMS
G/F Infield Area | 1/F | 2/F
2/F with Steam Room and Sauna

FACILITIES



SNOOKER ROOM

1/F



SPORTS HALL

1/F

Marked for 8 Badminton Courts
2 Netball Courts | 1 Basketball Court
Indoor Hockey | Indoor Soccer



SPORTS THEATRE

1/F



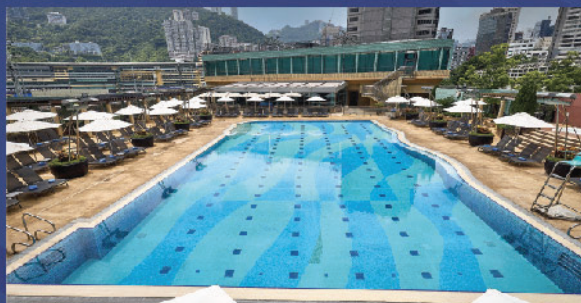
SQUASH CENTRE

1/F



TENPIN BOWLING ALLEY 4 lanes

1/F



OUTDOOR SWIMMING POOL

2/F

FACILITIES



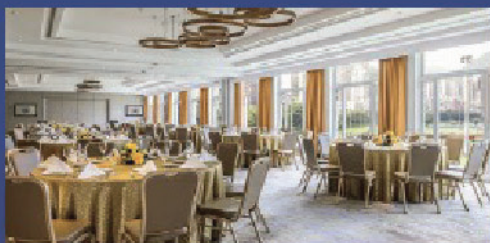
CLUB SHOP
G/F



KIOSK
G/F



LIBRARY & WORKSPACE
G/F



HAPPY VALLEY SUITES
2/F



LOCKHART ROOM
2/F



POOL BAR
2/F



MEETING ROOMS
1/F



CHAIRMAN'S BAR & LOUNGE
1/F



COFFEE SHOP
1/F

HOSPITALITY

If sport is at the heart of the Hong Kong Football Club, then our food and beverage facilities keep that heart beating. From elegant authentic cuisine in the main restaurant, to pub favourites at the Sportsman's Bar, afternoon tea and evening spirits at the Chairman's Bar or an event in our versatile banqueting facilities, there is a venue for every occasion at the Club. Here is just a taste of what we have to offer..

FOOD AND BEVERAGE OUTLETS



CAPTAIN'S BAR

With a menu of nutritious juices, sports and health drinks, alongside a choice of snacks and sandwiches, this is an ideal place to refuel.



CHAIRMAN'S BAR

Enjoy spectacular views of the Club's infield sports pitches and Happy Valley. This is also a celebrated venue for an afternoon tea.



COFFEE SHOP

Bright and bustling, our spacious Coffee Shop is a modern informal restaurant with a view out over the Club's Swimming Pool Complex.



RESTAURANT

The Restaurant presents elegant authentic cuisine made from the freshest ingredients. Monthly promotions offer members and guests a chance to enjoy a broad variety of seasonal ingredients and regional dishes. The wine list features a thoughtful selection of old and new world wines.



FAMILY LOUNGE

Whether you are bowling, bringing your children to the Playroom, or looking for a casual place to meet with friends or family, here is the ideal place to enjoy hot and cold beverages plus a selection of light meals.



LOUNGE

With a huge log fire effect, this cozy lounge setting offers a relaxed and informal ambience for members and guests to chat or enjoy drinks and meals served from the Chairman's Bar.



POOL BAR

Located on the pool deck on 2nd Floor, the Pool Bar serves a selection of salads, sandwiches, pasta and other favorites throughout the day.



SPORTSMAN'S BAR

With floor to ceiling glass walls & a raised terrace overlooking the Main Pitch, it's one of the few venues in Hong Kong where fans can watch live action on the pitch!



HOSPITALITY



VENUE OPTIONS



HAPPY VALLEY SUITES

This versatile event space is suitable for seminars, corporate training or lunch/dinner functions and features a built-in buffet counter.

Overlooking the Club's Main Pitch, both suites enjoy spectacular views of the Hong Kong Jockey Club Happy Valley Racecourse and beyond to Happy Valley and the surrounding hills.



