



# CCIFI Sport Challenge

22 April to 8 June 2022

Get moving with the worldwide  
French Chamber network

Sponsorship Kit

A worldwide French Chamber initiative

In support of



# A worldwide sport initiative

## Combining teambuilding with CSR

- Build a closer **team spirit** in complex and challenging situation
- Raise **mental health awareness**
- **Contribute to a great CSR cause** with part of the proceeds going to [The SeaCleaners](#)
- Start from **22 April** (Earth Day) and end on **8 June** (World Oceans Day)

**6**

week

**12**

countries

**1**

Meaningful  
cause



# What is The SeaCleaners

Long-term partner with CCIFI

An association that...

- acts against **plastic pollution**, at sea and on land
- **Collect floating plastic** macro-waste while minimising the carbon footprint
- **Raise awareness** about the protection of the oceans and plastic pollution, and **transmit knowledge** in a fun way

**17**

Tons of plastic waste  
dumped into the  
oceans/minute

**80%**

of the waste in our  
oceans is plastic

**3,800**

marine species  
impacted



The  
**SEACLEANERS**

# How the challenge works

## The initiative at a glance

The challenge will take place on an application provided by French startup SQUADEASY.

French Chamber members can enter their company in teams of five colleagues (companies may enter more than one group) for **HK\$1,500 per team** for a period of 6 weeks starting from 22 April to 8 June.

Simply get exercising and have your workouts recorded on the app to earn points. Points will be cumulated depending on each individual's performance.

[Find out more](#)



# Sponsorship exposure

**Feature your company at the forefront of this initiative**

**Connect with the CCIFI worldwide network and showcase your company's commitment to getting active and protecting the world's oceans.**

To make additional support, sponsor this great CSR challenge and gain extra premium **visibility before, during, and after** this unique **6-week challenge**.





# Sponsorship packages

**Patron and Corporate members**  
**HK\$6,000**

**Entrepreneur members**  
**HK\$3,000**

If social distancing rules allow, a closing ceremony will be organised by the end of June 2022.

Visibility and complementary tickets to the event will be guaranteed to sponsors. This event will be subject to government's latest restriction by that time.

## FRENCH CHAMBER IN HONG KONG CCIFI SPORT CHALLENGE 2022 SPONSORSHIP PACKAGE

### BEFORE THE SPORT CHALLENGE

Company logo on the event page on FCCIHK website

Company logo on top banner on FCCIHK homepage (starting from 2 weeks before the launch day)

Company logo on **at least** 3 dedicated communications to our contacts (11,000 recipients)

Mention in pre-event posts on social media (20,000+ followers)

Mention as a partner in the intro speech made by FCCIHK representatives at the pre-event webinar

Company logo shown during the pre-event webinar

Company logo on FCCIHK employees' email signature for one week

Company logo on FCCIHK LinkedIn homepage top banner (starting from 2 weeks before the launch day)

### DURING THE SPORT CHALLENGE

1 **complementary team** offered to each sponsor

Company logo on **at least** 3 communication materials to participants throughout the Sport Challenge

Mention on FCCIHK's Social Wall on the Squadeasy application

Company logo added to the application - Squadeasy's welcome page

### AFTER THE SPORT CHALLENGE

Mention in post-event communication in the FlashInfo newsletter to our contacts (11,000 recipients)

Mention in our 'thank you' EDM sent to the participants

Mention in post-event post on social media (LinkedIn, etc)

Company logo in our 'thank you' EDM sent to the participants

Company logo in a dedicated article in our HongKongEcho magazine (20,000+ readers)



**Want to join the challenge now  
or need more info?**

**Contact us:**

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