

CHO APPRECIATION AWARD 2024

SPONSORSHIP PACKAGE

Date of ceremony : 28 Oct 2024
Venue: Hong Kong Productivity Council



首席快樂官
欣賞大獎
2021



首席快樂官
欣賞大獎
2022



首席快樂官
欣賞大獎
2023

CHO
CHIEF HAPPINESS
OFFICER ASSOCIATION

Supporting Organisations

(listed in no particular order of precedence)



香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



School of Business
The Hang Seng University of Hong Kong









**Double the exposure
with one sponsorship
at **two exclusive events!****



1 Final Presentation Seminar

2 Award Presentation Ceremony

- | | | | |
|---|--|---|---|
|  | 26 Sept 2024 (Thurs) |  | 28 Oct 2024 (Mon) |
|  | The Wave, Kwun Tong |  | Hong Kong Productivity Council, Kowloon Tong |
|  | <ul style="list-style-type: none">• Finalist's Presentation• Speech delivering• Networking |  | <ul style="list-style-type: none">• Presentation of Awards• Speech delivering• Networking |

Final Presentation Seminar



Award Presentation Ceremony



About CHOA



The Chief Happiness Officer Association Limited (CHOA) is a non-profit organization founded in 2021. CHOA has invited **over 20 distinguished leaders** from the business, industry, and education sectors to serve as advisors.

CHOA believes that corporations can lead the CHO movement by transforming and re-energizing organizational culture. Employees can not only **develop happiness-driven performance** if they are well supported, but their workplace happiness can also **benefit their families and the community**.

To elevate the overall happiness level in Hong Kong, CHOA has organized **more than 40 initiatives** in collaboration with the business, education, and social welfare sectors in just two years. These initiatives include the CHO Appreciation Award, CHO Review, and the Happy School Recognition Program. To date, CHOA has served over 50,000 individuals.



**"CO-CREATE
HAPPINESS
FOR SUSTAINABLE BUSINESS!"**

CHO Appreciation Award



- One of the **key occasions for corporations** in Hong Kong



2023
CHO APPRECIATION AWARD

Sponsors



Title Sponsor

PEOPLES

Diamond Sponsor



Gold Sponsor



Silver Sponsors



In-kind Sponsors



CHO Attire Sponsor



Host Sponsor

Ms. Lily Hong

Venue Partnership



Media Partnership



Why Sponsor CHO Appreciation Award 2024?



1 Reach the Audience



300+
C-levels

**Prime
Location**

500+
Participants

1000K+
Online Reaches

Why Sponsor CHO Appreciation Award 2024?

2 Brand Awareness



Receive Appreciation On Stage



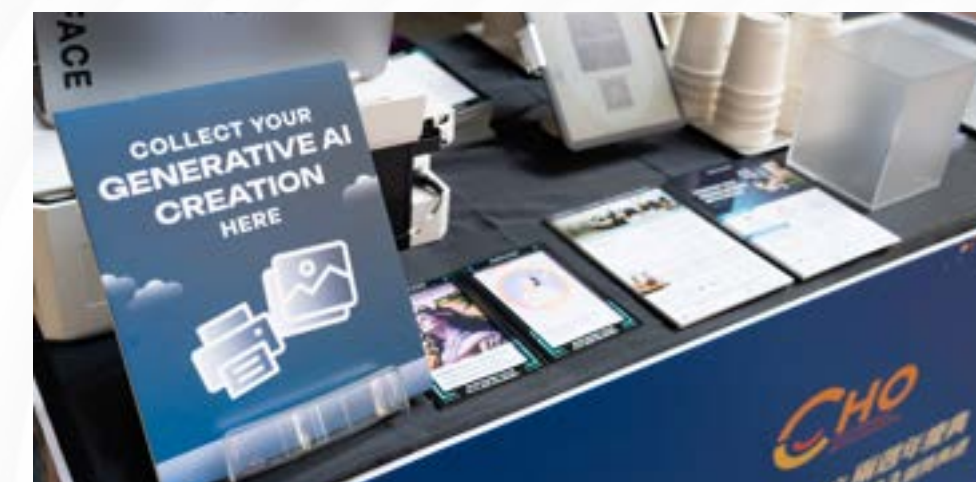
Logo Exposure



Promotional Booth



Product placement



Printed Materials Placement

Why Sponsor CHO Appreciation Award 2024?



