



HONG KONG
YOUNG WRITERS AWARDS

2018

SPONSORSHIP KIT



“People from a wide range of fields, from the business world to the entertainment industry, now recognize that the ability to tell stories is one of the most important skills a person can have. Getting involved with a contest is a great way to have fun and be recognized.”

Nury Vittachi

HKYWA Founder and Chairman of Judges.

As the Hong Kong Young Writers Awards (HKYWA) enters its ninth year, Playtimes is inviting schools across Hong Kong, Macau and China to join in and express their creativity and imagination. Thanks to new media and digital technologies, Secondary students aged 16-18 can now approach this new genre with interactive narratives. These digital stories can encompass a digital animation/short film or a digital storyboard that combines photographs, video, animation, sound, music and text, with a narrative voice. Students can work individually or collaboratively to produce their own digital stories that will be uploaded to the Internet and made available to an international audience. Students between the ages of 5 and 18 are invited to display their creative talents in five different categories: Fiction, Non-Fiction, Poetry, Cover Art and the new Digital Storytelling category. We also run a special division for children with Different Learning Abilities. In addition, the winner of our Cover Art award adorns the front of a printed Anthology.

The HKYWA concludes with a selection of the work submitted by students being professionally published in a printed Anthology. The Anthology will be presented to the winners at an awards ceremony, held in March 2018. The Anthology will then be officially launched to the public at the Bookazine book store in Prince’s Building. In addition, we also publish to all entries online as an e-book.

New Journeys to the West

Almost 1400 years ago, a brave young monk made a multi-year journey from China across the southwestern mountains to India. His trip was celebrated in a novel called Journey to the West, written about 500 years ago.

In the novel version of the tale, the young monk, whose name is Xuanzang, is accompanied by magical companions, including the Monkey King, a friar and a talking pig. The odd group of friends battle strange monsters and suffer hardships, before learning that overcoming difficulties is necessary for the monk to find true spiritual fulfilment.

But the true story on which the novel is based is also remarkable. The real life Xuanzang travelled for years and found a magical community of learning in India called Nalanda – which historians believe might be the first campus university in human history.

So Journey to the West is really two collections of tales – one from the novelist’s imagination, and one from history. And it also launched a fascinating literary character. In real life, the monk learned about an Indian god called Hanuman. In the novel, we meet the Monkey King, a creature with magical powers who is mischievous but ultimately on the side of good.



Founding Purpose

To foster excellence in creativity by providing students with the opportunity to develop their expressive talents and expand their horizons.

Vision

Growth

We work to:

- Encourage more students to write and submit entries year on year.
- Make a positive impact on English literacy rates in Hong Kong, China and Macau.
- Make our annual competition a significant date in the educational calendar.

Impact

We strive to:

- Prepare students to become better writers and artists and help them produce higher quality entries.
- Nurture students beyond the award ceremony to further develop them as writers and artists.
- Recognise talented students and ensure that they become more involved in their school and the educational community as a whole.
- Treat each category with equal importance to support a broad range of creative written pieces, original short films and artistic skills.

Development

We hope to:

- Create workshops designed specifically around the theme of the competition to foster entries of the highest quality.
- Encourage students to delve into the element of Non-Fiction to discover more about cultural landmarks and their future in China.
- Increase the number of interactive features on the HKYWA website:
 - Post webinars and tutorial videos regarding writing.
 - Offer links on writing.
 - Create a platform for children to post and share their experiences and questions.
- Award the winners a place at an acclaimed writing course.
- Have previous winners visit schools and classrooms of aspiring authors and artists.
- Expand prizes to include Scholarships towards the future education of winners.
- Bring creative workshops to schools to encourage children to write and create.

Who is Involved?

Schools

At the school level, over 100 English teachers engage with the competition over the course of the school year. Each teacher can select 10 written entries to submit from their class. With 19 separate categories to choose from, the competition is aimed to cover the broad spectrum of curricula taught in Hong Kong and China.

