

邀請企業贊助/參與支持第三屆「BURNATHON 6000 燃燒卡路里大挑戰」

致：公司經理 / 人力資源 / 市場推廣負責人 / 會員優惠部 / 體育組織負責人：

社會企業 **膳動衡 FOODSPORT** 成立於 2013 年，一直推行不同的運動推廣計劃及活動，在鼓勵大眾多做運動的同時，將活動中參加者所消耗的卡路里轉化為同等卡路里的食糧，捐贈給予慈善團體及社會上有需要人士，令社會得到溫飽！本年 7 月 FOODSPORT 將會舉辦第三屆「BURNATHON 6000 燃燒卡路里大挑戰」行動，鼓勵大眾在活動期間多做運動，以消耗 6000 千卡路里為目標，轉化相等卡路里食糧捐贈至有需要人，舒緩生活壓力和解決他們的燃眉之急。

今年計劃新增了兩個組別，鼓勵來自不同機構的參加者共同參與，旨在促進健康生活方式及社會責任感。新增的兩個組別包括：

1. 企業組

鼓勵企業與員工一同參與這個挑戰，透過運動來推動企業的健康文化。參加者將能夠透過燃燒卡路里來支持慈善事業，為社會注入正能量。利用運動數據了解員工健康狀況，改善身心健康，增強工作表現，降低醫療開支。

2. 運動團隊組

鼓勵各運動團隊參加這個有意義的活動，貢獻團隊的卡路里以對抗飢餓，提升品牌知名度，展現社會責任。

透過參與本次活動貴企業或組織不僅能夠提升品牌知名度，還能展現對社會責任的承擔。

我們誠邀貴公司或機構組隊參加或贊助（現金或禮品）此活動。每一份支持都將激勵更多人參與，捐出更多卡路里，並通過活動宣傳提升您的品牌知名度。我們期待與您攜手合作，共同為社會帶來正面的改變。期待您的回覆，讓我們一起為這個意義非凡的活動努力！

活動日程 (暫定):

邀請贊助 及 合作伙伴：	2025 年 2 月至 5 月
開始宣傳計劃 及 公開報名：	2025 年 6 月
活動日期：	2025 年 7 月 1 至 31 日
食物捐贈義工服務：	2025 年 8 月中

活動詳情:

預計參與人數：	1,000 人
費用：	每人 HK\$200
活動形式：	線上 (任何地區)
活動玩法：	活動期間做運動，使用任何應用程式來紀錄運動表現，並將紀錄上載至指定平台
參加獎品：	限量 FOODSPORT 運動 Tee，電子完成證書及其他贊助禮品 (如有)

大會將按贊助類別於各宣傳項目上作出相應之商標鳴謝。請參閱下頁之詳細贊助計劃及附件，若確定贊助，煩請閣下將填妥之贊助回條於 4 月 30 日或之前電郵回覆至 foodsport@symbol-of.com。

如蒙垂詢，請於辦公時間 (星期一至五 1000 - 1800) 致電 3611 0324 與我們聯絡。謝謝！期待您的回覆~

附件： (一) 活動贊助 / 集體報名回條 (共 1 頁)
(二) 活動詳情及概覽 (共 12 頁)

活動贊助/團體報名表格

(請於 5 月 30 日或之前填妥回條，並郵寄或電郵給我們)

本機構 _____ (機構名稱)

有意贊助/團體報名支持「燃燒 6000 卡路里大挑戰」。請選擇以下方式 (請在空格內劃"✓"號)