3

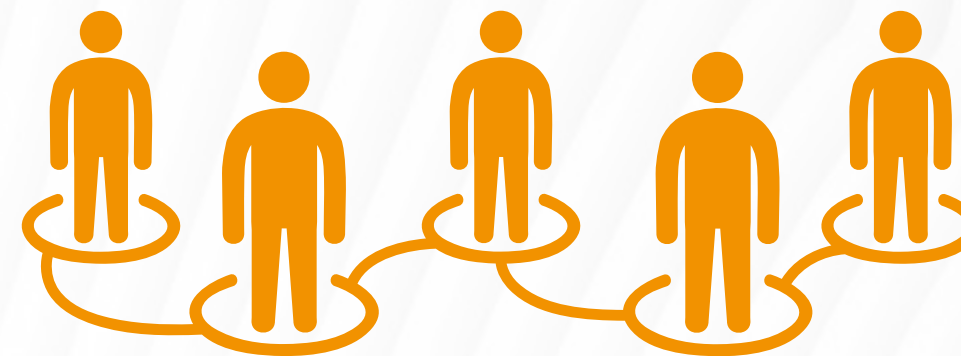
Unique Opportunities



Access to VIP Areas



On-stage opportunities



**Team Dynamics
(Event Tickets)**



Media Exposure

Why Sponsor CHO Appreciation Award 2024?



4 Partnership



Free CHO Corporate Membership (1-year)



Complimentary Seats for Training Workshop

About CHO Appreciation Award Ceremony

Objectives of the Award:



To honor, award and collaborate with organizations and their people development teams for their tremendous effort in driving employee wellbeing and happiness in their corporate culture.



To establish a database of Chief Happiness Officer culture to share corporate happiness stories.



To promote awareness and initiatives on employee physical and mental health within organizations.



To facilitate sustainable development in corporate and digital transformation in the business sector.



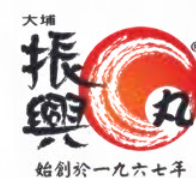
To establish an active exchange of best practices among the awardees and the community.



Details please refer to
<https://choassociation.org/cho-appreciation-awards-2024/>



Winning Companies From The Year of 2021-2023



CHO Appreciation Awards 2023 Highlights



Sponsorship Package Summary



Sponsorship Category	\$100,000 Title Sponsor	\$50,000 Diamond Sponsor	\$38,000 Gold Sponsor	\$18,000 Silver Sponsor	Gift value >\$5000 Premium Sponsorship	In-kind Sponsorship
I. Logo Exposure						
Logo appears on event website	✓	✓	✓	✓	✓	✓
Logo appears on e-Posters & eDM	✓	✓	✓	✓		
Logo displays on event main stage backdrop (Middle Top)	✓	✓				
Logo displays on event main stage backdrop (one-side)			✓	✓	✓	
Logo displays on photo booth backdrop	✓	✓	✓	✓	✓	
Logo appears on event name badge and rundown	✓	✓	✓	✓		
Logo appears on press release	✓	✓	✓	✓	✓	
Logo appears on post-event highlight video	✓	✓	✓	✓	✓	✓
Logo appears on all venue signage	✓					

Sponsorship Package Summary



Sponsorship Category	\$100,000 Title Sponsor	\$50,000 Diamond Sponsor	\$38,000 Gold Sponsor	\$18,000 Silver Sponsor	Gift value >\$5000 Premium Sponsorship	In-kind Sponsorship
II. Brand Exposure						
Advertisement on brochure	2 pages	2 pages	1 page	1 page		
Feature interview video x1 on CHOA social media channel	✓	✓				
An online EDM advertisement	✓					
A stand-a-lone thank you post in different social media platform	✓	✓	✓			

