Sponsorship Proposal

The Chinese University of Hong Kong MBA | CSR Conference 2011

Global Partnership for a Sustainable Future

11th of May 2011

Hong Kong Convention and Exhibition Center

Hong Kong
Dear Sir or Madam,

Greetings from CUMBA! Since 2006, CUMBA has been a growing force in organizing annual conferences on Corporate Social Responsibility (CSR).

From the early 90s, CSR has evolved into a hugely popular topic. Even during the financial turmoil, corporations did not overlook the importance of this area. In fact, CUMBA has had great success over the years because of strong support from local and multinational corporations both intellectually and financially.

This year, we once again hope to provide an insightful and memorable event for our participants and guest speakers. However, this can only be achieved with your generous contribution to the conference’s success.

The following provides you with a brief background, our ideas and our goals for the CUMBA CSR Conference 2011.

Thank you for your consideration and commitment towards CSR.

Yours sincerely,

CSR Conference Committee
WHAT IS CUMBA CSR's MISSION?
Our goal is to provide a leading forum platform to share successful and visionary stories about CSR through a diverse group of guest speakers. We would like to create an awareness and impact to the modern business practice in Asia as well as the rest of the world. The conference is also a premier platform for fostering future leaders about CSR concepts and providing them with firsthand experience from practicing leaders.

WHO WILL ATTEND THE CONFERENCE?
In addition to leading international and local corporate executives and senior managers, our audience also includes Small and Medium Enterprise owners who are exploring key methodologies to embed CSR into their business models. NGOs and NPOs are also our target audience in view of their active involvement in the community and various social enterprises.

Scholars and future business leaders are also invited to participate in the conference. CUMBA is proud to be a pioneer in promoting the CSR concept and best practices to future business leaders and scholars.

WHERE and WHEN?
The CUMBA CSR Conference is scheduled on Wednesday May 11th, 2011 in the Hong Kong Convention and Exhibition Centre (HKCEC).
WHY SHOULD I SPONSOR THE CSR CONFERENCE?

Some key advantages of sponsoring the CSR Conference include:

1. **Strong devotion to Corporate Social Responsibility**

   CUMBA CSR Conference is Hong Kong's largest academic-led conference promoting CSR initiatives towards business leaders. Sponsoring this event demonstrates your company's strong commitment towards the best practices of CSR.

2. **Excellent opportunity to promote your brand to your target audience**

   CUMBA heavily promotes the conference through extensive media coverage and advertisements.

3. **Enhance your brand recognition**

   As your company logo appears on conference-related promotions, your current and potential customers will take notice of your active participation in the CSR field.

4. **Sharing your CSR Strategy**

   CSR Strategy is not always easily noticed unless interested parties specifically check the website for information. In becoming a sponsor of the CUMBA CSR Conference, the public will be aware of your participation towards the conference and your commitment towards CSR initiatives.

5. **Other benefits from our Sponsorship Categories (Please refer to page 8 - 10)**

HOW CAN I SPONSOR?

Your generous support is essential to the success to the annual CUMBA CSR conference. Please find attached a detailed sponsorship package. Since we accept sponsorship on a first-come, first-serve basis, your immediate action is sincerely appreciated.
Our History

Since 2006, we have featured a variety of global executives and leaders who have shared with us their knowledge of CSR. The following is a list of some of our past speakers:

2007  **Ms. Diana Tsui**
   Director of Corporate Social Responsibility, KPMG
   **Dr. John Cho-chak Chan**
   Senior Executive Director of The Kowloon Motor Bus Company

2008  **Mr. Jet Li**
   Founder, One Foundation
   **Dr. Jeanne Ng**
   Environmental Group Manager, CLP holdings

2009  **Mr. Robert Swan**
   *OBE* Renowned Polar Explorer
   **Mr. Stephen Frost**
   Founder & Director, CSR Asia

2010  **Mr. Kim Mak**
   Executive Director of Corporate Development, Hong Kong Jockey Club
   **Mr. Bernard Chan**
   Chairperson of The Hong Kong Council of Social Service
Latest Speaker Lineup on 11 May

**Guest of Honor**
- **Florence Hui**
  Under Secretary for the Home Affairs Bureau, HKSAR Gov
- **Prof. Michael Hui**
  Pro-Vice-Chancellor, CUHK
  Professor of Marketing

**Keynote**
- **Vincent Kwan**
  Director and General Manager
  Hong Seng Indexes Co. Ltd.
  CSR Benchmark & Responsible Investment
- **John Sayer**
  Director General, Oxfam Hong Kong
  Sustainability Impacts of Business Investment

**Emerging CSR-Related Business**
- **Jeremy Prepsclus**
  Managing Director
  BSR
  Business Incentives for Sustainable Actions
- **Roy Ying**
  Head of Communications
  Royal Institution of Chartered Surveyors
  Visions for Cities and Urban Development
- **Liam Salter**
  CEO
  Retet Carbon
  Carbon Management and Market
  with a Student Moderator

