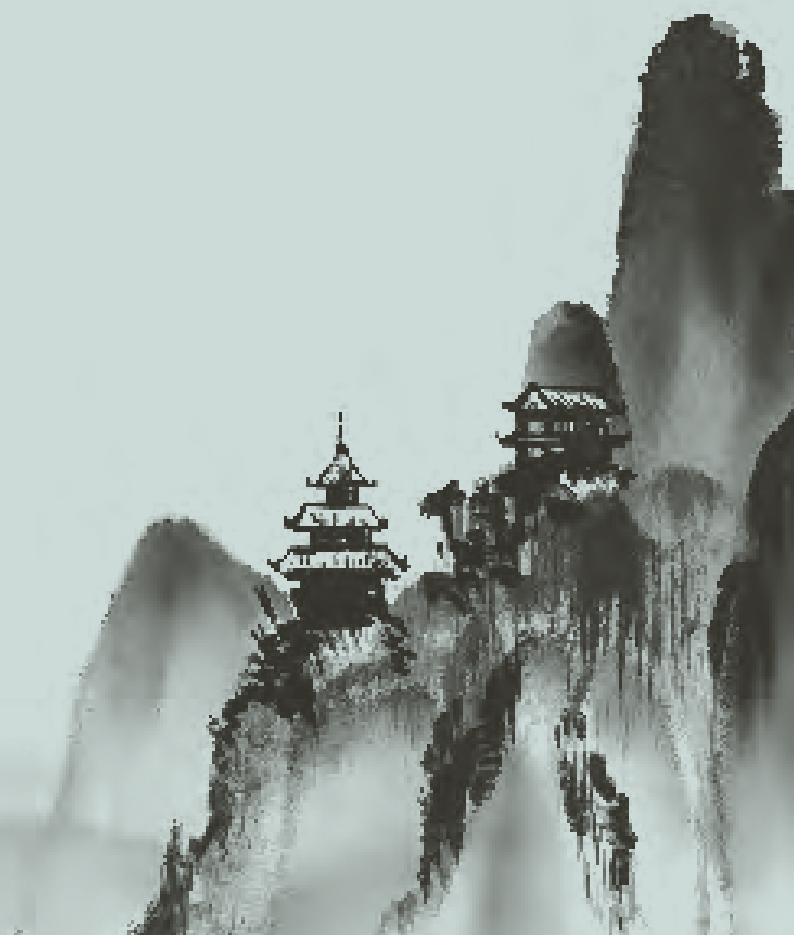


HONG KONG  
YOUNG WRITERS AWARDS

2021

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  
Director Youth Literature Foundation

## YOUTH LITERATURE FOUNDATION

Since the entries for the competition and the workload to organize this amazing event are growing at a fast speed we have decided to create a non-profit organization that will take care of this.

## THE MOST POWERFUL TRANSFORMATION TOOL OF ALL

Scientists are only now beginning to understand just how important language is. It's far more than a tool for communication—it shapes our perception of reality, enables us to conceptualize thoughts and feelings, and is the main vehicle by which humans empathize with each other.

In education, the written word is key—but what should we encourage young people to read and write? They need inspiration, structure and a starting point. And that's where the Youth Literature Foundation comes in.

We will set an exciting challenge every year, picking a topic from Asian culture or history. Students will do their own research and produce lively, fresh work based on the subject—and jet into Hong Kong for a dramatic prize ceremony.

Why Asia? Because in human terms, Asia is larger than all the other regions of the world put together, yet it is under-researched, and a little digging quickly uncovers exciting stories!

We are a new, non-profit organization, but we're confident we can deal with thousands of students in hundreds of fine schools in East Asia.

That's because the Youth Literature the Foundation is built on the enormously successful Hong Kong Young Writers' which attracted thousands of entries from all over the region for more than a decade. Where 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 Play Writing 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 Anthology will be presented to the winners at an awards ceremony, held in March 2020. 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.

