

Hong Kong Flower Show 2027 Sponsorship Scheme

(1) Introduction

The Hong Kong Flower Show (the Show), organised by the Leisure and Cultural Services Department (LCSD), is an annual highlight in the city's greening calendar. Each year, the Show at Victoria Park attracts hundreds of thousands of visitors. With the participation of more than 200 organisations from around the world, the Show presents ingeniously designed floral displays and landscaped features, transforming the venue into a splendid floral world for all to enjoy.

Featuring a series of interesting and educational thematic activities, the Show aims at enhancing the public's knowledge of and interest in horticulture, raising public awareness of the conservation of the natural environment, and encouraging active public participation in greening activities.

Venue	: Victoria Park
Date and time	: 12 to 21 March 2027 (10 days in total) 9:00 am to 9:00 pm
Theme flower	: China Rose
Theme	: Blossoming Through Time
Event details	
(a) Exhibits	: Landscape and floral art displays by horticultural organisations from local, the Chinese Mainland and overseas
(b) Competitions	: Plant exhibit competition, photo competition and student drawing competition
(c) Activities	: Floral art demonstrations, workshops on greening activities, guided tours, music and cultural performances, recreational programmes and parent-child fun games
(d) Mosaiculture display	: Students are invited to put up a mosaiculture display together under the guidance of Green Volunteers
(e) Commercial stalls	: Over 50 commercial stalls selling flowers, gardening items, photographic equipment, books, handicrafts, fast food and beverage
Publicity channels	: (i) Putting up publicity posters at LCSD venues and MTR stations; (ii) Displaying publicity banners at LCSD venues; (iii) Showing/updating information of the Show on the LCSD's dedicated website (www.hkflowershow.hk), and releasing the relevant information via the social media platforms including the "LCSD Plusss" Facebook and Instagram pages; and (iv) Publicising through social media, television, radio and newspapers.

(2) General Sponsorship (for sponsorship amount/value not less than HK\$10,000)

Form of Acknowledgement	Level of Sponsorship							
	\$5,000,000 or above (cash)	\$250,000 or above (cash/ services/ products)	\$150,000 or above (cash/ services/ products)	\$100,000 or above (cash/ services/ products)	\$50,000 or above (cash/ services/ products)	\$30,000 or above (cash/ services/ products)	\$20,000 or above (cash/ services/ products)	\$10,000 or above (cash/ services/ products)
(1) Acknowledgement as “Major Sponsor” in all relevant promotional materials and publicity events	✓	-	-	-	-	-	-	-
(2) Right of naming one activity / event of sponsors’ own choice ^{Note 1}	-	✓ (applicable to cash sponsorship only)	-	-	-	-	-	-
(3) Sponsor representation at the Opening Ceremony	• One sponsor representative to be invited as one of the platform guests	♦ Sponsor representative(s) to be invited as a guest/guest(s)						
(4) Sponsor representation at the activity / event named after the sponsor	-	• One sponsor representative to be invited as one of the platform guests of the ceremony, if any	-	-	-	-	-	-
(5) Inclusion of a message written by the sponsor representative in the souvenir programme	✓	-	-	-	-	-	-	-
(6) Free placement of full-page advertisement in the souvenir programme ^{Note 2}	✓ (2 pages)	✓ (2 pages)	✓ (2 pages)	✓ (1 page)	✓ (1 page)	-	-	-
(7) Display of sponsors’ trademarks on the last page of the souvenir programme	✓	✓	✓	✓	✓	✓	✓	-
(8) Display of sponsors’ trademarks on respective website	✓	✓	✓	✓	✓	✓	✓	-
(9) Display of sponsors’ trademarks in the promotional video	✓	✓	✓	✓	✓	✓	✓	-
(10) Display of sponsors’ trademarks on the event banners and layout plans in the showground	✓	✓	✓	✓	✓	✓	✓	-

