



Our Ref: FRD/2425/SY/0001

April 2024

Dear Sir/ Madam,

Po Leung Kuk “Sponsor of the Year” 2024/25
“Putting People First From the Start Igniting Kindness with United Hearts”

Po Leung Kuk has been established for 146 years and currently has more than 300 units strategically located in Hong Kong, providing multifaceted services in social welfare, youth, education, medical care, recreation and culture. With its objective of “Protecting the Young and the Innocent”, the Kuk is fully committed to caring for the underprivileged and low-income groups, attending to more than 1,800,000 visits for services per year on average in the past 3 years.

The Board of Directors 2024-25 will take office on 1 April this year. We constantly respond to the needs of the grassroots and underprivileged community; at the same time, we devote our efforts to promote mental health for our service recipients ranging from the young to the elderly and their caregivers. With the provision of most innovative, appropriate and effective services, we hope to improve the livelihoods and emotional well-being of those people in need.

We are delighted to introduce to you the “**Sponsor of the Year**” programme in support of the diversified services of the Kuk. As one of the Sponsors of the Year, you will be invited to the Kuk’s signature events throughout the year and presented a souvenir during ceremony at one of the grand occasions, among other entitlements in the acknowledgement scheme in the attached fact sheet. All administrative expenses of this programme are sponsored by the Kuk’s Board of Directors, ensuring every dollar you donate is well spent on our services for the needy.

We cordially invite you / your company to become our “**Sponsor of the Year**” and look forward to working together with you / your company to create the greatest synergy for the well-being of society. Please mail the completed form with a crossed cheque to the Fund-raising Department of Po Leung Kuk. Your goodwill and support are heartily appreciated. For enquiries, please contact our Executive, Ms. Macy Lau at 2277 8439.

Yours faithfully,

Encl.

Details of Po Leung Kuk “Sponsor of the Year” 2024/25

Sponsorship	Superior Sponsor	Gold Diamond Sponsor	Diamond Sponsor	Honorary Sponsor	Caring Sponsor
Donation amount	HK\$298,000	HK \$198,000	HK\$148,000	HK\$98,000	HK\$48,000
Invitation to fundraising events organised by the Kuk (More details will be advised once available)	1. Gala Spectacular TV Show for 6 guests (VIP seats, 10 Aug, 24 HKCEC)	1. Gala Spectacular TV Show for 2 guests (VIP seats, 10 Aug, 24 HKCEC)	1. Gala Spectacular TV Show for 4 guests (Charity seats, 10 Aug, 24 HKCEC)	1. Gala Spectacular TV Show for 2 guests (Charity seats, 10 Aug, 24 HKCEC)	1. Gala Spectacular TV Show for 2 guests (Charity seats, 10 Aug, 24HKCEC)
	2. Cantonese Opera Show for 2 guests (VIP seats, 27 Aug, 24 Xiqu Ctr)	2. Cantonese Opera Show for 2 guests (Charity seats, 27 Aug, 24 Xiqu Ctr)	2. Cantonese Opera Show for 2 guests (Charity seats, 27 Aug, 24 Xiqu Ctr)	2. Cantonese Opera Show for 2 guests (Charity seats, 27 Aug, 24 Xiqu Ctr)	2. Cantonese Opera Show for 2 guests (Charity seats, 27Aug, 24 Xiqu Ctr)
	3. Annual Charity Ball for 2 guests (9 Nov, 24 Grand Hyatt)	3. Annual Charity Ball for 2 guests (9 Nov, 24 Grand Hyatt)	3. Annual Charity Ball for 2 guests (9 Nov,24 Grand Hyatt)	3. Annual Charity Ball for 2 guests (9 Nov, 24 Grand Hyatt)	3. Charity Village Casserole Feast for 2 guests
	4. Charity Village Casserole Feast (1 Table)	4. Charity Village Casserole Feast (1 Table)	4. Charity Village Casserole Feast (1 Table)	4. Charity Village Casserole Feast for 2 guests	4. Chinese New Year TV Special for 2 guests (Charity seats)
	5. Chinese New Year TV Special for 4 guests (VIP seats)	5. Chinese New Year TV Special for 2 guests (Charity seats)	5. Chinese New Year TV Special for 2 guests (Charity seats)	5. Chinese New Year TV Special for 2 guests (Charity seats)	
	6. The Po Leung Kuk Race Cup luncheon for 4 guests	6. The Po Leung Kuk Race Cup luncheon for 2 guests			
Voucher	1 Village Casserole Feast Redemption Voucher (For 6 people)				

