



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



# MARKETING PROPOSAL FOR SPONSORSHIP 2020-2021

ADDRESS:

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VISIT [WWW.AMSHKU.COM](http://WWW.AMSHKU.COM) FOR MORE DETAILS

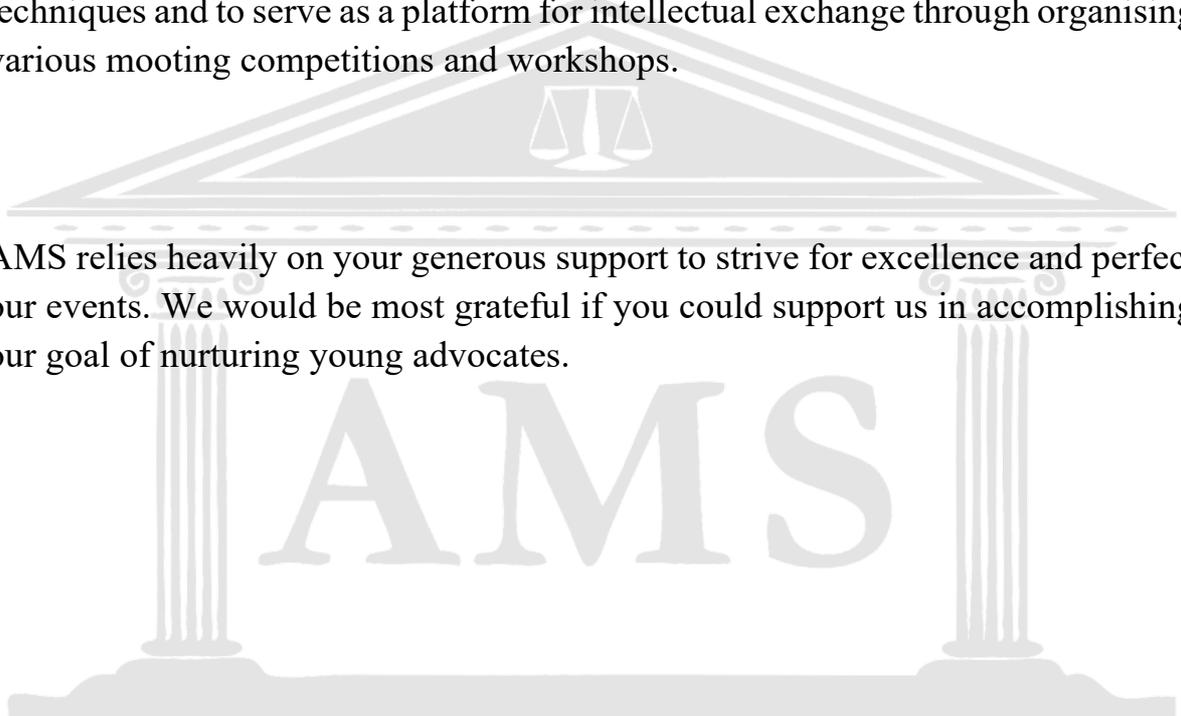


## ABOUT AMS

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The Advocacy and Mooting Society, Faculty of Law, the University of Hong Kong (“AMS”) is a non-profit-making, student-run organisation. Established in 2002, the primary objectives of AMS are to promote mooting among law students and to develop their advocacy skills. AMS seeks to enhance students’ mooting techniques and to serve as a platform for intellectual exchange through organising various mooting competitions and workshops.

AMS relies heavily on your generous support to strive for excellence and perfect our events. We would be most grateful if you could support us in accomplishing our goal of nurturing young advocates.



AMS

## WHAT AMS CAN OFFER

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### Brand Promotion

- AMS' events involve Hong Kong's top judges, barristers, professors and law students.
- Sponsors will enjoy exposure to a wide range of audience in the legal field.

### Image Enhancement

- Your sponsorship will help nurture new generations of advocates.
- 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.

### Engagement with Legal Talents

- Sponsors will be invited to our Inauguration Ceremony, where distinguished individuals in the legal field will be present.
- Sponsors will be able to connect with industry colleagues and aspiring law students.

## CASH SPONSORSHIP

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As a non-profit-making organisation, AMS relies heavily on the continuous support of generous sponsors to finance our daily operations and events. A sizeable amount of sponsorship is required for organising mootings workshops and competitions. Therefore, cash sponsorships are crucial for us to promote advocacy and mootings.

