

Dear Chief Happiness Officer Advocators,

Chief Happiness Officer Association – Happy School Recognition Campaign 2024 – 2025

Happiness is more than just an emotion - it's a foundation for success, resilience, and lifelong learning. Schools play a crucial role in shaping this sense of fulfillment, creating environments where students feel safe, valued, and inspired to grow. Around the world, there is a growing movement to integrate happiness into education, recognizing that engaged and motivated students are better equipped to navigate challenges and build meaningful futures.

Building on the success of our first two Happy School Campaigns in 2022-2023 & 2023-2024, the **Chief Happiness Officer Association**, in partnership with **Preface**, is excited to launch the **Happy School Recognition Campaign 2024-2025**. The campaign continues to celebrate and promote schools that prioritize student holistic well-being, creativity, and a positive learning environment.

The Recognition Presentation Ceremony will be a prestigious highlight of the **Hong Kong School Expo 2025 at AsiaWorld-Expo**. With an anticipated participation of 300 local schools and over 10,000 visitors per day last year, the event offers an exceptional platform to recognize outstanding schools and engage with key stakeholders in the education sector.

Invitation for Sponsorship of Happy School Recognition Campaign 2024 – 2025

We believe in the power of collaboration and invite your esteemed organization to partner with us as a sponsor for the Happy School Recognition Campaign 2024-2025. By supporting this meaningful initiative, your organization will not only gain valuable exposure among influential educators and school leaders, but also demonstrate a strong commitment to fostering positive learning environment.

By accepting our invitation, your organization will receive the following benefits:

1. **An exclusive invitation** for your representative to attend the **Recognition Presentation Ceremony** on **24th May 2025** at **AsiaWorld-Expo**.
2. **A Certificate of Appreciation**, presented on stage in recognition of your valuable support.
3. **Brand visibility** through the inclusion of your company logo on our website, event signage and promotional materials as a distinguished sponsor. (Please find the attached appendix for your reference)
4. **A one-minute speech opportunity** during the **Recognition Presentation Ceremony** to showcase your organization's commitment to corporate social responsibility and educational excellence.

For further details, please visit the following links:

- [CHOA Website](#)
- [Highlights of the Happy School Recognition Campaign 2024 – 2025 Recognition Presentation Ceremony](#)
- [Happy School Recognition Ceremony 2023-2024](#)
- [Happy School Recognition Campaign 2024-2025 Brochure](#)

Should you have any queries or require additional information, please feel free to contact me at 9608 8888 or Ms. Anne Chau at 6263 6263. I would be much honored to receive your favorable consideration.

Let's pledge to tell the world the good education stories of Hong Kong together.

Cheers,



Mary Suen

Founder & Executive Chairman of Chief Happiness Officer Association

Chief Happiness Officer Association – Happy School Recognition Campaign 2024 – 2025

Reply Slip for Sponsorship

To : Chief Happiness Officer Association Limited

Email : info@choassociation.org

From : _____(Your Company Name)

Please ✓ in the appropriate □ to indicate your preference

☐ \$20,000 Lead sponsor for the Recognition Presentation Ceremony on 24th May 2025

☐ \$10,000 Grand sponsor for the Recognition Presentation Ceremony on 24th May 2025

☐ \$500 Brochure Sponsorship for the Recognition Presentation Ceremony on 24th May 2025

☐ In-Kind Sponsorship e.g. Recognition Presentation Ceremony Door Prize x 300 qty

*Please State the specific sponsorship format: _____

☐ _____(Name of the representative/s)

is/are happy to attend the Recognition Presentation Ceremony on 24th May 2025

Remarks:

*Please confirm your favorable preference by replying the Reply Slip and email the below information to info@choassociation.org by **20th March 2025***

1) your company logo (in AI & PNG format is preferred)

2) your availability to attend the Award Presentation Ceremony

Appendix

Happy School Recognition Campaign 2024 - 2025 Sponsorship Package Summary

Sponsorship Category	\$20,000 Lead Sponsor	\$10,000 Grand Sponsor	In-kind Sponsorship	\$500 Brochure Sponsor
I. Logo Exposure				
Logo appears on event website	✓	✓		
Logo appears on e-Posters & eDM	✓	✓		
Logo displays on event main stage backdrop and photo booth backdrop	✓	✓		
Logo appears on press release	✓	✓		
Logo appears on post-event highlight video	✓	✓		
A stand-alone thank you post in different social media platform	✓			
II. Happy School Recognition Campaign 2024-2025 Recognition Presentation Ceremony				
Invitation to Recognition Presentation Ceremony	3 tickets	2 tickets	1 ticket	1 ticket
Invitation to present recognition certificates	✓	✓		
Distribute promotional materials to the participants of Recognition Presentation Ceremony (Provide by Sponsor)	✓	✓	✓	
Advertisement on event brochure	2 pages	1 page		1 page
A short video interview about “Happy Schools” theme at the ceremony (Which will be posted on CHOA social media platforms)	✓			
1 minute sharing on stage	✓			