



Sponsorship Media Kit

www.hkywa.com

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HONG KONG
YOUNG
WRITERS AWARDS
2012



THE HONG KONG YOUNG WRITERS AWARDS 2012

As the Hong Kong Young Writers Awards (HKYWA) enters its third year, P3 Publishing is inviting schools across Hong Kong, Macau and China to join in and flex their creative muscles. The awards are designed to **promote excellence in English language and literature** in Southeast Asian local and international schools, as well as to foster community spirit and communication between schools and businesses throughout the region.

The HKYWA concludes with a selection of the work submitted by students being **professionally published** in an Anthology. The Anthology will be presented to the winners at an awards ceremony, held in conjunction with the City University of Hong Kong, in April 2012. The Anthology will then be officially **launched to the public** in one of our sponsor's bookstores.

Students between the **ages of 5 and 16** will display their creative talents in three different categories: Fiction, Non-Fiction and Poetry. We also run a special division for children with individual learning needs, and there is a Cover Art award, the winner of which adorns the front of the Anthology. Continuing with the regional Chinese themes of the previous HKYWA, the theme for 2012 will be ***New Tales of the Yangtze River***.



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WHY SPONSOR THE HKYWA?

The HKYWA offers a unique opportunity for sponsors, allowing you to access students of all ages, parents from all walks of life and an enormous range of educational institutions.

These are some of the ways in which sponsoring the HKYWA could help your company's community-based image:

- ✦ Raise brand awareness through our **extensive media campaign**
- ✦ Use **sponsors' networks** to effectively target your audience
- ✦ Create a **patron of the arts** image
- ✦ Promote your **high standards** through your focus on **shared values**
- ✦ **Expand your client base** through your support for the educational community

WHO IS INVOLVED?

Students

- The HKYWA reaches **over 30,000 students**.
- **Over 400 international and local students** between the ages of 5 and 16 are shortlisted for entry into the competition.
- The number of students that the competition reached **increased by 50%** from the 2010 to the 2011 awards.

Schools

- **Hundreds of teachers** help to lead the HKYWA at a school level.
- Over **200 schools** across Hong Kong, Macau and China are invited to participate.
- Of all participating schools in 2011 **54% were secondary schools; 41% were local schools**.

Charities

- The HKYWA has donated **HK\$44,500** to internationally renowned charities to help to improve literacy rates across Asia.
- The HKYWA has previously worked with **The Christina Noble Children's Foundation** and **Room to Read**. The charity that the HKYWA 2012 will support is to be confirmed.



GROWTH AND DEVELOPMENT OVER THE PAST TWO YEARS

- In 2011 the HKYWA was opened to international schools in China for the first time. **8% of all final submissions** were from students in China.
- There was a **22% increase in the number of submissions** between 2010 and 2011.
- Since 2010 the HKYWA has **increased its media exposure by 61.2%**.
- Contact with schools increased **59% from 2010 to 2011**.

P3 are committed to continuing the growth that the HKYWA has enjoyed over the past two years.

SPONSORS' VISIBILITY

Events

Event for sponsors:

P3 will hold an event for the sponsors of the HKYWA on 7th February 2012 to celebrate the bicentenary of Charles Dickens' birth.

Awards Ceremony:

P3 will hold the awards ceremony in April 2012, where the award **winners are presented with their prizes and published anthologies.**

The Anthology book launch:

- **The Anthology is officially launched** to the public in one of our sponsor's bookstores on the Saturday following the awards ceremony.
- During the launch P3 holds a **book signing session** with the award winners.
- On the afternoon of the book signing **over 1,000 books** are distributed to the public.

Advertising Campaigns

Online tools:

P3 runs a website specifically for the awards: www.hkywa.com. This website was viewed 944 times during the two weeks either side of the awards ceremony in 2011. P3 will also publicize the HKYWA through Facebook.

Schools & bookstores:

P3 regularly sends information sheets and posters to the participant schools; the **posters include all sponsors' logos**. P3 will also provide these posters to our sponsor's bookstores.

The Anthology:

- All sponsors are provided with **one full page in the Anthology.**
- **3,000 copies** are printed.
- Certain sponsorship packages also give sponsors **logo placement on the cover and spine of the Anthology** and on the **sponsors' page.**

Playtimes magazine:

Regular **updates and adverts** for the competition, which **include sponsors' logos**, will also be run in *Playtimes* magazine, which has a circulation of 20,000 and readership of over 60,000.