There are three sponsorship packages. The details are as follows:

Sponsorship Title	Platinum	Diamond	Gold
<b>Amount (HKD)</b>	8,000 or above	5,000 – 7,999	1,000 - 4,999
<b>Acknowledgements</b>			
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
Title Sponsor for an event organised by AMS	✓		
Hyperlink to your company website on AMS' website and Facebook page	✓	✓	
Certificate	✓	✓	✓

## OTHER FORMS OF SPONSORSHIPS

### Stationery

Apart from monetary sponsorships, a considerable amount of stationery is needed for AMS' daily operations and events. We will also distribute stationery such as pens and notebooks to freshmen as welcoming gifts on Registration Day. Therefore, any sponsorship of stationery will be highly appreciated.

### Others

Apart from those listed above, we welcome any form of sponsorship that facilitates the operation of AMS.

\*For stationery and other forms of sponsorships, the sponsor will be acknowledged in the Inauguration Ceremony Booklet under the section "Special Thanks". A Certificate of Appreciation will be presented.

## SPONSORSHIP METHODS

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If you are interested in sponsoring us, please kindly:

1. Reply by email to [ams.law.hku@gmail.com](mailto:ams.law.hku@gmail.com) by **14 February 2020 (Friday)**, indicating the form of sponsorship (cash/others) and the respective amount/quantity.

2. In the form of cash

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).

2. In forms other than cash

Inform us of the items and their respective quantities, as well as the time and venue for pick-up.

3. Send us your company logo (in JPG/PNG format) to facilitate the printing of promotional materials for our Inauguration Ceremony and other future events.

## ACTIVITIES IN THE COMING YEAR

The Executive Committee of AMS, Session 2020-2021, will continue to promote advocacy and mooting among law students. This year, our mooting events consist of the Basic Law Mooting Series, the Joint University Mooting Festival and the Criminal Law Mooting Competition. We will also provide welfare to our members.



Apr  
2020

### Inauguration Ceremony

Marks the official start of the new session of the Executive Committee. AMS sponsors, honourable guests and student representatives from various universities will be invited.

### One Night Stay @ HKU

Encourages potential law students to engage in the study of law by giving them a taste of law school and mooting.

Jun  
2020



### Young Legal Professional Summer Programme

Introduces mooting and rudimentary legal concepts to Secondary 5 students through a mooting workshop and a mooting trial.

Jul  
2020



### Registration Day

Promotes AMS and our upcoming events. Students will be encouraged to register as members. Sponsored items such as stationery will be distributed in AMS' freshmen pack.

Aug  
2020





Sep  
2020

### Book Sale

Organised for members to purchase textbooks at discounted prices for the new school year.

### Orientation Day

Consists of a mooting demonstration, a mooting trial, and a sharing session by advocates. Builds a strong bond between the Executive Committee and new members.

Sep  
2020



THE HIGH COURT



Oct  
2020

### Basic Law Mooting Series

It is the first mooting event in the coming academic year. AMS will organise a workshop hosted by elites from the legal field to equip participants with mooting skills and knowledge of Constitutional Law.

### Joint University Mooting Festival ("JUMF")

Co-organised with the Chinese University of Hong Kong and the City University of Hong Kong, JUMF is a Contract Law moot that aims to strengthen participants' understanding of this important area of law.

Feb  
2021



高等法院 THE HIGH COURT



Mar  
2021

### Criminal Law Mooting Competition

Provides law students with an opportunity to deepen their knowledge in Criminal Law and serves as a platform for law students to learn from experienced practitioners.

## MORE ABOUT AMS

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More information about AMS can be found on our website ([www.amshku.com](http://www.amshku.com)) and Facebook Page: Advocacy and Mooting Society, Faculty of Law, the University of Hong Kong ([www.facebook.com/AMS.HKU](http://www.facebook.com/AMS.HKU)).



## CONTACT US

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Thank you for taking the time to consider our sponsorship packages. We are dedicated to ensuring optimal benefits for both sponsors and AMS. Any form and amount of sponsorship would be highly appreciated.

Should you have any enquiries, please do not hesitate to contact our Marketing Officers Daphne Lam at 9046 0806 or Kitty Ngai at 6629 6178, or through [ams.law.hku@gmail.com](mailto:ams.law.hku@gmail.com).



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