贊助類別	贊助項目包括	贊助金額 (HK\$)
<input type="checkbox"/> 冠名贊助	1. 活動命名權 2. LOGO 顯示在活動宣傳品、電子完成證書、食物福袋、活動平台及網站上 3. LOGO 顯示在工作坊及其他宣傳物品 4. 30 個名額 及參加者活動後報告 5. 網上 (社交平台、網上媒體、活動網站等) 6. AI 智慧互動流動廣告 (覆蓋全港 20+ 高人流熱點) 7. 戶外廣告 (港鐵四封燈箱廣告 x 30 個) 8. 社交平台 x 4 獨立帖子 9. 企業宣傳影片製作 (活動後) 10. 向參加者派發贊助禮品/紀念品 (如有) 11. 2025/26 商界展關懷提名資格 12. 預留義工服務日名額 (名額有待確認)	現金 HK\$150,000.
<input type="checkbox"/> 禮物贊助	1. LOGO 顯示在活動宣傳品、電子完成證書、活動平台、網站及其他宣傳物品 2. LOGO 顯示在 AI 智慧互動流動廣告 (覆蓋全港 20+ 高人流熱點) 3. 社交平台 x 1 獨立帖子 4. 向參加者派發贊助禮品/紀念品 (如有)	最少 1,000 份獎品 (價值 HK\$50,000) 或 現金 HK\$20,000.
<input type="checkbox"/> (金)支持機構	1. LOGO 顯示在活動宣傳品、電子完成證書、食物福袋、活動平台、網站及其他宣傳物品 2. LOGO 顯示在 AI 智慧互動流動廣告 (覆蓋全港 20+ 高人流熱點) 3. 50 個名額 及 參加者活動後報告 4. 免費專屬運動工作坊 x 1 場 (有 6 種活動可選擇) 5. 社交平台 x 1 獨立帖子 6. 預留義工服務日名額 (名額有待確認) 7. 2025/26 商界展關懷提名資格 (無需額外捐款)	現金 HK\$42,000.
<input type="checkbox"/> (銀)支持機構	1. 贊助商 名稱 顯示在活動宣傳品、活動平台及網站 2. 20 個名額 及 參加者活動後報告 3. 社交平台 x 1 合併帖子 4. 預留義工服務日名額 (名額有待確認) 5. 2025/26 商界展關懷提名資格 (需額外 HK\$10,000 捐款 -可扣稅) 6. 專屬運動工作坊 (需附加 HK\$10,000/場)	現金 HK\$10,000.
<input type="checkbox"/> 一般集體報名	參加總人數：_____	每人 HK\$200.

聯絡人：_____

聯絡電話：_____

電郵地址：_____

簽署及機構印鑑：

Attn : CEO / Human Resource / Marketing / Corporate Communication / Sports Organizations

Invitation to participate or sponsor the 3rd BURNATHON 6000

Social enterprise **FOODSPORT** has been promoting various sports initiatives since its establishment in 2013. While encouraging the public to engage in more physical activities, we convert the calories burned by participants into an equivalent amount of food, which is donated to charitable organizations and those in need, ensuring that society is nourished!

This July, FOODSPORT will host the third edition of the "**BURNATHON 6000 Challenge**," encouraging the public to exercise during the campaign period and aim to burn 6000 Kilocalories, which will be converted into food donations for those in need, alleviating their urgent challenges.

New Categories : This year, we introduce two categories to encourage participation from various organizations:

1. **Corporate Group**

Engage employees in this challenge to foster a health culture, support charitable causes, and utilize exercise data to improve well-being and work performance.

2. **Sports Team Group**

Invite sport teams to contribute calories to combat hunger, enhance brand visibility, and demonstrate social responsibility.

Participating will boost your brand awareness and showcase your commitment to social responsibility.

We invite your company or organization to form a team or sponsor (cash or gifts) this Campaign. Every contribution will encourage more participation and enhance your brand visibility. We look forward to collaborating with you for positive social change. Awaiting your response to join this meaningful initiative!

Tentative Program Schedule:

Invitations to Sponsors and Supporting Organizations	February – May 2025
Promotion & Registration	June 2025
Campaign Date	1 st – 31 st July 2025
Food Donation Volunteering Service	Mid-August 2025

Event Details:

Estimated no. of participants	1,000 pax
Fees	HK\$200 per head
Program format:	Virtual (Regardless of location, time and type of exercise)
How do play?	Use your own device or mobile APP to track and record your exercising performance during the campaign period and submit your records to campaign portal.
Participants' gift:	BURNATHON 6000 Sport Tee, E-certificate and Other sponsored gifts (if any)

Different levels of entitlements and promotion opportunities are available for different sponsorship and corporate packages. Please see attachment for more info. Please return the completed reply slip (Attached) by emailing to foodsport@symbol-of.com **ON or BEFORE 30th April 2025**.