**Leading CSR Practitioners**
- **Jane Lou**
  Director, Group Public Affairs
  China Light and Power
  Renewables and Environment
- **Diana Tsui**
  Director, Corporate Social Responsibility
  KPMG China
  Social Impact by Talents
- **Philippe Locamp**
  Head of Sustainable Development
  Swire Pacific
  Sustainability and Core Competences
  Moderator: Didier Guillot, Associate Director, OneMBA

**Parallel Sessions**

**CSR in Mainland China**
- **Ruojuan Zheng**
  Associate Professor
  Xiamen University
  Corporate Governance & Transparency
- **Li Wei Yang**
  Director, Corporate Social Responsibility
  State Grid Corporation of China
  Establishing Green Development Strategy
  with a Student Moderator

**CSR Challenges & Issues**
- **Stephen Frost**
  Executive Director
  CSR Asia
  An Asian Angle on CSR
- **Rebecca Mikula-Wright**
  General Manager
  ASNA
  Does CSR Practices Hurt the Books?
  Moderator: David Boyd-Thomas, Regional Head of CSR, UBS

**Executive Exchange Panel**
- **Florence Hui**
  Director, Corporate Affairs
  Cathay Pacific Airways Ltd.
- **Randy Yu, JP**
  General Manager
  Sino Group
  A Panel Discussion

**Panel**

- Moderator: Howard Ling, Senior Manager, HK Council of Social Services—HSBC Social Enterprise Business Center
THIS YEAR

Global Partnership for a Sustainable Future

CSR Benchmarks and Standards
Emerging CSR-Related Business
Leading CSR Practitioners
CSR in Mainland China
CSR Challenges & Issues

PAST TOPICS

- CSR in the eyes of beholders (2007)
- HK and CSR - Survey Findings and Moving Forward (2007)
- CSR & Corporate Strategy (2008)
- Social Responsibility and Sustainability Investing – Putting you money to work (2008)
- CSR in Times of the Financial Tsunami (2009)
- Changing Mindsets – How to Acquire Knowledge to Advocate CSR in Companies and Business Schools (2009)
- Planting CSR seeds for a growing model – cultivating and nurturing best practices (2010)
## Tentative Schedule (1 day - 9:00 AM to 5:30 PM)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9:00 AM</td>
<td>Registration</td>
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<tr>
<td>9:45 AM - 10:30 AM</td>
<td>Opening Ceremony</td>
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<td></td>
<td>- Welcome Remarks by Professor Michael Hui</td>
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<td></td>
<td>Pro Vice-Chancellor, CUHK</td>
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<td></td>
<td>- Opening Address by Guest-of-Honor</td>
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<td>- Souvenir Presentation and Group Photo-taking</td>
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<tr>
<td>10:30 AM - 11:20 AM</td>
<td>Keynote Speech 1</td>
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<tr>
<td>11:20 AM - 11:40 AM</td>
<td>Coffee Break</td>
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<tr>
<td>11:40 AM - 12:30 AM</td>
<td>Keynote Speech 2</td>
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<tr>
<td>12:30 PM - 2:00 PM</td>
<td>Luncheon</td>
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<tr>
<td>2:00 PM - 4:00 PM</td>
<td>4 Parallel Tracks:</td>
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<tr>
<td></td>
<td>- Emerging CSR-Related Business</td>
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<td></td>
<td>- CSR in Mainland China</td>
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<td></td>
<td>- Leading CSR Practitioners</td>
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<tr>
<td></td>
<td>- CSR Challenges, Issues &amp; Complications</td>
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<tr>
<td>4:00 PM - 4:30 PM</td>
<td>Coffee Break</td>
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<tr>
<td>4:30 PM - 5:15 PM</td>
<td>Executive Exchange - Panel Discussion</td>
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<tr>
<td>5:15 PM - 5:30 PM</td>
<td>Closing Remarks by Professor TJ Wong</td>
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<tr>
<td></td>
<td>Dean, Faculty of Business Administration, CUHK</td>
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</table>
CSR Conference 2010 - Participant Profile

We have received tremendous support over the years. Apart from the sincere contribution from speakers, moderators, media and sponsors, more than 120 companies and organizations have participated in the CUMBA Corporate Social Responsibility Conferences. The information below provides you the audience profile of our 2010 conference.

By Industry

![By Industry Chart]

By Functions

![By Functions Chart]
Sponsorship

The following sponsorship categories are available for your consideration:

**DIAMOND**

Requirement: Sponsorship amount of HK$98,000 (max 2 sponsors)

The Diamond Sponsorship package offers the following:

- Five (5) complimentary luncheon tickets.
- Ten (10) complimentary conference tickets.
- Corporate rates (50% off) for additional conference tickets.
- Sponsorship Advertisements in promotional activities for the conference.
- Honorable mention in press releases distributed to the media and on the CUHK's CSR Conference & CUMBA websites ([http://www.cuhk.edu.hk/mba](http://www.cuhk.edu.hk/mba)).
- Company Logo on the front page of the CSR conference website ([http://cumbacsr.baf.cuhk.edu.hk](http://cumbacsr.baf.cuhk.edu.hk)).
- Premier logo positioning ALL conference event materials.
- Featured prominently next to the CUHK & CUMBA logos on the cover of the conference publications.
- Opportunity to insert promotional materials into the conference publication.
- Sponsorship acknowledgment in BOTH the opening and closing presentation.