Be part of a winning project. To partner with us and support young people to excel at writing contact the HKYWA team at [hkywa2020@ppp.com.hk](mailto:hkywa2020@ppp.com.hk)

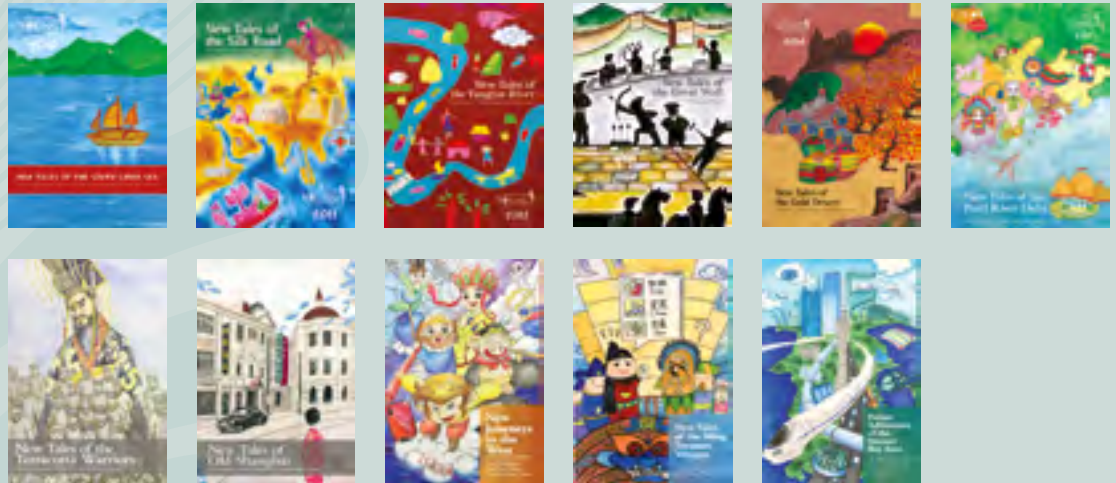
A stylized, handwritten signature in dark ink.

David Tait  
Director Youth  
Literature Foundation

A handwritten signature in dark ink, appearing to read 'Nury Vittachi'.

Nury Vittachi  
Director Youth  
Literature Foundation

# HONG KONG YOUNG WRITERS AWARDS



## 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 200 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 23 separate groups (based on the age of the student) to choose from, the competition is aimed to cover the broad spectrum of curricula taught in Hong Kong and China.

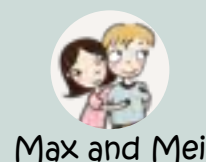
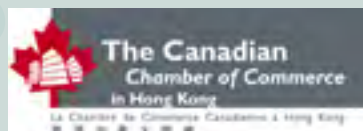
## Students

Over 900 students between the ages of 5 and 18 submitted entries to HKYWA 2018 105 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

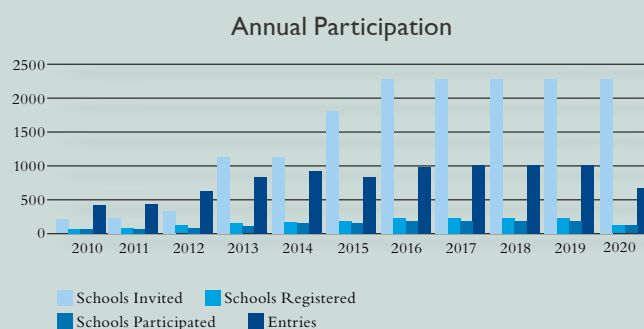
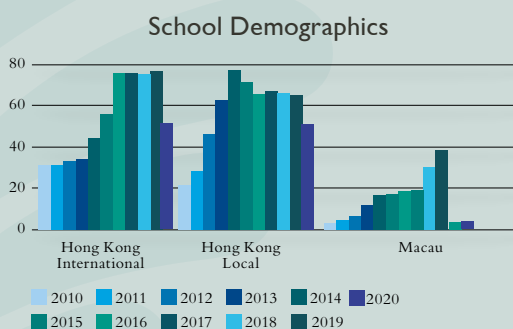
Sponsors play a crucial role in the competition. Their chosen representatives are involved in the final judging process and provide feedback to the winners. These representatives also attend and present their awards to the students at the Awards Ceremony.

## Previous and Current Sponsors



## Growth of the Awards

- In 2011 the HKYWA was opened to international schools in China for the first time. In 2018, 10% of schools that participated in the competition were from China.
- The number of submissions received in 2018 represents a 130% increase over those received in 2010 when the competition began.
- The number of schools that participated in 2019 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

### 2018

- Record number of registrations from China
- Record number of shortlisted from China
- Record number of shortlisted attendees from China

### 2019

- Record number of registrations from China
- Record number of shortlisted from China
- Record number of entries for Different Learning Abilities from China

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### 2020

- Due to schools being closed we sent digital certificates to all the shortlisted and winners
- Virtual presentation of certificate to Hong Young Writer 2020