Sponsorship	Superior Sponsor	Gold Diamond Sponsor	Diamond Sponsor	Honorary Sponsor	Caring Sponsor
Souvenir Presentation	At Annual Charity Ball / other Fundraising events	At Annual Charity Ball / other Fundraising events	At Gala Spectacular (At ceremony before TV show) / other Fundraising events	Chinese New Year TV Special (At ceremony before TV show) / other Fundraising events	-- (A souvenir will be delivered to the donor at the end of the year)
Complimentary Advertisement In souvenir programme	Annual Charity Ball, Gala Spectacular and Chinese New Year TV Special <u>One inside page colour</u>	Annual Charity Ball, <u>One inside page colour</u> Gala Spectacular and Chinese New Year TV Special <u>Half inside page colour</u>	Annual Charity Ball <u>One inside page black-and-white</u>		
Others	<ol style="list-style-type: none"> 1. Photo or company logo will be included in the souvenir program of all fundraising events organized by PLK in 2024/25 and PLK's Annual Report 2024/25 2. Acknowledgement of photo or company logo on newspaper in March/April 2025 3. Official receipt will be issued for tax deduction purpose 				

Examples of use of donations

- \$48,000 – Sponsor 60 students to participate in a mental health workshop, which teaches them how to make decisions when dealing with stress and challenges through interactive life-choice dramas, thereby learn how to help others or themselves.
- \$98,000 – Sponsor 90 children with emotional and social difficulties to receive 2 sessions of therapy playgroup, to improve their emotion expression and communication skills.
- \$148,000 – Sponsor 150 individuals with swallowing difficulties to enjoy the soft meal prepared by social enterprise of Po Leung Kuk 'Delish ONE' twelve times per year, enhancing appetite and achieving balanced nutrition.
- \$198,000 – Sponsor 200 underprivileged elderly and beneficiaries to receive a Chinese medical consultation, fitness training and dental checkup.
- \$298,000 – Sponsor Elderly and Rehabilitation services centers to purchase 2 patient hoists (position transfer hoists), 2 electric shower beds, and 40 wheelchairs with assistive propulsion features, benefiting 600 elderly and disabled, enhancing their life quality and reducing accidents

The above mentioned are examples regarding the use of donations. Po Leung Kuk will flexibly allocate resources based on social needs to ensure that the donations are utilized for the most urgent projects, and individuals with different needs can receive timely and appropriate assistance..



Po Leung Kuk Sponsor of the Year 2024/25 Reply Form

Please mail the completed form with a crossed cheque to the Fund-raising Dept. of Po Leung Kuk at 66 Leighton Road, Hong Kong
For Credit card payment, please fax to 2882 9036 or email to tszin.lau@poleungkuk.org.hk

Online form



I / We would like to support the sponsorship scheme by becoming:

- | | | |
|---|---|--|
| <input type="checkbox"/> Superior Sponsor
(HK\$298,000 donation) | <input type="checkbox"/> Gold Diamond Sponsor
(HK\$198,000 donation) | <input type="checkbox"/> Diamond Sponsor
(HK\$148,000 donation) |
| <input type="checkbox"/> Honorary Sponsor
(HK\$98,000 donation) | <input type="checkbox"/> Caring Sponsor
(HK\$48,000 donation) | |

Instead of becoming a Sponsor of the Year, I / we would like to support the Kuk's services by donating HK\$ _____

Donation method

Credit Card (Please fax to 2882 9036 or email to tszin.lau@poleungkuk.org.hk)

Card Number : _____ - _____ - _____ Visa Master
Expiry Date(MM/YY) : _____ Name of card holder : _____

Crossed cheque (Payable to "PO LEUNG KUK", mail to the Fund-raising Dept. of Po Leung Kuk at 66 Leighton Road, Hong Kong

Enclosed please find a HK\$ _____ cheque (No.: _____; Bank.: _____)

The above donation is referred by _____
(name of current board member of PLK if applicable)

Acknowledgement

- No acknowledgement in the Annual Report and souvenir programmes of the fund-raising events are needed
- No souvenir is needed
- No acknowledgement in the newspaper is needed
- Enclose herewith / Provide later (for including newspaper, souvenir programmes of the fund-raising events and the annual report of the Kuk)
 - My recent photograph (1 in full-colour, passport size) /
 - Company logo (please email electronic file to tszin.lau@poleungkuk.org.hk)
- Please refer to the existing photograph/company logo

Donor Details

Donor/Company	(English)
	(Chinese)
Contact Person	Tel. No.: _____
Email:	Fax No.: _____
Address: _____	
Name to be acknowledged (on donation receipt): _____	
Remarks: _____	

Your personal data provided in this form will be used for the above purpose and The Kuk may send you the updated information relating to our services, development and the appeal of donation campaigns through various channels such as direct mailing, email, telephone, SMS, messaging applications or facsimile, etc. If you do not wish to receive such materials, please tick in the appropriate box and send to Po Leung Kuk at 66 Leighton Road, or through fax: 28829036, or email: cd@poleungkuk.org.hk for follow up.

I do not wish to receive any promotion materials from Po Leung Kuk as specified above through
 Direct mailing Email Telephone SMS Messaging applications Facsimile All of the above