Students

Over 900 students between the ages of 5 and 18 submitted entries to HKYWA 2017. 112 were shortlisted by our chairman of judges Nury Vittachi for the final judging process and 10 entries were shortlisted for the Cover Art category.

Sponsors

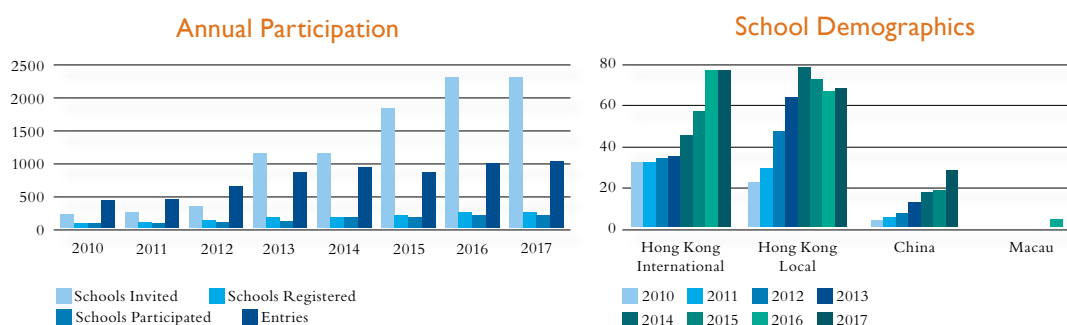
Sponsors play a crucial role in the competition. Their chosen representatives are involved in the final judging process and provide feedback to the winners. These representatives also attend and present their awards to the students at the Awards Ceremony.

Previous Sponsors



Growth of the Awards

- In 2011 the HKYWA was opened to international schools in China for the first time. In 2014, 9% of schools that participated in the competition were from China.
- The number of submissions received in 2017 represents a 130% increase over those received in 2010 when the competition began.
- The number of schools that participated in 2017 represents a 152% increase over those that submitted entries in 2010 when the competition began.



Milestones

2011

- Competition was opened to international schools in China

2012

- 53% growth, the largest increase in the number of entries received

2013

- Supported by the Education Bureau
- Invited every school in Hong Kong to participate

2014

- Record number of submissions

2015

- Digital categories introduced

2016

- Record number of registrations and submissions

2017

- Record number of registrations and submissions
- Record number of registrations from China
- Record number of winners from China

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. The awards provide an exclusive platform to encourage the next generation to develop creative thinking and communication skills, boosting the prospects of every individual taking part as well as Hong Kong's future talent pool.

These are some of the ways in which sponsoring the HKYWA can help your company's community image.

Supporter of Education
and the Literary Arts

Expand your Client Base

Reach a significant
target audience through
HKYWA network

Choose a level of involvement
based on your specific
resources and goals

Raise your Brand Awareness

Enhance your company's
Corporate Social
Responsibility Programme

"Megan grew so much more interested in this year's topic. She has learned tons of Chinese history during her researching and writing process."

Parent comment.

"The annual HKYWA competition has become an integral part of our school's literary focus, especially as the chosen themes are not only relevant to our students but very motivating as well. Our school has been very lucky to have had several students chosen for the shortlists over the years and lately winning two categories. This honour has had a huge impact on the whole school community and heightened awareness of writing as a creative art form. We eagerly look forward to next year's challenge."

Megan Lindsay

Teacher Librarian, Primary Department, German Swiss International School

"It's a great opportunity for the students to challenge themselves to write for a wider audience in mind. They learn time management, responsibility, and the power of editing and writing many drafts until they are happy with their piece."

Denise Kaw

3rd Grade Learning Support, Western Academy of Beijing

“Our school has taken part in the HKYWA competition for five years. My students like it a lot because it encourages them to use their imagination and to think outside of the box. Through creating characters and scenarios, youngsters learn to consider reality in a different light. Writing stories also allows my students to express themselves freely – their thoughts, feelings and beliefs. They feel good seeing their mind at work and hence they look forward to the HKYWA competition every year.”