<div> <div>Level of Sponsorship</div> <div>Form of Acknowledgement</div> </div>		\$5,000,000 or above (cash)	\$250,000 or above (cash/ services/ products)	\$150,000 or above (cash/ services/ products)	\$100,000 or above (cash/ services/ products)	\$50,000 or above (cash/ services/ products)	\$30,000 or above (cash/ services/ products)	\$20,000 or above (cash/ services/ products)	\$10,000 or above (cash/ services/ products)
(11) Right of setting up promotional booth (3m x 3m) in the showground at the sponsor's expense ^{Note 3 and 4}		✓ (2)	✓ (2)	✓ (2)	✓ (1)	-	-	-	-
(12) Use of the artistic designs or images of the HKFS 2027's theme and theme flower to merchandise the products/services ^{Note 5} of the sponsors		✓	✓	✓	✓	✓	✓	-	-
(13) Display of self-provided publicity banner ^{Note 3}	At designated spot in the showground	✓ (4)	✓ (3)	✓ (2)	✓ (1)	✓ (1)	✓ (1)	-	-
	On the periphery of the showground (along Causeway Road)	✓ (4)	✓ (3)	✓ (3)	✓ (2)	✓ (1)	✓ (1)	✓ (1)	-
(14) Complimentary admission tickets ^{Note 6}		✓	✓	✓	✓	✓	✓	✓	✓
(15) A souvenir plaque to be presented to the sponsor		✓	✓	✓	✓	✓	✓	✓	✓

Notes:

1. There are activities/events available for title sponsorship, namely the Student Drawing Competition, the Mosaiculture Display by Students, the Flower Re-planting Scheme, the One Person One Flower Scheme, the Community Green Playground, the Transport Subsidy Scheme, the Plant Exhibit Competition, the Photo Competition, the Thematic Floral Display and/or Landscape Display, the Light Show, Floral Art Demonstrations, Green Seminars and Green Workshops. If more than one organisation is interested in providing title sponsorship for the same activity/event, the organisation offering the highest sponsorship will be granted the right to title sponsorship. If the amounts of sponsorship are equal, the order of priority will be determined by drawing lots.
2. The souvenir programme booklet will be available both in print and electronic versions.
3. The size and content of the promotional booths/publicity banners provided by the sponsors at their own expense will be subject to revision by the Organiser.
4. Promotional booth(s) can only be used for publicity purposes and no sales activity will be allowed therein.
5. Upon the Organiser's approval, sponsors may use the artistic designs or images of the Hong Kong Flower Show 2027's theme and theme flower for their products, souvenirs or webpages, in which a link to the webpage of the Show should be provided.
6. The sponsor will receive 10 complimentary admission tickets for every \$5,000 of sponsorship in cash and 5 complimentary admission tickets for every \$5,000 of sponsorship in kind/service.

(3) Points to Note for Sponsors

1. No sponsorship from tobacco and liquor companies will be accepted;
2. If sponsorship offers are made by potential business competitors, the Organiser will inform and negotiate with all concerned parties as soon as possible. The Organiser reserves the right to make the final decision on the acceptance or rejection of sponsorship;
3. A sponsor which is a parent company, consortium, sole agency, etc. offering sponsorship in kind or service under one of its brands can only choose one trademark for acknowledgement;
4. Sponsorship in kind/service must be provided in full. The Organiser will not consider sponsorship that provides merchandise/service at a discounted price or cost price;
5. The order of acknowledgement for various means will be arranged according to the size of sponsorship, which will be determined by the amount of sponsorship in cash first and then the value of sponsorship in kind/service. Sponsors contributing the same amount will be acknowledged in alphabetical order of their English names on the Business Registration Certificate;
6. All sponsorship offers are subject to confirmation by the Organiser before the offers are considered successful and acknowledgements can be arranged. There may be circumstances under which a sponsorship may not be acknowledged in publicity materials or items if the offer of sponsorship is not confirmed prior to the release of the publicity materials or items;
7. The Organiser will adjust the dimensions of the publicity materials and designate the locations for their display having regard to the limitations and space of the venue as well as the decoration and activity arrangements on site. If there are multiple publicity materials to be displayed at the same time, the locations will be allocated by the Organiser according to the method specified in item (5) above;
8. All cheques for sponsorship should be made payable to “The Government of the Hong Kong Special Administrative Region”. For sponsors that may place advertisements in the souvenir programme booklet, please provide the colour separation film(s) or AI (Adobe Illustrator) file(s) of the advertisement (in A4 size, full-colour with margins reserved on the four sides for cropping);
9. The Organiser may determine at its absolute discretion whether to decline any sponsorship without the need to give a reason; and
10. The Organiser reserves the right to amend the above terms and conditions and alter the content of the activities and ceremonies during the Show.