

Equestrian marketing programme launches

More than 300 executives from Hong Kong's business community have shown interest in the Equestrian Marketing Programme in support of the 2008 Olympic Equestrian Events in Hong Kong.

These commercial organisations cover a wide spectrum of business, ranging from small and medium enterprises to large corporations.

They were briefed on the purpose, sponsorship packages and detailed arrangements of the Equestrian Marketing Programme at a seminar today. The programme in Hong Kong is part of the Beijing Olympics marketing programme. It will give financial, technical and service support to the Olympic Equestrian Events in Hong Kong and the Hong Kong Olympic Team.

The programme also aims to give Hong Kong enterprises a platform on which to further build their corporate and product image.

There are two levels of sponsorship - associate and supporter. Associates are exclusive sponsors in their respective category, while supporters share their exclusivity with up to two other supporters in the same category. Sponsors are entitled to have their names and brands associated with the Olympic Equestrian Events, the Hong Kong Olympic Committee and the Hong Kong Olympic Team.

Ends/ Tuesday, 22 May 2007