Joyce Lo

Teacher, Maryknoll Convent School (Secondary Section).

“The competition made me think more carefully about my word choice and encouraged me to keep writing!”

A successful contestant from German Swiss International School.

“HKYWA is a valuable writing competition for our students as it gives them a forum whereby they can write creatively be it fiction, non-fiction or poetry about a topic that is part of the local culture, knowing that their work will be read by the wider community and possibly published in HKYWA’s annual anthology. The process of writing and entering the competition is a positive one with our students those who enter are engaged on the topic, enjoy researching the topic and finding out more about Chinese culture/history and using their research to inform their own writing. In addition, the Awards Ceremony creates an air of excitement for those students who are fortunate enough to be invited and the public forum attended by short-listed writers, parents, members of the wider community, well-known writers gives the students a sense of value as writers which is a really positive outcome of this competition.”

Lindsay Tandy

Head of English Faculty, Sha Tin College

“South Island School students working within the Film/Television and Media department have engaged well with the digital storytelling category since the inaugural award in 2015. Using the medium of film, the HKYWA themes have been challenging but ultimately rewarding for the students. 2015 winner, Caitlin Chan has since graduated from South Island and is now attending the prestigious New York University: Tisch film programme. For HKWYA 2017 we are planning to build the competition into our curriculum and getting other schools involved as well.”

Ian Williamson

Head of Film/Television and Media Department, South Island School

Sponsors Visibility

Online

- HKYWA.com
- Facebook Page
- School and educational institution websites

Education Post Media Partner

- 2 x eDMs to EP & YP student database (about 25,000 students)
- Banner on Education Post website
- Winner story published on EP website
- Announcement on EP Facebook
- Post-event editorial coverage
- Young Post Junior Reporter Club membership for all category winners
- A Day in the Newsroom for the HKYWA Young Writers 2017
- Interview with winners published in Education Post

Schools

- Posters to schools
- EDMs to 1800 schools and teachers from August 2016 to May 2017
- School publications including newsletters and yearbooks
- 9 months of exposure

Playtimes Magazine

- Advertising campaign starting in September
- Article in June issue that features Event & Winners
- 10 months of exposure
- Readership of 60,000+

Bookazine

- Display posters and banners
- Featured in eNewsletter
- Flyers in bookstores
- Sole distributor of the Anthology

Newspapers

- Articles and editorials have been featured in *South China Morning Post*, *The Student/Junior Standard* and *Time Out Magazine*

The Hong Kong Young Writers Awards 2017

Media Partner

The New Tales of Old Shanghai

South China Morning Post partners with Hong Kong Young Writers Award 2017

Does your child have a creative and extraordinary artistic ability that should be showcased for all to see? The Hong Kong Young Writers Awards 2017 (HKYWA) offers young people the opportunity to participate in a regional creative competition to win a variety of prizes and even the chance to be published!

The HKYWA website provides details on the following information: www.hkywa.com
Detailed information under the FOR TEACHERS tab.

Sponsors

Organizer

The Hong Kong Young Writers Awards 2017

South China Morning Post partners with Hong Kong Young Writers Award 2017

The New Tales of Old Shanghai.

Sponsors

Media Partner

Organizer

Schools

- Posters to schools
- EDMs sent by email to to 700+ International, 1000+ EDB 200+ EDB Aided in Hong Kong and 380+ in China/Macao, school principals, teachers and librarians from August 2017 to May 2018
- 10 months of exposure



Playtimes Magazine

- Advertising campaign starting in September
- Article in June issue that features Event & Winners
- 10 months of exposure



Online

- HKYWA.com • Facebook Page • Twitter • LinkedIn • Google+
- School and educational institution websites



Bookazine

- Display posters and banners
- Featured in 3 eNewsletters The Hong Kong Young Writers Awards 2017 to 20,000 email addresses in the region featuring the
- Sole distributor of the Anthology



Media Coverage

International New York Times

Hong Kong Young Writers Awards

Introducing an exciting opportunity for all budding writers, artists and filmmakers!