Sponsorship Package Summary



Sponsorship Category	\$100,000 Title Sponsor	\$50,000 Diamond Sponsor	\$38,000 Gold Sponsor	\$18,000 Silver Sponsor	Gift value >\$5000 Premium Sponsorship	In-kind Sponsorship
III. Final Presentation Seminar (26 Sept 2024)						
Invitation to Final Presentation Seminar	5 VIP tickets	3 tickets	2 tickets	1 ticket	1 ticket	1 ticket
Corporate Sponsor Booth at Final Presentation Seminar	✓	✓	✓			
Invite a representative to take photo with VIP guests on stage	✓	✓				
Distribute promotional materials to the participants of Final Presentation Seminar (To be Provided by Sponsor)	✓	✓	✓	✓	✓	✓
MC Acknowledgment	✓	✓	✓	✓		
Video Advertising (30s video) before Seminar starts	✓					

Remarks: Exposure in the final presentation seminar will only be applicable to sponsorships confirmed before 9th August 2024 (Friday).

Sponsorship Package Summary



Sponsorship Category	\$100,000 Title Sponsor	\$50,000 Diamond Sponsor	\$38,000 Gold Sponsor	\$18,000 Silver Sponsor	Gift value >\$5000 Premium Sponsorship	In-kind Sponsorship
IV. Award Presentation Ceremony (28 Oct 2024)						
Invitation to Award Presentation Ceremony	5 VIP tickets	3 tickets	2 tickets	1 ticket	1 ticket	1 ticket
Corporate Sponsor Booth at Award Presentation Ceremony	✓	✓	✓			
Invite a representative to take photo with VIP guests on stage	✓	✓				
Receive Token of Appreciation on stage	✓					
Receive Token of Appreciation after the ceremony		✓	✓	✓		
Receive e-version Thankyou Certificate					✓	✓

Remarks: The size of on-site promotional materials might be slightly changed according to the venue's setting, please refer to the latest guidelines announcement.

Sponsorship Package Summary



Sponsorship Category	\$100,000 Title Sponsor	\$50,000 Diamond Sponsor	\$38,000 Gold Sponsor	\$18,000 Silver Sponsor	Gift value >\$5000 Premium Sponsorship	In-kind Sponsorship
IV. Award Presentation Ceremony (28 Oct 2024)						
Distribute promotional materials to the participants (To be Provided by Sponsor)	✓	✓	✓	✓	✓	✓
MC Acknowledgment	✓	✓	✓	✓		
Video Advertising (30s video) before ceremony starts	✓					
V. Other Benefits						
Complimentary seats for 4-Day “Mastering CHO Culture” course	3 tickets	2 tickets	1 ticket	1 ticket	1 ticket	
CHOA 1-year Corporate / SME Membership	✓	✓	✓	✓		

Remarks: The size of on-site promotional materials might be slightly changed according to the venue's setting, please refer to the latest guidelines announcement.