Should you have any questions, feel free to contact us directly at 3611 0324 during office hours (Monday – Friday 1000 – 1800).

Attachment :

- (A) Sponsorship / Group Registration Reply Slip (Total 1 page)
- (B) Event Details (Total 12 pages)

SPONSORSHIP / GROUP REGISTRATION FORM

(Please return on or before 30th May 2025)

We _____ (Organization Name)
would like to sponsor / sign up to support BURNATHON 6000. Please tick " ✓ " where it is most appropriate

Category	Sponsorship Items	Sponsorship (HK\$)
<input type="checkbox"/> Title Sponsor (Exclusive)	1. Sponsor's Event Naming Rights 2. Sponsor <u>LOGO</u> showing at the event promotion materials (I.e. Event website, E-certificate, food pack, virtual platform etc.) 3. Sponsor's <u>LOGO</u> showing at the BURNATHON Workshops(s) and promotion events. 4. Complimentary of 30 tickets with FULL Post-Campaign report & data 5. Online promotion (social media, online, website etc.) 6. AI smart interactive mobile advertising (covering 20+ high traffic hotspots in Hong Kong) 7. MTR 4 sheet panel x 30 sheets 8. Social media (Facebook & IG) exclusive feed x 4 posts 9. Corporate Promotion video production (Post event) 10. Distribution of sponsorship gifts/souvenirs to participants (if any) 11. 2025/26 Caring Company Nomination Eligibility 12. Volunteer quotas for the food donation day (No. of quotas are TBC)	HK\$150,000. Cash
<input type="checkbox"/> Gift Sponsor	1. Sponsor <u>LOGO</u> showing at the event promotion materials (I.e. Event website, E-certificate, virtual platform etc.) 2. Sponsor <u>LOGO</u> showing at the AI smart interactive mobile advertising (covering 20+ high traffic hotspots in Hong Kong) 3. Social media (Facebook & IG) exclusive feed x 2 posts 4. Distribution of sponsorship gifts/souvenirs to participants (if any)	Min 1,000 qty (Valued HK\$50,000 or above) OR HK\$20,000. CASH
<input type="checkbox"/> Supporting Organization (Gold)	1. Sponsor <u>LOGO</u> showing at the event promotion materials (I.e. Event website, E-certificate, Food Pack, virtual platform etc.) 2. Sponsor <u>LOGO</u> showing at the AI smart interactive mobile advertising (covering 20+ high traffic hotspots in Hong Kong) 3. Complimentary of 50 tickets with FULL Post-Campaign report & data 4. Exclusive BURNATHON Workshop x 1 event (6 activities are available for selection) 5. Social media (Facebook & IG) exclusive feed x 1 post 6. Volunteer quotas for the food donation day (No. of quotas are TBC) 7. 2025/26 Caring Company Nomination Eligibility (No Extra donation required)	HK\$42,000. Cash
<input type="checkbox"/> Supporting Organization (Silver)	1. Sponsor <u>NAME</u> showing at the event promotion materials (I.e. Event website, virtual platform etc.) 2. Complimentary of 20 tickets with FULL Post-Campaign report & data 3. Social media (Facebook & IG) combined feed x 1 post 4. Volunteer quotas for the food donation day (No. of quotas are TBC) 5. 2025/26 Caring Company Nomination Eligibility (Additional HK\$10,000 tax deductible donation is required) 6. Exclusive BURNATHON Workshop (Extra HK\$10,000/workshop)	HK\$10,000. Cash
<input type="checkbox"/> Ordinary Bulk Registration	No. of participants: _____	HK\$200 / per head

Contact Person : _____

Contact Number : _____

Email Address : _____

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