Does your child have a creative and artistic ability that should be showcased for all to see? The Hong Kong Young Writers Awards 2015 (HKYWA) offers young people the opportunity to compete in a regional creative competition to win a variety of prizes including Bookazine gift bags, Faber-Castell stationery and the chance to be published in the International New York Times!

Primary and Secondary school students from Hong Kong, China, and Macau are invited to use their creativity and imagination in this year's topic *New Tales of the Pearl River Delta*. Original pieces of Fiction, Poetry, Non-Fiction, Cover Art, Digital Storytelling and Digital Publishing will be accepted and assessed by our panel of judges during this academic year. 100 top entries will be published in an anthology and recognised at our awards ceremony in April 2015.

Our partnership with the Hong Kong Education Bureau has allowed us to invite every school in Hong Kong. So please get in touch with your English, Film Studies or Media teacher to make sure your school can be involved this year.

New Tales of the Pearl River Delta

The Pearl River Delta, located in southern China, is one of the country's fastest developing and dynamic regions. A melting pot of foreign influence and traditional Chinese culture, the Pearl River Delta is rich in history, allied by a complex fusion of European and Chinese philosophies, architecture, and cuisine. Where east meets west, these two ports represent a small but important part of the urban region.

This year we encourage students to explore the history and culture that surrounds the cities of the Pearl River Delta in order to produce their new and exciting tales. Judges will recognise entries on how the Pearl River Delta is represented through the written, art and film pieces submitted this year.

Budding authors and artists must register through their school before 30 October 2015. Contact hkywa2015@ppp.com.hk for more details.

International Media Partner
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Hong Kong Young Writers Awards

New Tales of the Pearl River Delta

The HKYWA team would like to wish you a happy and prosperous Chinese New Year!

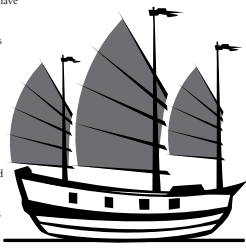
We have reached the end of the submission process for this year's Hong Kong Young Writers Awards. We were very impressed with the quality of the entries this year, we want to thank our sponsors and all the teachers who have registered this year.

All entries will be made available on our website www.hkywa.com, in an eAnthology. All shortlisted entries will be professionally published in a printed Anthology.

For more information contact
hkywa2015@ppp.com.hk

This year, we had over 180 schools registered from Hong Kong, China, and Macau. We have had over 850 submissions across all the categories, which are now in the process of being judged and shortlisted.

We are so proud of the effort the students have put in this year. All shortlisted students will be notified so be sure to ask your teacher to see if you have received an invitation to the HKYWA Awards Ceremony on April 29, 2015.



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South China Morning Post

“The Hong Kong Young Writers Awards 2017

by JOHN BRENNAN

JULY 3, 2017



The Hong Kong Young Writers Awards have sparked the imagination of the city’s young wordsmiths for the past eight years. And, maintaining that high level of interest and enthusiasm, this year’s contest attracted a record 990 entries across the various age groups in categories for fiction, non-fiction, poetry, digital storytelling and cover art.

The writers and artists were set the theme of “New Tales of Old Shanghai”. Surrounded by a defensive wall, the Old City continued to be the seat of Chinese authority even after foreign powers took control of parts of Shanghai in the 19th century.

The subject inspired everything from epic tales to sharply focused pieces packed with descriptive detail. From a shortlist of 112 young authors, the panel of judges led by Nury Vittachi, one of Hong Kong’s leading literary figures, had the difficult task of choosing the 19 winners announced at a ceremony held in March at Cyberport.

