Sponsorship Proposal of the Orientation Program 2016 of the Finance Students’ Society, HKUSTSU, Session 2016-2017
Introduction of The Finance Students' Society, HKUSTSU

We are the 24th cabinet of The Finance Students' Society, HKUSTSU, Session 2016-2017. Serving over 500 members, we have a member base of both local and international undergraduate and postgraduate students.

The Orientation Program 2016 is a series of activities to be held throughout the summer, it serves as a chance for freshmen to know more about HKUST and The Finance Students' Society, HKUSTSU, as well as your brand and products. Details of the event are as follow:

Event Details:

<table>
<thead>
<tr>
<th>Event</th>
<th>Orientation Programme 2016</th>
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</table>
| Date           | Registration Day: 12th August, 2016  
Camp: 16th August, 2016 - 18th August, 2016 (Tuesday - Thursday) |
| Venue          | Hong Kong University of Science and Technology, School Campus |

Participating Parties

Total of 230 Participants:
- 130 Freshmen
- 70 Group Leaders from all years of study
- 30 Helpers from the Organizing Team
Details of the Pub Night

Date: 16th August, 2016 (Tuesday)
Time: 9:00p.m. - 0:00a.m.
Venue: HKUST Common Room 1 + 2
Activities:
- Mingling Session
- Games (e.g. beer pong)
- Executive Members Performance
  (Singing and Dancing)

Sponsorship Packages

We would like to ask you to consider becoming the title sponsor of the Pub Night for the Orientation Camp 2016 by providing us with some vodka, in return, we can do the followings to help promote your brand:

What we can do for you:
1. Change the Name of the Pub Night to “Absolut Presents: Pub Night”
2. Company Logo shown on the camp drawstring bag
3. Company Logo printed on promotion poster
4. Company Logo shown at the end of promotion video
5. Company Logo printed on the gift pack bag
6. Company tagged in our Facebook Page post
7. Company Name and Logo printed in the booklet
8. Display Company Posters and Pull Up Banners during the Pub Night
9. Promote Absolut’s instagram account (@absolut_hk) and #AbsolutNights to Participants
10. Provide Photos of the Pub Night such that Absolut can use it for Further Promotion

(Any customization is more than welcome upon request. Terms and conditions are also negotiable.)
Promotion Means of the Registration Day (August 11):
Promotion Counter:
A promotion counter will be set up at the Atrium for freshmen to sign up and join the orientation camp. A table and two 2 meters display boards will be set up for promotion.
Expected Exposure: **over 1000** students

Posters:
A2 sized posters will be posted on 7 notice boards around the campus.
Expected Exposure: **4000** students from all 4 schools of the HKUST

Leaflets:
A5 sized leaflets will be handed out to all freshmen to promote our orientation camp.
Expected Exposure: **1000** freshmen

Ocamp Booklets:
A A5 sized booklet with dining suggestion and studying tips at the HKUST will be handed out to the participants of our orientation camp.
Expected Exposure: **130** freshmen who signed up for the camp

Gift Pack:
Promotion materials can be printed on the gift pack bag which will be delivered to all participants of the camp upon registration. Samples of products and coupons can be placed into the gift pack for the participants.
Expected Exposure: **130** freshmen who signed up for the camp
QR Code:
A QR code will be made and printed on the t-shirts of the executive committee members and helpers such that freshmen can get linked to our society’s webpage and society’s Facebook page.
Expected Exposure: 1000 freshmen

Promotional Video:
A series of promotional videos, which serve as a preview of the Society’s orientation camp activities, will be played at the promotion counter. It will also be uploaded to the Society’s Facebook Page.
Expected Exposure: 1000 who pass by the promotion counter and (approx. around 6000) who are reached through our Facebook posts.

During the Orientation Camp (August 16-18):
Camp Bag:
A drawstring bag will be distributed to all participants and sponsored items (samples / coupons) will be placed in the package. The company logo of sponsors can be printed on the drawstring bag and is expected that 1000 passerby will be able to see the logo.
Expected Exposure: 130 participants

Others (All Year Round):
Official Webpage of The Finance Students’ Society, HKUSTSU:
Details and photos of the promotion materials of the orientation camp will be uploaded to the official webpage of The Finance Students’ Society, HKUSTSU. 
(http://ihome.ust.hk/~su_fina/)
Expected Exposure: N/A Open to Public
Facebook Page of The Finance Students’ Society, HKUSTSU:
Details and photos of the orientation camp will be uploaded to the Facebook Page of The Finance Students' Society, HKUSTSU.
(https://www.facebook.com/hkustfina/?fref=ts)
Expected Exposure: **Open to Public (2045 page likes and around 6000 post views)**

Reference Photos of the Pub Night:
Should there be any enquiries, please feel free to contact:

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6479 1630

Nicholas Li
6201 3182

finanomcab@hkustsu.hk
**Appendix:**

Rundown of the Activities During the Camp:

<table>
<thead>
<tr>
<th>DAY 1</th>
<th>Time</th>
<th>Details</th>
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<tbody>
<tr>
<td></td>
<td>1000-1200</td>
<td>Register, Gather for Group Ice-Break and Big Ice Break</td>
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<tr>
<td></td>
<td>1230-1330</td>
<td>Lunch and Think Group Name</td>
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<tr>
<td></td>
<td>1300-1600</td>
<td>Mass Game (Spare 30 mins to teach cheers)</td>
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<tr>
<td></td>
<td>1600-1700</td>
<td>Check-In</td>
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<tr>
<td></td>
<td>1700-2000</td>
<td>On Campus</td>
</tr>
<tr>
<td></td>
<td>2000-2100</td>
<td>Dinner</td>
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<tr>
<td></td>
<td><strong>2100-0000</strong></td>
<td><strong>Pub Night</strong></td>
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<thead>
<tr>
<th>DAY 2</th>
<th>Time</th>
<th>Details</th>
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<tbody>
<tr>
<td></td>
<td>0800-1000</td>
<td>Wake up and Breakfast</td>
</tr>
<tr>
<td></td>
<td>1000-1130</td>
<td>Mass Game (Joint Departmental Societies)</td>
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<tr>
<td></td>
<td>1130-1230</td>
<td>Lunch</td>
</tr>
<tr>
<td></td>
<td>1230-1415</td>
<td>Campfire</td>
</tr>
<tr>
<td></td>
<td>1415-1715</td>
<td>Water Fight</td>
</tr>
<tr>
<td></td>
<td>1715-1800</td>
<td>Bath</td>
</tr>
<tr>
<td></td>
<td>1830-1930</td>
<td>Transporting to Campfire Site</td>
</tr>
<tr>
<td></td>
<td>1930-2130</td>
<td>BBQ</td>
</tr>
<tr>
<td></td>
<td>2130-2330</td>
<td>Campfire</td>
</tr>
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<th>DAY 3</th>
<th>Time</th>
<th>Details</th>
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<tr>
<td></td>
<td>0900-1100</td>
<td>Introduction of the Society, Farewell</td>
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