# 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

*The HKYWA is highly regarded in the school and in the wider community. Therefore, by participating in the competition the students feel a sense of importance. The attention they give to their entries and the imagination they exhibit is excellent to witness. Those students whose work is selected feel an intense sense of pride and become more confident in sharing their work in a variety of media. Finally, the opportunity to perhaps see their work in print gives them an extra incentive to try extra hard.*

Deborah McNally, Assistant Principal (Upper School)  
Yew Chung International School – Secondary Hong Kong

*Entering the HKYWAs provides students with a motivation to write. It encourages competition with extrinsic recognition and provides an opportunity for our writers to engage with a larger audience, all the while within a supportive and straightforward structure that the HKYWA has established.*

Skye Jeynes Sha Tin Junior School

*I think my students like the fact that their work can potentially have wider significance and impact through being read and celebrated by an audience outside their immediate school community. Students also love getting certificates for hard work!*

Jennifer Grace  
Hangzhou Chinese International School

*It's always a pleasure to join this competition, and I know many of the students look forward to it each year.*

*The Young Writers Award is a great opportunity for our students to foster their creativity and hone their language skills. It's also very rewarding for them to receive recognition from such an established awarding body, and to have the chance to see their work published in a real book! The HKYWA also often focuses on Chinese history and folklore, which can be a challenge, but also a way for students to connect with their culture and for them to rewrite old stories with a modern twist. For me personally, I joined the Young Writers Award in the UK as a school student, and it's fantastic to see such a broad range of international candidates in Hong Kong bringing their diverse ideas together.*

*I look forward to hearing from you about this year's new topic!*

Jon Barnes  
St. Margaret's Co-Educational English Secondary and Primary School (Secondary Section)

*From the point of view of me as a teacher I use the HKYWA as a unit of my creative writing. The topic is generally related to the student's geographical area and so we are able to use a cross curricular approach – using Geography and History research projects to help give the students a greater understanding of what we would like them to eventually write the story about. When I am helping the students to write their stories we use mind maps to think about Who? Where? and When? To come up with characters and settings.*

*Obviously having different Special Needs some of the students require more help than others, but we do try to let the students write as much of it as possible. The actual ceremony is a great time for my students (they have been lucky to all go in the last few years!). As a group - including the parents we are all realistic and understand that we are in a category for learning differences, however, the sense of pride that my parents feel when their children are celebrated is one which is often overlooked and rarely comes along in HK. I really cannot understand why so few schools with provisions for students with SEN enter. As educators it is our duty to provide opportunities for students to shine and unfortunately, for whatever reason, the other schools are not. I have tried to get other teachers from schools onboard, however, they have not followed through with entering and that is a huge shame. Hopefully this year will be different and I will continue to try and get more students and schools to enter our category.*

*Hope you find this helpful and thank you for providing an opportunity for my students to shine!*

Peter Barnes, Springboard Middle Teacher  
Korean International School

*The competition gives our students a wonderful opportunity to create original pieces of writing that are read and celebrated by the wider Hong Kong community. As students know that many schools are participating in the competition, it gives the shortlisted nominees and the winners a great sense of achievement to be selected for an award.*

D. Rapley, English Teacher  
Resident House Tutor, Communications Coordinator  
Harrow International School Hong Kong

# Sponsors Visibility

## Online

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

## 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





## 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 2018 to May 2019
- 10 months of exposure
- Due to the COVID outbreak the restrictions did not allow us to have the Awards Ceremony in March 2020. We will be having a double ceremony in March 2021.



## 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 eNewslettersThe Hong Kong Young Writers Awards 2018 to 20,000 email addresses in the region featuring the
- Sole distributor of the Anthology



## Media Coverage

### International New York Times





## “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 fulllength 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



## 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	✗	✗	✗	✗	✓	✓
Logo on cover and spine of the Anthology	✗	✗	✗	✗	✗	✓
2 full page adverts in Playtimes magazine	✗	✗	✗	✗	✗	✓
Insert in Playtimes magazine	✗	✗	✗	✗	✗	✓
Online advertising						
Logo placement on the competition website	✓	✓	✓	✓	✓	✓
Click through logo on the competition website	✗	✗	✗	✓	✓	✓
Awards Ceremony						
Logo placement at the awards ceremony in March 2020	✓	✓	✓	✓	✓	✓
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	For three awards	For full section (e.g. all Poetry awards)	For the competition (e.g. The XXX HKYWA 2020)
Cost	HK\$18,000	HK\$40,000	HK\$65,000	HK\$95,000	HK\$230,000	HK\$400,000



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: [hkywa2019@ppp.com.hk](mailto:hkywa2019@ppp.com.hk)