Repeating her success in 2016, this year’s overall winner was Gabrielle Tse Mei-ying. The 17-year-old student at Carmel Pak U Secondary School wrote *Siege*, a romantic tale of nameless young lovers caught at a crossroads in history.



“It is set in the final years of the golden age of Shanghai, right before the Sino-Japanese War,” Tse says. “I wanted my lovers to resemble the background characters in an oil painting - you want to guess what their story might be.”

She was inspired by Taiwanese author Pai Hsien Yung’s descriptions of old Shanghai.

“Another inspiration was the poetry of Yu Kuang Chung. I chose an excerpt from his poem *The Double Bed* as the epigraph of my story. The title *Siege* comes from that as well.”

Tse plans, one day, to write a full-length novel. “That’s always been my dream,” she says.

Arista Lai, a 15-year-old student at the German Swiss International School, the joint overall winner for 2017, has already started on a full-length work.

Her entry, *Reimagining History*, which won the Fiction - Group 4 award, centres on a venerable pagoda about to be swept aside for property development.

In her story, an artist is commissioned by a historian to visit the pagoda, delve into the different rooms and, thereby, explore the different eras of Shanghai’s history, she explains.



Given her own love of history, Lai wanted her story to show how important it is to remember where we come from. “As a Chinese person, I’ve always loved traditions and the pagoda is a fundamental facet of Chinese culture,” she says.

Other writers examined real-life events, places or characters in their submissions. Building a Metropolis by 16-year-old Elin Chan Yi-lin, a student at Sha Tin College, took the prize in the Non-Fiction - Group 5 section. She chose to write about a broad spectrum of events affecting Shanghai.

“There’s more to the city than just finance,” Chan says. “It is filled with history and very colourful. There’s the art, the nightlife, so many things that make Shanghai.” She made reference to past events, going back to when the city was first subject to western influences, to show how Shanghai became the place it is today.

“I started to get very interested in writing when I was in Year 6,” Chan says. “I’ve now started to look deeper into my thoughts and emotional experiences and am writing about that.”

Clara Bunting, a nine-year-old student at Kau Yan School, took first prize in the Non-Fiction - Group 1 category, with her piece entitled, “An Old Shanghai that is fading away...”.

She describes how, along with its old buildings, other signs of Shanghai are gradually disappearing.

“The people who used to live in the buildings have been forced to move away and are losing their friendships,” she says, noting that their experience resembles that of her own family.

“My mother used to live in Beijing and saw lots of buildings being knocked down. We live in an old building in Sai Ying Pun and, when I walk to school, I see many old shops - one has a cat in it that is very cute.”

The Poetry - Group 1 award went to Cheryl Trinity Lai, a seven-year-old student at St Paul’s Co-educational College Primary School, for her poem *Wishing Tree in Old Shanghai*.



“It’s about a plane tree seed being brought to Shanghai a century ago,” Lai says. “The seed was planted in a garden and slowly grew bigger and stronger, as did Shanghai.”

Despite surviving a civil war and a world war, the tree is now threatened with the axe.

“I wanted to tell everyone that, when we are expanding our economy, we are also destroying our environment and nature,” Lai says.

She cites *The Giving Tree* by Shel Silverstein as a source of inspiration.

The poem *New Tales of Old Shanghai* won eight-year-old Lily Mei Peckham first place in the Poetry – Group 2 category.

“My poem is about Shanghai, and how the city has changed,” says the Kennedy School student. “It is about youth and age. In the poem, a young girl’s grandmother remembers what Shanghai used to be like.”

Obviously serious about her work, Peckham tries to write in her diary every day and plans to make a book of her poems.

All those who made the shortlist for their writing or artwork had the thrill of seeing their work published in an anthology titled *New Tales Of Old Shanghai*.

One of five finalists in the Fiction – Group 1 category was Cyrus Chu, an eight-year-old student at Sha Tin Junior School. In *The Battle of Shanghai*, he tells the story behind the construction of the Old City’s huge defensive wall.

