



跑出未來



RUN FOR CHANGE

2017@Tai Po

To Change Climate Change

A Sunny Day Run
A WWF-HK's 35th Anniversary Event



Date: 19 February 2017 (Sunday)

Time: 8:30a.m. – 12:00 nn

Venue: Science Park → Chong San Road → Pok
Yin Road → Yau King Lane → Science Park

WWF RUN FOR CHANGE 2017 @ Tai Po

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“WWF Run for Change” is back. We’re calling on all eco-warriors with a passion for running to celebrate WWF-Hong Kong’s 35th anniversary with us, and raise funds for our conservation and education works. WWF Run for Change will take place on 19 February, Sunday at Tai Po.

The Race is divided into the following categories according to gender and age:-

- 1 km Family Relay Run
- 3.5 km
- 10 km

WWF RUN FOR CHANGE 2017 @ Tai Po



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Targets

- 3,000+ Participants
- Amateur & Veteran Runners
- Aged 10 or Above
- Individuals & Families
- Corporate / Group Teams

Race Category

3.5 KM / 10 KM

- Individual
- Corporate Team (3 or 4 runners)
- Group Team (3 or 4 runners)

(* Team's result is based on the top 3 runners' results)

Family 1 km Relay (3 runners)

WWF RUN FOR CHANGE 2017@Tai Po CORPORATE SPONSORSHIP CONFIRMATION

Sponsorship deadline: 23 . 12 . 2016 Corporate Participation deadline: 23 . 1 . 2017

Our company would like to support WWF Run for Change 2017@Tai Po and participate in Corporate Race:

	3.5 km Group	10 km Group
3-runner team	_____ team(s) Minimum donation : HK\$3,000 (Special offer HK\$2,500 for WWF's partner)	_____ team(s) Minimum donation : HK\$3,000 (Special offer HK\$2,500 for WWF's partner)
4-runner team	_____ team(s) Minimum donation : HK\$4,000 (Special offer HK\$3,500 for WWF's partner)	_____ team(s) Minimum donation : HK\$4,000 (Special offer HK\$3,500 for WWF's partner)

Method of Donation

Do you need an invoice from WWF?

☐ Yes. ☐ No. Our company will send the cheque directly to WWF-Hong Kong.

Cheque payable to : **World Wide Fund for Nature Hong Kong** ; Mailing address : 15/F, Manhattan Centre, 8 Kwai Cheong Road, Kwai Chung

Contact Person Information

Company Name (Chinese) _____ (English) _____

Contact Person _____ Title _____

Phone no. _____ Email address _____

Correspondence Address _____

Signature / Company Chop _____

*All corporate sponsors will receive a certificate for appreciation. If you wish to save our expenditure on this, you can choose not to receive it.

☐ We DO NOT need the certificate.

Please complete and return this reply slip via one of the channels below:

Email : events@wwf.org.hk OR Mail : WWF-Hong Kong, 15/F Manhattan Centre, 8 Kwai Cheong Road, Kwai Chung

For enquiries, please contact: Tiffany CHENG (ytcheng@wwf.org.hk/ 2161 9648) / Cavour LUK (cluk@wwf.org.hk / 2161 9649)

WWF RUN FOR CHANGE 2016@Tolo Harbour –Event Recap

- **Attracted over 2,000 participants**
- **86 corporate teams and 91 public teams**
- **Raised over HK\$1.2 million for WWF's conservation and education work**



WWF RUN FOR CHANGE 2016@Tolo Harbour –Event Recap



WWF RUN FOR CHANGE 2016@Tolo Harbour –Event Recap



WWF RUN FOR CHANGE 2016@Tolo Harbour – Corporate Partnership

星級贊助 Star Sponsor

(依英文字母排列 In alphabetical order)



活動贊助 Event Sponsors



特別鳴謝 Special Thanks



媒體夥伴 Media Partner



“Green Features” of Run for Change 2016@ Tolo Harbour

- Race medals and trophies were made of recycled felt collected from exhibition, with the aim to reduce carbon emissions during the manufacturing process:



- The use of an electricity-saving lighting system at the venue to reduce electricity consumption;
- Encouraging participants to use public transportation to reduce carbon emissions ;
- Encouraging participants to carry their own water bottles or reservoirs to avoid provision of paper cups;
- Reusable meal boxes and utensils were also offered to staff to reduce waste ;
- Reduce the number of posters and certificates printed, use the e-copy instead. And choose the paper certified by Forest Stewardship Council (FSC) if needed.
- Launched the online enrollment platform to reduce the use of paper application form;
- WWF-Hong Kong purchased carbon offsets for the event, compensating for the carbon emissions it did produce by supporting green projects in developing countries.

<i>Exposure of Run for Change 2016 @Tolo Harbour</i>	<i>Reporting numbers</i>
WWF own promotion channels : Newsletter, Website, Press release	10
WWF social media : Facebook, Instagram	13
Advertisement : Apple Daily, Economic Digest, Ecozine, Facebook ad, Google ad, Hong Kong Day, Metro Daily, Oriental Sunday, Sportsoho, U Magazine, WeShare	29
Media : Apple Daily, Ambassadors' facebook, Ecozine, Mazda newsletter, Oriental Daily, SCMP, Sportsoho, Sport-lovers group, TVB Weekly, Warner Music	39
Total:	91

Run for Change 2016 - Media coverage

Apple Daily
22/5/2016



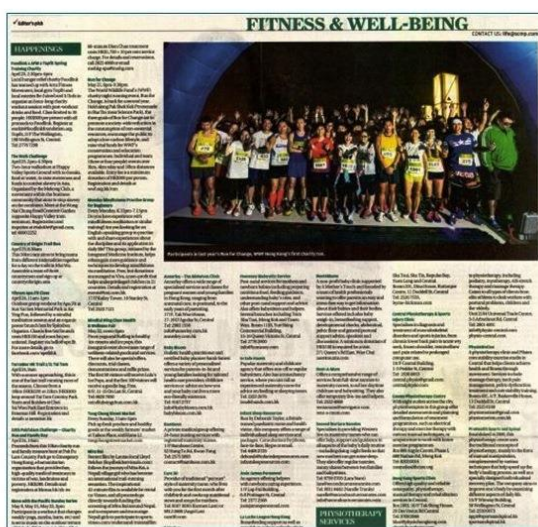
連詩雅跑步跑上癮

連詩雅 (Shiga), 曾若華 (Jude) 昨日在科學園出席「跑出未來」慈善夜跑活動。他們參加三公里賽事。Shiga自稱每星期跑步三、四天：「跑步真係會上癮，雖然有啲舊恙，但想跑半馬，所以唔停練習。」她又自爆怕冷：「我仲覺到好冷，我哋一啲bra-top短褲跑步，我都好型，覺得好型。」

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Oriental
Daily
21/5/2016



TVB Weekly
25/4/2016

SCMP
19/4/2016



Apple Daily website ad



Google ad banner

U-magazine
8 & 22/4/2016

Run for Change 2016

Promotion – WWF's channels



Website e-banner



Members news-letter



Facebook



Run for Change 2016 Promotion - Others



Facebook of sports lovers group



Event Ambassadors' Facebook:
Mr Gi Ka-man, the Hong Kong record holder for the men's half marathon and singers Ms Shiga Lin and Ms Jude Tsang

Thank you
wwf.org.hk

WWF-HONG KONG

+100

WWF's network
is active in over
100 countries

+35,000

WWF-Hong Kong has
over 35,000 individual
financial supporters

1961

WWF was founded
In 1961

1981

WWF-Hong Kong was
established in 1981, to
deliver solutions for a
living planet

