
MARKETING PROPOSAL FOR SPONSORSHIP

2017-2018



ADDRESS: CCT 0403,
CHENG YU TUNG TOWER,
CENTENNIAL CAMPUS,
THE UNIVERSITY OF HONG KONG,
POKFULAM ROAD, HONG KONG

EMAIL: HKU.AMS@GMAIL.COM

The Advocacy and Mooting Society, Faculty of Law, the University of Hong Kong (“AMS”) is a non-profit-making student-run organisation. Since its establishment in 2002, AMS is dedicated to developing advocacy skills and promoting mooting among law students. Through a variety of activities, namely mooting competitions and workshops, AMS seeks to enhance students’ mooting techniques and serve as a crucial platform for intellectual exchange.

AMS relies heavily on your generous support to strive for its excellence and perfect its events. We would be grateful if you could show your support for nurturing young mooters.

What AMS can offer

Brand Promotion

AMS dedicates itself to hosting an array of mooting competitions for our members. Since our events involve many of Hong Kong's top law students, professors, barristers, and judges, sponsors of AMS will enjoy exposure to a wide range of audience in the legal field.

Image Enhancement

Contributing to nurturing future leaders creates enormous goodwill for the community. Notable organisations in the legal field such as the Hong Kong Bar Association and the Law Society of Hong Kong will greatly appreciate your support.

Forms of Sponsorship

Cash

AMS is a non-profit-making organisation. Its operation relies on the continuous support from generous sponsors. A considerable amount of sponsorship is used to organise mooting events and provide relevant welfare for our members. Hence, cash sponsorships are essential for us to continue promoting advocacy and mooting.

Cash sponsorships are categorised into 4 packages. The details are as follows:

Sponsorship Packages	Amount (HKD)	Acknowledgements
Platinum	\$6,000 or above	<ul style="list-style-type: none"> • Large logo with the name of your company printed on promotional banners, posters, leaflets, booklets • Status as the title sponsor of one event organised by AMS • A hyperlink to your company website posted on AMS' website and Facebook page • A certificate of Platinum Sponsorship
Diamond	\$4,000 - \$5,999	<ul style="list-style-type: none"> • Medium-sized logo with the name of your company printed on promotional banners, posters, leaflets, booklets • A hyperlink to your company website posted on AMS' website and Facebook page • A certificate of Diamond Sponsorship
Gold	\$1,000 - \$3,999	<ul style="list-style-type: none"> • Small logo with the name of your company printed on promotional banners, posters, leaflets, booklets • A certificate of Gold Sponsorship
Silver	\$999 or below	<ul style="list-style-type: none"> • Name of your company printed on promotional banners, posters, leaflets and booklets • A certificate of Silver Sponsorship

Stationery

A considerable amount of stationery is required for the smooth operation of AMS. AMS will also distribute stationery such as pens and notebooks to freshmen as a welcoming gift on Registration Day. Therefore, any kind of sponsorship for stationery will be highly appreciated.

Others

Apart from the above kinds of sponsorships, we welcome any form of sponsorship that can facilitate the running of AMS' upcoming events.

*For stationery or/and other sponsorships, the sponsor will be acknowledged in the Inauguration Ceremony Booklet under the section "Special Thanks". A certificate of sponsorship will be presented.

Sponsorship Methods

We would appreciate it if you could reply by email to hku.ams@gmail.com to indicate your interest by 23rd February, 2017 (Thursday). Please

1. Indicate the form of sponsorship (cash/others) and the corresponding amount/quantity; and
2. Send us your company logo (in jpeg/pdf/png format), so that we can print it on our inauguration booklet and promote your company in future events; and
3. a) If you would like to sponsor us in the form of cash, please send a cheque payable to "Advocacy and Mooting Society" by post (Address: Room 0403, Cheng Yu Tung Tower, Centennial Campus, The University of Hong Kong, Pokfulam Road, Hong Kong).
b) If you would like to sponsor us in other forms, please inform us of the exact items, as well as the detailed time and venue for pick-up.

Contact Us

Thank you for taking the time to consider our sponsorship packages. Any form and amount of sponsorship would be highly appreciated.

For any enquiries or further discussions, please feel free to contact AMS via email (hku.ams@gmail.com); or call Christy Woo (Marketing Officer) at 6773 1887 or Natalie Chow (Marketing Officer) at 9483 7458.

Activities in the Coming Year

The Executive Committee of AMS, session 2017-2018 is devoted to developing advocacy and mooting skills among students and upholding the traditions of AMS. In the coming year, AMS will organise mooting activities, which consist of the Basic Law Mooting Series, the Joint University Mooting Festival and the Criminal Law Mooting Competition, as well as provide relevant welfare to our members.

Date	Event	Details
March 2017	Inauguration Ceremony	Inauguration Ceremony is an annual formal event that marks the commencement of the new session of Executive Committee. Honorable guests and representatives from various universities will be invited to the event.
Late August 2017	Registration Day	Registration Day promotes AMS, its welfare and its upcoming events. Students will be encouraged to register as members on the day.

<p>Early September 2017</p>	<p>Book Sale</p>	<p>Legal textbooks are essential for every law student to brush up their legal skills and knowledge. Book Sale is organised for members to purchase books at discounted prices for the new school year.</p>
<p>September 2017</p>	<p>Orientation Day</p>	<p>Orientation Day introduces elementary mooting concepts and skills to freshmen, and allows them to develop their interest and unleash their potential in mooting. AMS also hopes to build a strong bond between the Executive Committee and its new members.</p>
<p>October 2017</p>	<p>Basic Law Mooting Series:</p> <ol style="list-style-type: none"> 1. Basic Law Mooting Workshop 2. Basic Law Mooting Competition 	<p>The Basic Law Mooting Series is the first mooting event in the coming academic year.</p> <p>To equip participants with basic mooting skills and Constitutional Law knowledge, AMS will organise a workshop hosted by elites invited from the legal field. The Basic Law Mooting Competition will be a great chance for students to experience mooting.</p>

<p>February 2018</p>	<p>Joint University Mooting Festival:</p> <ol style="list-style-type: none"> 1. Joint University Mooting Workshop 2. Joint University Mooting Competition 	<p>The Joint University Mooting Festival is the highlight event of AMS. By cooperating with law students from the Chinese University of Hong Kong, City University of Hong Kong and Hong Kong Shue Yan University, AMS hopes to assemble a platform where participants can hone their mooting techniques with new insights from talented counterparts.</p>
<p>March 2018</p>	<p>Criminal Law Mooting Competition</p>	<p>Criminal Law Mooting Competition is a contest for advanced law students to deepen their understanding of criminal law and to gain hands-on experience in mooting.</p>



Updated news about AMS can be found on our Facebook Page: Advocacy and Mooting Society, Faculty of Law, The University of Hong Kong (www.facebook.com/AMS.HKU).



ADVOCACY AND MOOTING SOCIETY
FACULTY OF LAW, THE UNIVERSITY OF HONG KONG