**PLATINUM**

Requirement: Sponsorship amount of HK$45,000 (max 12 sponsors)

The Platinum Sponsorship package offers the following:

- Two (2) complimentary luncheon tickets.
- Five (5) complimentary conference tickets.
- Corporate rates (50% off) for additional conference tickets.
- Sponsorship Advertisements in promotional activities for the conference.
- Company Logo on the *Sponsors* page of the CSR conference website ([http://cumbacsr.baf.cuhk.edu.hk](http://cumbacsr.baf.cuhk.edu.hk)).
- Strategic logo positioning in ALL conference event materials.
- Featured prominently next to the CUHK & CUMBA logos on the cover of the conference publications.
- Opportunity to insert promotional materials into the conference publication.
- Sponsorship acknowledgment in BOTH the opening and closing presentation.
GOLD

Requirement: Sponsorship amount of HK$10,000

The Gold Sponsorship package offers the following:

✓ One (1) complimentary luncheon tickets.
✓ Two (2) complimentary conference tickets.
✓ Group rates for additional conference tickets.
✓ Company Logo exposure in ALL conference event materials.
✓ Featured on the internal pages of the conference publications.
✓ Sponsorship acknowledgment in the closing presentation.

In-kind Support or Individual Sponsorships:

Additional sponsoring partnerships (in form of Media Partner or Supporting Organizations) or anonymous sponsorships are also welcomed.

Please contact representatives for Sponsorships:

Ms. Iris Leung  Mr. Peter Loo
Tel: (852) 6199-7763  Tel: (852) 9270-1885
Email: iris.leung@cuhk.edu.hk  Email: peter.loo@cuhk.edu.hk
## Sponsorship Summary

Summary Chart: (✓ = with this benefit, -- = without this benefit)

<table>
<thead>
<tr>
<th></th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
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<tbody>
<tr>
<td>Number of complimentary luncheon tickets</td>
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<tr>
<td>Number of complimentary conference tickets</td>
<td>10</td>
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<tr>
<td>Corporate rates (50% off) for conference tickets</td>
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<td>✓</td>
<td>Group rates</td>
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<td>Sponsorship advertisements in promotional activities related to conference</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Recognition in press releases</td>
<td>✓</td>
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<tr>
<td>Sponsorship logo positioning on CSR official website</td>
<td>Front Page</td>
<td>Sponsors Page</td>
<td>Sponsors Page</td>
</tr>
<tr>
<td>Sponsorship logo positioning in the conference event materials</td>
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<td>Strategic</td>
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<td>Sponsorship logo positioning on the conference publications</td>
<td>Cover</td>
<td>Cover</td>
<td>Inside</td>
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<tr>
<td>Insertion of promotional materials in conference publications</td>
<td>✓</td>
<td>✓</td>
<td>--</td>
</tr>
<tr>
<td>Sponsorship acknowledgment</td>
<td>Opening + Closing</td>
<td>Opening + Closing</td>
<td>Closing</td>
</tr>
<tr>
<td>Sponsorship Fee (Amount in HK$)</td>
<td>$98,000</td>
<td>$45,000</td>
<td>$10,000</td>
</tr>
</tbody>
</table>
CUMBA CSR Conference 2011 Sponsors

Diamond Sponsor:

China South City Holdings Limited
華南城控股有限公司

Platinum Sponsor:

Gold Sponsors:

Official Carrier: Cathay Pacific
Print Sponsors: Acumen
Media Sponsors: Ming Pao
Recent CUMBA CSR Conference Sponsors, Media Partners and Supporting Organizations
Sponsorship Application Form

Name / Organization : 
Contact Name : (Dr/Mr/Mrs/Ms/Miss)
Job Title :
Contact Number :
Mailing address :
E-mail Address :

I would like to express an interest in being a
☐ Diamond Sponsor
☐ Platinum Sponsor
☐ Gold Sponsor
☐ Anonymous Sponsor and amount enclosed

$________________

Check payment guidance:
1. Please make checks payable to: “The Chinese University of Hong Kong”
2. In the Memo field on the back, please write “CUMBA CSR Conference 2011”, your name and organization.
3. Keep your receipt
4. Send checks to: CUMBA CSR Conference Committee The Chinese University of Hong Kong, 14/F., Cheng Yu Tong Building, Shatin, N.T., Hong Kong
5. We will send you an acknowledgment accordingly.

Should you have any questions or concerns, please do not hesitate to contact the Sponsorship representatives.

Ms. Iris Leung
Tel: (852) 6199-7763
Email: iris.leung@cuhk.edu.hk

Mr. Peter Loo
Tel: (852) 9270-1885
Email: peter.loo@cuhk.edu.hk