LOCKHART ROOM

This is an ideal function room with a spectacular half-moon floor to ceiling window, a built-in LED projector and screen, as well as its own Bar and Reception area.

At 130 square metres the Lockhart Room is an ideal venue for presentations, cocktail receptions or small private meetings or parties.



SPORTS HALL

Accommodating up to 648 people, with a 7.6-metre LED screen and AV system, the Sports Hall is an ideal venue for larger events and banquets.



MEETING ROOMS

Adjacent to the Indoor Lawn Bowls Green, are three Meeting Rooms with table seating for 12 people in each room, or up to 80 seated seminar-style when the three rooms are opened up into a single meeting venue. Similarly, two rooms can be connected to accommodate a smaller number.



THE DECK

The outdoor Deck adjacent to Sportsman's Bar overlooks the Main Pitch, so in addition to being a popular spectator area, it is also an ideal space for cocktail party functions catering for up to 100 guests.

KEY PARTNER OPPORTUNITIES



These are just some of the opportunities available.
Packages can be tailored to meet specific partners needs.



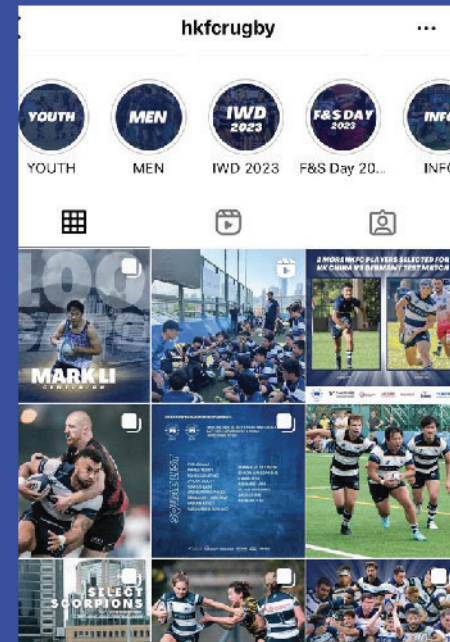
Club Subscribership / Access



First referral for sponsorship
of major events



Use of the venue for Branding
& activations / events



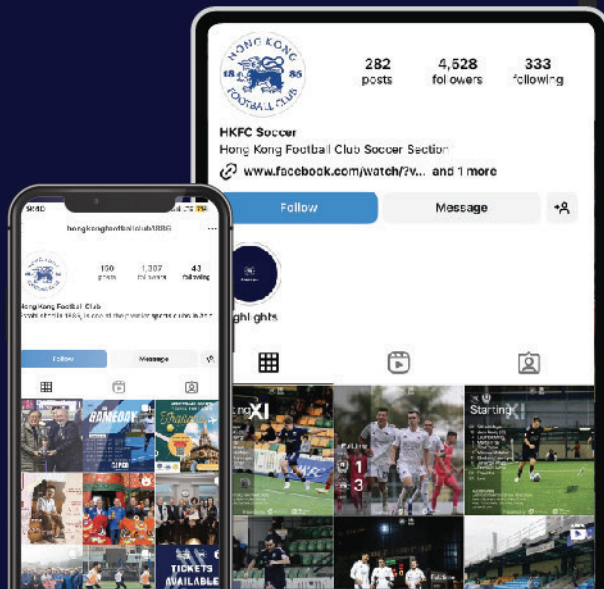
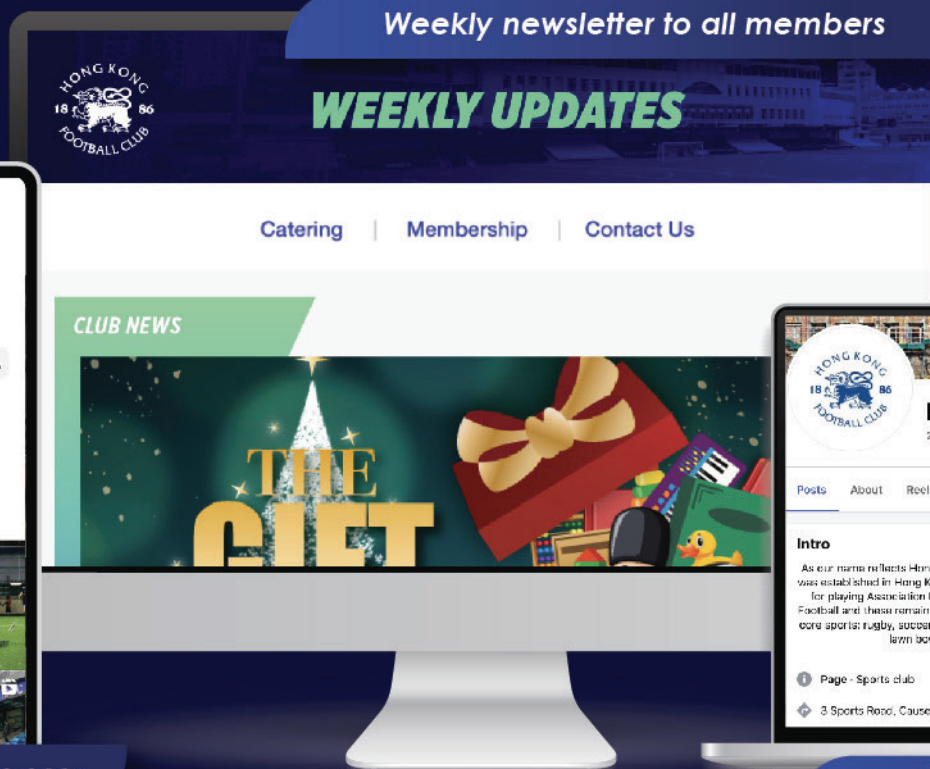
Access to club members through
online channels

