



Corporate VIP Opportunities

6th November-7th November, 2010



A World Event in Hong Kong!



The Sixes

Those who were there and lucky enough to witness those electrifying Finals from the Hong Kong Cricket Sixes 2009 were treated to incredible sporting drama and excitement rarely witnessed.

The tension released around the ground when the South Africa players punched the air in delight, winning the Sixes Cup final with the only ball hitting a 6 runs, was one of those lifetime memories.

This year's Sixes will take place on November 6th & 7th. And it's now time to confirm your place at the 2010 Sixes and start thinking about who you are going to invite to join you to witness the spectacle of Hong Kong's showpiece international cricket tournament.



The Sixes has grown now to be one of the best sports events in Asia and, with all the other activities going on in 'Sixes Week' such as the red carpet 'Sixes Welcome Reception' and the 'Post Event Sixes Street Party' in Lan Kwai Fong, offers so much more entertainment for Corporate Sponsors in addition to the action on the field.



The Sixes – an 'M Mark' event with TV distribution to 80 million households worldwide!

The Sixes Schedule

Friday 5th November

Mingle with your guests and the Sixes players and enjoy the hot ticket "Sixes Players Welcome Reception".

Saturday & Sunday (6th November & 7th November)

Enjoy the surroundings of the club, experience the intimacy of the venue with the action taking place just the other side of your box's garden picket fence (for those with a ground box option).

Breakfast, lunch and afternoon tea are served in the comfort of your marquee by your dedicated service host as of course are a wide range of beverages so you and your guests don't miss a moment of the action.

The Sixes Post Event Street Party and After Party in Lan Kwai Fong will be pumping on Sunday evening and is a very informal and enjoyable and 'let your hair down' climax to an incredible Sixes weekend.



Sixes Corporate Sponsor VIP Package Benefits

The Sixes Experience

Great sport, big names, a fabulous party atmosphere and VIP facilities, its an excellent opportunity to entertain your corporate clients and promote your business in the exclusive and intimate surroundings of the Kowloon Cricket Club and at the parties around the tournament.

New starting 2010, tailored especially to complement our Special VIP Corporate Sponsor packages, are our new 'Upgrade Deals' for our clients to gain additional branding, promotion and benefits at the Sixes. See the attached information for details.



Each Sixes Corporate VIP Sponsor will receive:

- Company logo acknowledgment in the Sixes souvenir programme.
- Private Marquee in the exclusive VIP area of the KCC for 20 persons per day.
- Buffet breakfast and lunch served in your marquee for up to 20 persons per day.
- Complimentary beer and soft drinks in your marquee on both days of the Sixes.
- 20 complimentary souvenir programmes per day.
- Dedicated waiter service to serve your food & beverages throughout the weekend.
- Company logo and corporate branding inside your marquee.
- Four complimentary invitations to the exclusive 'Sixes Players Welcome Reception'

Plus benefits

- Two complimentary invitations to the exclusive 'Sixes After Party' in Lan Kwai Fong.
- Personally autographed Sixes memorabilia item from a competing team of your choice.
- Half page advertisement space in the Sixes Souvenir Programme.
- Company logo acknowledgment on the 'Sponsorship' page of the Sixes official website.

Marquee Options:

'Ground Box' VIP Sponsor Package HK\$110,000

Your exclusive VIP area will have a private garden with white picket fence and garden furniture and a private marquee with raised viewing area.

'Sky Box' VIP Sponsor Package HK\$126,000

Elevated area to entertain your guests with a bird's eye view of the action.

VIP Sponsors Special Upgrade Options

Add further value to your sponsorship package. Choose from this range of special options:

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|---|------------|-----------------------------------|
| • One ground level Prime Position perimeter advertising board | HK\$15,000 | <i>Regular Price = HK\$30,000</i> |
| • One Stand Level advertising board | HK\$7,000 | <i>Regular Price = HK\$10,000</i> |
| • Full page colour advertisement space in the Sixes Programme | HK\$5,000 | <i>Regular Price = HK\$15,000</i> |
| • Additional Invitations: | | |
| Sixes Players Welcome Reception | HK\$600 | |
| Sixes After Party | HK\$500 | |

Upgrade package options are offered on an availability basis and early booking is recommended.



Priority, Special Offers and Availability

Corporate Sponsor VIP packages and benefits are very popular and early booking is recommended to avoid disappointment.

To recognize their continuing support Sixes organisers always as a policy give first renewal option of the available packages to existing clients before making the packages available to our waiting list and general sales.

Special Early Bird Incentive for Renewals

As a further incentive to our current clients only, we are pleased to offer a special Early Bird incentive of a 5% discount off the cost of the Corporate Sponsor VIP package when packages are confirmed on or by 24 May 2010.

