

# MARKETING PROPOSAL FOR SPONSORSHIP 2022-2023



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# ABOUT AMS

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The Advocacy and Mooting Society, Faculty of Law, the University of Hong Kong (“AMS”) was established in 2002. Proudly comprising 700 members, AMS is the sole student body at the University of Hong Kong (“HKU”) that provides students with opportunities to bolster their mooting and advocacy abilities.

Through participating in mooting competitions organised by AMS, students have the invaluable opportunity to learn from seasoned legal practitioners and experienced mooters. Members who aspire to sharpen their mooting skills and pursue a legal career find our events particularly meaningful to their development.

Being a student body directly under the Faculty of Law, AMS has received continuous support from the Faculty and has been working closely with it since our establishment. In addition, prestigious legal professionals are often invited to sit as honourable adjudicators for our mooting competitions, allowing participants to learn from the best of the profession.

Your kind and generous support will allow us to continue our mission of nurturing the advocates of the future.





# WHAT AMS CAN OFFER

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## BRAND PROMOTION

Several mooting events are hosted by AMS every year and experienced legal practitioners are invited.

Sponsors will enjoy exposure to a wide range of audience in the legal field.

- Our Facebook Page reaches over 2000 law students and legal practitioners.
- In Session 2019 - 2020, our mooting events attracted over 300 undergraduate law students.

Your support towards providing invaluable learning opportunities to law students will be recognised.

## ENGAGEMENT WITH LEGAL TALENTS

Sponsors will be able to connect with industry colleagues and aspiring law students.

- Sponsors will be invited to our Inauguration Ceremony, where distinguished individuals in the legal field will be present.
- Title Sponsors will also be invited to their respective mooting competitions, in which esteemed judges and prestigious counsel often adjudicate.



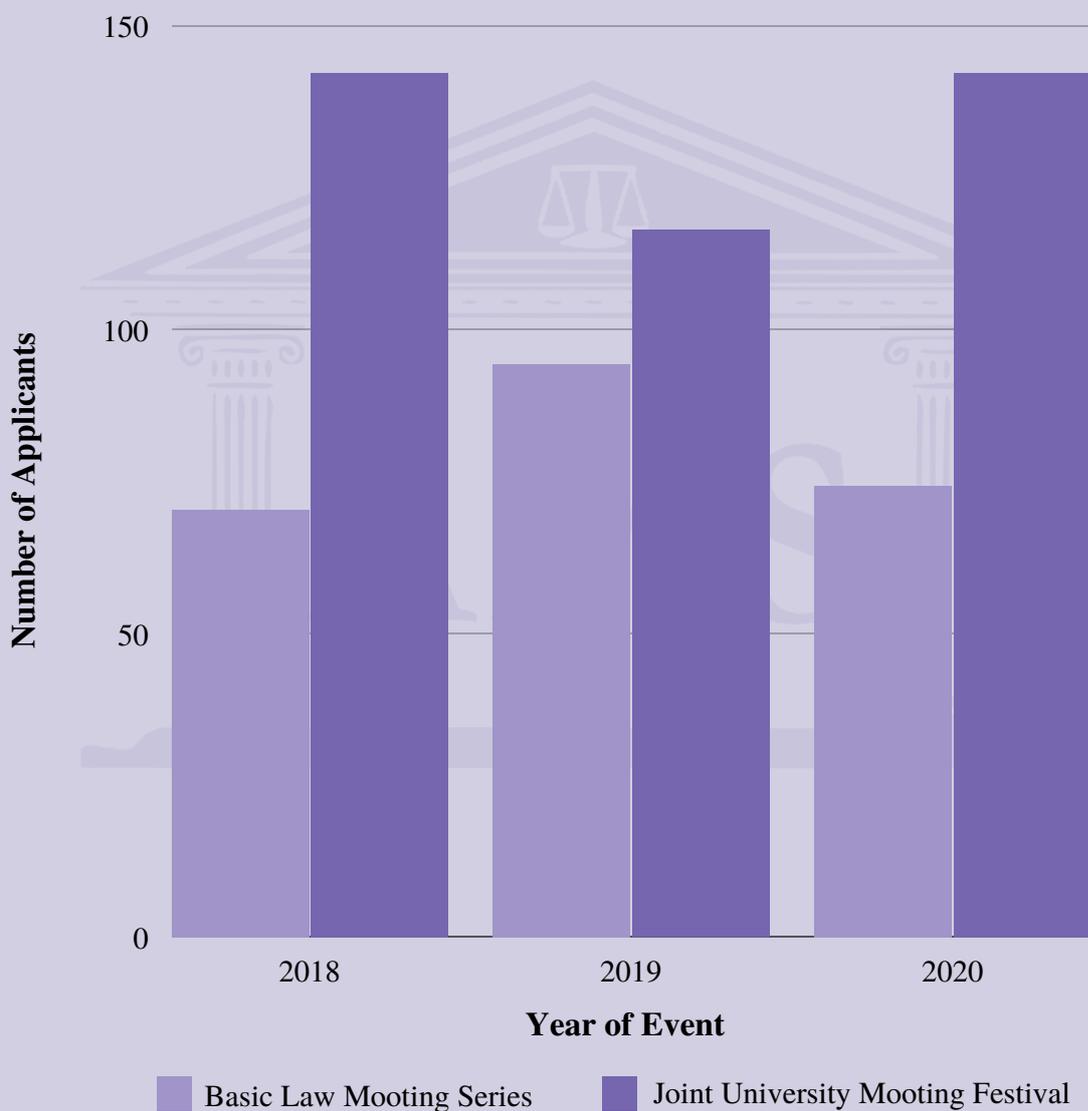


# ANNUAL REACH OF MOOTING EVENTS

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Our mooting events attract a significant number of participants each year. In Session 2020 - 2021, we received applications from over a quarter of all HKU law students.

