

## **Hong Kong Tourism Board**

### **Invites Title Sponsors for Selected Mega Events in 2023/2024**

The Hong Kong Tourism Board (HKTb), as a government sub-vented body, would like to invite business partners to become Title Sponsors for its selected annual mega events in the year 2023.

HKTb is committed to offering exciting events throughout the year to reinforce Hong Kong's position as the Events Capital of Asia and the preferred travel destination. This year marks a new milestone in tourism revival, and the wide variety of events will attract numerous visitors and local participants, generating widespread overseas and local media coverage. Details of the events are shown below:

Event	Event Date (Tentative)	Event Nature	Description
Hong Kong International Dragon Boat Races	24 to 25 June 2023	Dragon Boat Races	Follow the lead of Hongkongers and make a party out of an ancient Chinese festival under the modern skyline of Victoria Harbour. Enjoy dragon boat racing and the tremendous cheers of spectators of the Hong Kong International Dragon Boat Races.
Hong Kong Wine & Dine Festival	26 to 29 Oct 2023	Outdoor Consumer Fair	Every autumn, Hong Kong celebrates the world's finest flavours at the Wine & Dine Festival. There will be a fantastic line-up of wine and food booths, tasting theatre and live entertainment amid the Victoria Harbour skyline.
Hong Kong WinterFest – Christmas Town	24 Nov 2023 to 1 Jan 2024	Festive Event	Hong Kong celebrates Christmas like nowhere else – with reverence and festive gusto; and the celebrations start early. The signature giant Christmas Tree will become the best photo spot in town. Enjoy the festive ambience by Victoria Harbour with your loved ones.
Hong Kong New Year Countdown Celebrations	31 Dec 2023	Festive Event (Fireworks musical display)	When the clock strikes midnight, Victoria Harbour will be filled with colourful fireworks and pyrotechnics as cheering revellers across Hong Kong celebrate the arrival of new year. Immerse yourself in the countdown celebrations and share the joy with participants from around the world.
International Chinese New Year Night Parade	10 Feb 2024	Festive Event	A giant outdoor street parade with dazzling floats and international performances on the first day of Chinese New Year will put on a vibrant party to bring happiness and luck to the world.

Interested parties are invited to download the Express of Interest Form from HKTb's website and return the completed form to us via e-mail: [eventsponsorship@hktb.com](mailto:eventsponsorship@hktb.com) on or before 31 March 2023.

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 events listed above to any parties.

This invitation is available on HKTb's website at <https://www.discoverhongkong.com/eng/hktb/about/event-sponsorship-opportunities.html>.