ONLINE PRESENCE

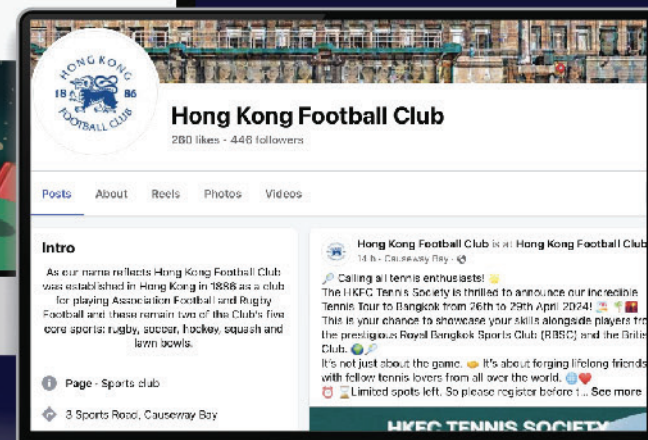


The HKFC is connected to its members through various online channels which can be utilised by club partners.

Weekly newsletter to all members



Instagram – A combined following of 10,000+



Facebook – A combined following of 8,000+

BRAND VISIBILITY

Throughout the club there are multiple locations for advertising & promotion. Below are just some of the opportunities available.



OUTSIDE F&B OUTLETS



SQUASH CENTRE



CLUB ENTRANCE



TRAINING TRIANGLE



PITCH SIDE



TENNIS COURTS

DETAILED PARTNER OPPORTUNITIES

- Official category partner of the Hong Kong Football Club
- HKFC memberships (Memberships may be allocated to representatives nominated by you)
- Ability to offer access to HKFC leisure and F&B facilities to clients
- Ability to invite HKFC members to your events
- Access to and ability to hire venues at the HKFC for your events four times per year. Venues subject to availability and minimum F&B charges will apply
- Club magazine – the opportunity to place a one-page colour advertisement to be published four times per calendar year
- Website and social media – your logo (and website URL) will feature on the HKFC website and on other relevant social media platforms where practicable
- Onsite showcase/ activation opportunities
- Opportunity to have B2B engagement and activations with other sponsors and their clients/guests opportunities to distribute information/marketing collateral at the Club
- CSR Entitlements: Access to the HKFC main pitch twice per calendar year for the purpose of hosting sporting/coaching clinics for charitable initiatives.

Packages are tailored to meet specific sponsor needs & objectives to ensure return on investment.



THANK YOU

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Brand & partnerships manager