Photo Reference for Ceremony Venue 2024

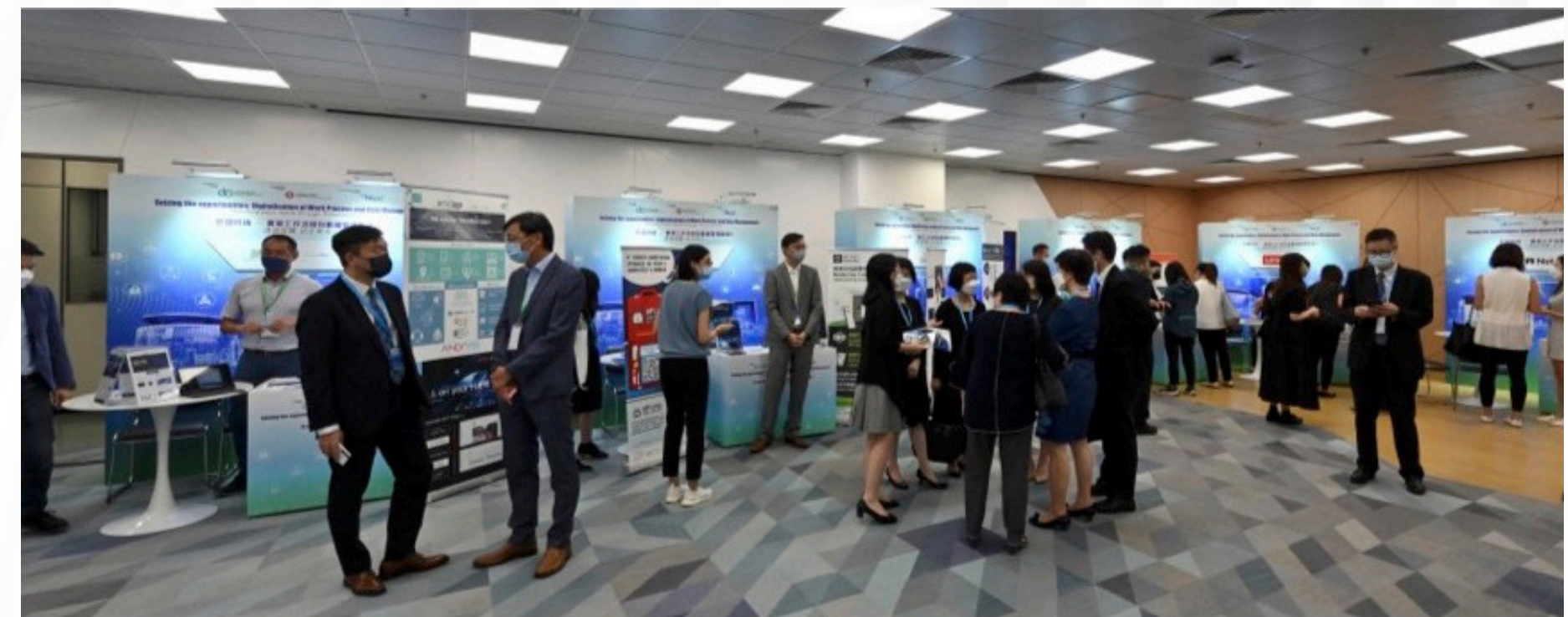


Hong Kong
Productivity Council,
Kowloon Tong



Event Main Stage

Location of Sponsor Booths



Feature interview video reference:



A stand-a-lone thank you post reference:



Chief Happiness Officer Association 的貼文

Chief Happiness Officer Association
1,813 位關注者
6 個月 · 已編輯

We are delighted to announce that Quality HealthCare Medical Services Limited (QHMS) has become our Gold Sponsor for the CHO Appreciation Award 2023!

QHMS is a healthcare provider in Hong Kong, offering Western Medicine, Traditional Chinese Medicine, Diagnostics & Imaging, Dental, Physiotherapy, Mental Health, and Wellness services. Its mission is to help people live longer, healthier and happier lives and make a better world.

With the invaluable support of QHMS as our Gold Sponsor, we were thrilled to orchestrate an extraordinary award presentation ceremony. We extend our deepest gratitude to QHMS for their exceptional sponsorship. Their generous contribution not only empowers us to curate an indelible and transformative event but also exemplifies QHMS's unwavering commitment to advancing workplace happiness and fostering a positive work environment for their esteemed employees.

#CHOAppreciationAward #QHMS #GoldSponsor #WorkplaceHappiness



Become A Sponsor

Register by filling in the **Google Form** for Sponsorship Reply:

<https://forms.gle/EF2TNu5W7YtXvDN4A>

OR

Scan the **QR Code** for Sponsorship Reply
Google Form



Contact Us

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Website: <https://choassociation.org/zh-hant/>

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