

**Hong Kong Tourism Board
Invites Title Sponsors
for Selected Mega Events in 2021-2023**

The Hong Kong Tourism Board (HKTB), as a government sub-vented body, would like to invite business partners to serve as Title Sponsor for its selected annual mega events in year 2021-2023. Interested parties are invited to submit an expression of interest on or before 18 March 2021.

HKTB is committed to offering exciting events and programmes throughout the year to make Hong Kong the “Events Capital of Asia” and the preferred travel destination in Asia. Every year, the selected mega events listed below attract thousands of visitors and local participants, generating widespread media coverage in Hong Kong and overseas with high global publicity value.

Event	Event Date (Tentative)	Event Nature	Brief Description
2021-2023 Hong Kong Wine & Dine Festival	28-31 October 2021	Outdoor Consumer Fair	Every autumn, Hong Kong celebrates the world's finest flavours at the Hong Kong Wine & Dine Festival. There will be a fantastic line-up of wines, global delicacies and live entertainment amid the Victoria Harbour skyline.
2021 Hong Kong WinterFest – Christmas Town	26 November 2021 – 2 January 2022	Festive Event	Hong Kong celebrates Christmas like nowhere else-with reverence and festive gusto; and the celebrations start early. Take a selfie with the signature Statue Square Christmas tree in the heart of the city; enjoy festive dining and shopping surprise at the city's top attractions, trendy hotels and restaurants.
Hong Kong New Year Countdown Celebrations	31 Dec 2021	Festive Event (Musical Fireworks)	The radiant Victoria Harbour is the belle of the ball for Hong Kong's spectacular New Year countdown. A party atmosphere will take over the entire city on New Year's Eve. Join the throngs of cheering revelers as a pyromusical lights up the skies against the iconic Hong Kong skyline to welcome the new year.

Interested parties are invited to download the Expression of Interest Form from HKTB's website: <https://www.discoverhongkong.com/event-sponsorship> and return the completed form to us via e-mail: eventsponsorship@hktb.com on or before 18 March 2021.

Any information and data collected will be treated in strict confidence and for internal use only. HKTB shall liaise with all interested parties with adequate information. HKTB reserves the right not to award any event listed above to any parties.

This invitation is available in HKTB website at <http://www.discoverhongkong.com/>