## NUMBER OF APPLICANTS





# SPONSORSHIP PACKAGES

As AMS is a student-run, non-profit organisation, our daily operations and events are mostly financed by cash sponsorships. Since a considerable amount of financing is required for each of our events, your kind sponsorship is essential to our mission in promoting advocacy and mooting.

We offer 3 types of sponsorship packages. The details are as follows:

Sponsorship title	Platinum	Diamond	Gold
Amount (HKD)	9,000 or above	6,000-8,999	1,000-5,999
Sponsor name or company logo printed on promotional banners, posters, leaflets and booklets	Large-sized name/logo	Medium-sized name/logo	Small-sized name/logo
Certificate of Sponsorship	✓	✓	✓
Hyperlink to your company's website on AMS' website, Facebook and Instagram pages	✓	✓	
Status as Title Sponsor for an event organised by AMS*	✓		

\*Title Sponsor status will be given for events including:

1. Basic Law Mooting Series 2022
2. Joint University Mooting Festival 2023





# SPONSORSHIP METHODS

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If you are interested in sponsoring us, please kindly:

1. Reply via [ams.law.hku@gmail.com](mailto:ams.law.hku@gmail.com), indicating the sponsorship amount.

2. Payment by **Cheque**  
Kindly send a cheque payable to “Advocacy and Mooting Society” by post to Room 0403, Cheng Yu Tung Tower, Centennial Campus, the University of Hong Kong, Pokfulam Road, Hong Kong.

2. Payment by **Bank Transfer**  
Kindly transfer the sponsorship amount to the HSBC account “405 103136001”, payable to “Advocacy and Mooting Society”, and email the soft copy of the pay-in slip to [ams.law.hku@gmail.com](mailto:ams.law.hku@gmail.com).

3. Kindly send us your company logo in .JPG or .PNG format to facilitate the printing of promotional materials for all our upcoming events.



# UPCOMING EVENTS

The Executive Committee of AMS, Session 2022 - 2023, will continue to strive for excellence and promote advocacy and mooting to law students. In the upcoming year, all of our events will help us achieve the goal of improving the mooting skills of our aspiring advocates.

MAR  
2022

## INAUGURATION CEREMONY

This event marks the commencement of the new Executive Committee tenure. Our sponsors, distinguished guests and representatives from various student bodies will be invited.



JUN  
2022

## A DAY @ HKU

This event is a full-day programme that targets prospective law students. We aim to introduce participants to mooting and give an overview of university life as law students in HKU.



AUG  
2022

## HKU LEGAL ACADEMY FOR THE TALENTED (AMS SESSION)

This event is an advocacy workshop held annually by the Admissions Office at HKU. Featuring mooting trials and sharing sessions, we aim to introduce secondary school students to advocacy and basic legal concepts.



# UPCOMING EVENTS

**AUG  
2022**

## REGISTRATION DAY

This event promotes AMS and its upcoming events to HKU students. First-year students are especially welcomed to register.



**SEP  
2022**

## BOOK SALE

This event is organised for our members to purchase their legal textbooks at discounted prices in preparation for the upcoming academic year.



**SEP  
2022**

## ORIENTATION DAY

This event serves as a platform for freshmen to meet other students in the Faculty. Students are also given an introduction to legal advocacy through the mooting activities held on the day.



**OCT  
2022**

## BASIC LAW MOOTING SERIES

This event is our first mooting event in the coming academic year. Consisting of a workshop and a two-round mooting competition, we aim to equip participants with constitutional law knowledge and enhance their mooting skills.



# UPCOMING EVENTS

**FEB  
2023**

## HONG KONG HUMAN RIGHTS MOOT

Presented by Vidler & Co Solicitors, and co-organised by HKU, CUHK and CityU, this event gives law students the chance to deepen their understanding of human rights law and develop their mooting abilities.



**FEB  
2023**

## JOINT UNIVERSITY MOOTING FESTIVAL

This event consists of a workshop and a two-round mooting competition for our students as well as those from CUHK and CityU. We hope to enhance participants' advocacy skills and their knowledge on contract law.



**MAR  
2023**

## CRIMINAL LAW MOOTING COMPETITION

This event provides participants with the opportunity to apply their criminal law knowledge through mooting. We aim to improve participants' advocacy skills through feedback from experienced adjudicators.





## FURTHER INFORMATION

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Further information about AMS is available on our website ([www.amshku.com](http://www.amshku.com)), our Facebook page ([www.facebook.com/AMS.HKU](http://www.facebook.com/AMS.HKU)) and our Instagram page (<https://www.instagram.com/ams.hku/>).

## CONTACT US

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We value efficient communication between you and AMS for your convenience. Should you have any enquiries, please do not hesitate to contact our Marketing Officers, Anson Chan at 9326 2613 and Flora Ling at 9414 8038 or [ams.law.hku@gmail.com](mailto:ams.law.hku@gmail.com).

Any amount of cash sponsorships will be received with much gratitude. Thank you for your time and kind consideration.