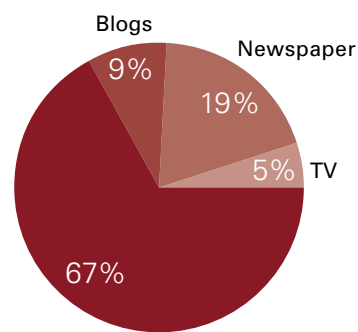
PR Campaign

Since 2010 the HKYWA has **increased its media exposure by 61.2%** through our expanding media campaign, which now includes TV.

In 2011 the HKYWA PR campaign was estimated to have reached **over 2 million people** in Hong Kong.

Before, during and after the awards ceremony the HKYWA press office works with **Hong Kong and international media** to promote the awards and its sponsors.

P3 delivers a press kit to the media, which includes **sponsors' logos and company descriptions.**



Schools' Publications

Schools' publications: Daily 7 Daily10 and the English Schools Foundation (ESF), Discovery Bay International School, St. Margaret's Co-Educational Secondary and Primary School, among others, all regularly featured news on the HKYWA.

Blogs: HKYWA was covered on blogs written by schools and by students. HKYWA appeared on student's blogs as well on the blogs of Discovery Bay International School, Margaret's Co-Educational Secondary and Primary School and Beacon Hill School, among others.

Newspapers: the HKYWA has previously been featured in newspapers such as the South China Morning Post, Oriental Daily (circulation: 727,948), and Sun Daily (circulation: 537,000).

TV: BBTV televised a feature that contained interviews with a previous HKYWA winner and Jo Allum, P3's Director of Publications. The journalists chose to feature the HKYWA to support and inspire creativity in Hong Kong.



少年作家關注器官買賣

【本報訊】中三女生蘇子晴因對有關內地非法買賣器官的報導深感探討。去年將得獎作品《The Decision》(決定) 最近實著者在事前的內心掙扎及事後的悔恨，藉此宣揚器官買賣的重要性，並呼籲關注器官買賣的問題。她的創作獲首屆香港少年作家獎年度大獎，及十二至十四歲聯軍小說類大獎。

子晴是改軍女書院中三學生，三歲起開始閱讀，至今有著幾千本。視閱讀與寫作為興趣，曾發表過幾篇短篇小說，「幫手

Oriental Daily News, 25th April 2010



South China Morning Post's Young post, 18th May 2011

SPONSORSHIP PACKAGES

Package	A	B	C	D
Print advertising				
Logo placement on the Anthology redemption vouchers	✓	✓	✓	✓
Logo placement on press releases and media statements	✓	✓	✓	✓
Logo placement on materials sent to schools and parents	✓	✓	✓	✓
Logo placement in <i>Playtimes</i>	✓	✓	✓	✓
Logo placement in all event media	✓	✓	✓	✓
1 full page in the published Anthology	✓	✓	✓	The FIRST full page in the Anthology
Logo on sponsors' page inside the Anthology	✓	✓	✓	✓
1 full page advert in <i>Playtimes</i> magazine	✗	✗	✓	✓
Logo on cover and spine of the Anthology	✗	✗	✗	✓
2 full page adverts in <i>Playtimes</i> magazine	✗	✗	✗	✓
Insert in <i>Playtimes</i> magazine	✗	✗	✗	✓
Free copies of the Anthology	50	75	100	150
Online advertising				
Logo placement on the competition website	✓	✓	✓	✓
Click through logo on the competition website	✗	✓	✓	✓
Awards Ceremony				
Logo placement at the awards ceremony in April 2012	✓	✓	✓	✓
Invitation to present your named prize at the awards ceremony	✓	✓	✓	Invitation to present the FINAL prize
Involvement in the judging process				
Invitation to elect a representative to judge	Invitation to elect one judge	Invitation to elect one judge	Invitation to elect a judge to sit on the FINAL panel	Invitation to elect 5 judges
Naming rights	For one award (e.g. Group 1 Poetry)	For three awards within 1 section (e.g. Group 1)	For full section (e.g. all Poetry awards)	For the competition (e.g. The XXX HKYWA 2012)
Cost	HK\$46,000	HK\$75,000	HK\$180,000	HK\$295,000