A fan of martial arts stories, Chu recalls how proud his mother was on receiving the email to say he had been shortlisted.

Faber-Castell

The screenshot shows the website for the Hong Kong Young Writers Awards 2014, sponsored by Faber-Castell. The page features a navigation menu with links for Home, Events, Hong Kong Young Writer's Award 2014, History & Information, News, Products, Premium & Corporate Gift, Press Room, Events, Kid's Club, Writer's Club, Store, and Contact Us. The main content area includes several paragraphs of text:

The Young Writers Awards encourages children to utilise their creativity and imagination. This is consistent with Faber-Castell's aim to facilitate children to explore and display their creativity through drawing, painting and writing. For a second year, Faber-Castell will show its support towards the young people of Hong Kong by being the sole sponsor and judge for the Cover Art categories in HKYWA 2014.

The HKYWA is a highly regarded writing and art competition for any school in Hong Kong and China to participate in. It invites students aged 5 to 16, to create their own original work, under the theme "New Tales of the Gobi Desert". The competition accepts entries for Cover Art, Fiction, Non-Fiction, Poetry with 165 schools registered this year.

The HKYWA 2014 anthology, that features the best work from the top 100 students will be published at the end of April with thousands of copies distributed all over Hong Kong. We cannot wait to see the imaginative art pieces representing the Gobi Desert made by our next generation of young artists.

The Faber-Castell Award for Cover Art would be presented to the winning student and organise the art exhibition at the Awards Ceremony on **April 23, 2014 @ Cyber Port**. Faber-Castell will provide special stationery prizes to this year's 100 shortlisted students as another part of our valued contribution to the 2014 Awards.

Below the text is a banner for the 2014 awards, featuring the title "HONG KONG YOUNG WRITERS AWARDS 2014" and several award certificates. Logos for sponsors like Papyrus and others are visible at the bottom of the banner.

Gallery



Culmination of HKYWA 2018

Awards Ceremony

- Held at Cyberport in the Ocean View Court
- Attended by 400+ guests (students, parents, teachers and sponsors)
- Trophies and Prizes are presented
- Sponsor logo recognition in backdrop, all posters and individual trophies
- Sponsors as judges and/or presenters

Book Signing

- Held at Bookazine on the Saturday following the Awards Ceremony
- Open to all members of the public
- All participants invited to attend
- Sponsor logo recognition in all posters, banners and the Anthology

Anthology

- Sponsor logo on inside front cover
- Sponsors also provided with a full page for their message of support
- Printed and distributed to schools, sponsors and book stores
- Permanently stocked in school libraries and students' homes
- Online version produced with Sponsor logo on inside front cover



Sponsorship Packages

Package	Bronze	Silver	Gold	Platinum	Sapphire	Diamond
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 Playtimes magazine	✓	✓	✓	✓	✓	✓
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 Playtimes magazine	x	x	x	x	✓	✓
Logo on cover and spine of the Anthology	x	x	x	x	x	✓
2 full page adverts in Playtimes magazine	x	x	x	x	x	✓
Insert in Playtimes magazine	x	x	x	x	x	✓
Online advertising						
Logo placement on the competition website	✓	✓	✓	✓	✓	✓
Click through logo on the competition website	x	x	x	✓	✓	✓
Awards Ceremony						
Logo placement at the awards ceremony in April 2017	✓	✓	✓	✓	✓	✓
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	x	x	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	x	x	For one award	For three awards	For full section (e.g. all Poetry awards)	For the competition (e.g. The XXX HKYWA 2017)
Cost	HK\$18,000	HK\$40,000	HK\$65,000	HK\$95,000	HK\$230,000	HK\$400,000



playtimes
your expert guide to family life

The Hong Kong Young Writers Awards
is organised by Playtimes Magazine
Unit 713, Level 7, Core E
Cyberport 3, 100 Cyberport Road
Cyberport, Hong Kong
Email: hkywa2016@ppp.com.hk

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