

Hong Kong Tourism Board
Invites Title Sponsors for Selected Mega Events in 2024/2025

The Hong Kong Tourism Board (HKTB), as a government sub-vented body, would like to invite business partners to serve as Title Sponsor for its selected annual mega events in year 2024.

HKTB is committed to offering exciting events throughout the year to reinforce Hong Kong's position as the Events Capital of Asia and the preferred travel destination. This year marks a new milestone in tourism revival, the wide variety of events will attract numerous visitors and local participants, generating widespread overseas and local media coverage. Details of the events are shown below:

Event	Event Date (Tentative)	Event Nature	Description
Hong Kong International Dragon Boat Races	15 to 16 June 2024	Dragon Boat Races	Follow the lead of Hongkongers and make a party out of an ancient Chinese festival under the modern skyline of Victoria Harbour. Enjoy dragon boat racing and the tremendous cheers of spectators of the Hong Kong International Dragon Boat Races.
Hong Kong Cyclothon	13 Oct 2024	Territory-wide Cycling Event	Every year, thousands of enthusiastic amateur and professional riders enjoy a wind-breaking journey on closed roads through a number of infrastructure icons as they take in Hong Kong's unique cityscape. Along the scenic Victoria Harbour skyline, cyclists from around the world can enjoy the thrill of speeding past skyscrapers in Tsim Sha Tsui East, experiencing the energy and vibrancy of our city.
Hong Kong Wine & Dine Festival	24 to 27 Oct 2024	Outdoor Culinary Event	Every autumn, Hong Kong celebrates the world's finest flavours at the Wine & Dine Festival. There will be a fantastic line-up of wine and food booths as well as live entertainment amid the Victoria Harbour skyline.
Hong Kong WinterFest – Christmas Town	29 Nov 2024 to 1 Jan 2025	Festive Celebration Event	Hong Kong celebrates Christmas like nowhere else – with reverence and festive gusto, and the celebrations start early. The signature giant Christmas Tree will become the best photo spot in town. Enjoy the festive ambience by Victoria Harbour with your loved ones.
Hong Kong New Year Countdown Celebrations	31 December 2024	Festive Celebration Event/ Fireworks Musical	When the clock strikes midnight, Victoria Harbour will fill with colourful fireworks and pyrotechnics as cheering revellers across Hong Kong celebrate the arrival of the new year. Immerse yourself in the countdown celebrations and share the joy with participants all over the world.

Interested parties are invited to download the Express of Interest Form from HKTB's website and return the completed form to us via e-mail: eventsponsorship@hktb.com on or before 31 Jan 2024.

Any information and data collected will be treated in strict confidence and for internal use only. HKTB shall liaise with all interested parties with adequate information. HKTB reserves the right not to award any event listed above to any parties.

This invitation is available on HKTB website at <https://www.discoverhongkong.com/eng/hktb/about/event-sponsorship-opportunities.html>.

Hong Kong Tourism Board
Dated 11 December 2023