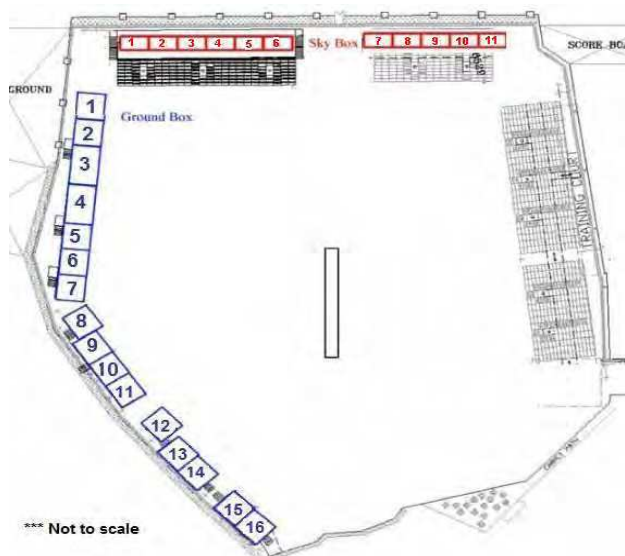
The Sixes boasts some of the finest facilities of any sporting event in Asia and with its incredible atmosphere, action and excitement, plus the related parties and functions and special offers the tournament offers fantastic benefits and value to its VIP Corporate Sponsors.

Don't miss the party! Complete and return the attached application form without delay to arrange your involvement at the Sixes - A World Event in Hong Kong!



For further enquiries contact the Sixes office at 2504 8101 or cwli@crick-kid.com

Stadium Layout





Corporate Sponsor VIP Package 2010 Application Form

I wish to apply for a Corporate Sponsor VIP package at the Hong Kong Cricket Sixes 2010:

Qty _____ x **Ground Level VIP package at HK\$110,000**

Qty _____ x **Sky Box VIP package at HK\$ 126,000**

Company Name: _____

Contact Person: _____

Address: _____

Telephone: _____ Fax: _____

Email: _____

Preferred Box #: 1st Choice: _____ 2nd Choice: _____

In the event that neither choice is available, we will discuss alternative choices with the patron.

Qty	VIP Sponsors Special Upgrade Package Options	Special Price
_____	x Ground Level Prime Position Advertising Board (normal price \$30,000)	\$15,000 each
_____	x Stand Level Advertising Board (normal price \$10,000)	\$7,000 each
_____	x Full page colour advertisement space in the Sixes Souvenir programme (normal price \$10,000)	\$5,000 each
_____	x Additional Sixes Players' Welcome Reception Invitations	\$1,200 each
_____	x Additional Sixes After Party Invitations	\$500 each
	Grand Total HK\$	_____

I have read and agreed to the Terms & Conditions stated overleaf.

Authorised Signature and chop: _____ Date: _____

To reserve your box, please return this completed application form to:

Hong Kong Cricket Association
1019, Olympic House,
So Kon Po,
Causeway Bay,
Hong Kong

Telephone: +852 2504 8101
Fax: +852 2577 8486
Email: cwli@crick-kid.com

Payment of 50% deposit required on or before 16th June 2010 for successful application.
Remaining 50% of consideration payable by September 1st 2010.

***Don't forget the "Early Bird" Renewal Discount of 5% off the total package cost for confirmations on/by 24th May 2010!**

Terms & Conditions

1. The Event. The Hong Kong Cricket Sixes 2010 will be held on 6th November and 7th November 2010 at the Kowloon Cricket Club, Hong Kong SAR.
2. Sponsorship package. The company shall be entitled to the following benefits included in the Corporate Sponsor VIP package:
 - (a) Marquee and garden or terrace (total size approx. 6m x 6m) for 20 guests on each day of the Event
 - (b) total of 40 souvenir programmes;
 - (c) buffet lunch on each day of the Event, continental breakfast on each day of the event (Catering provided by the KCC);
 - (d) full waiter service with complimentary beer and soft drinks on each day of the Event;
 - (e) two (2) PVC wall-panels erected of company's own design, box header; and
 - (f) company logo shall appear in the souvenir programme.
 - (g) Two (2) invitations to the Sixes After Party.
 - (h) Players' Welcome Party. The Company shall receive four (4) invitations to the Players' Welcome Party.
 - (i) One autographed piece of Sixes memorabilia.
 - (j) Half page advertisement space in the Souvenir Programme.
 - (k) Company logo on the sponsorship page of the Sixes website.
3. Beverages. Notwithstanding clause 2 (d) above, the Company shall be responsible for all other alcoholic beverages consumed at the Marquee.
4. Consideration. The Company shall make any and all payments hereunder, to Hong Kong Cricket Association ("HKCA") in full, free from any set-offs, withholdings or deductions of any nature whatsoever.
5. Cancellation/Postponement.
 - (a) If the Event is cancelled or postponed as a consequence of as described in clause 6 below, neither party shall be liable to the other for any loss and /or damage incurred as a result of such cancellation other than as set forth in clause 7 of this agreement.
 - (b) HKCA shall notify the Company promptly in writing of cancellation or substantial reduction in scope of the Event and or any proposed alternative event.
 - (c) If the Event does not take place for any reason excluding an event of Force Majeure referred to in Clause 7, then the Company shall be entitled to a refund of the consideration that they have paid to that date. HKCA will bear no liability for any further loss and/or damage incurred as a result of such cancellation.
6. Force Majeure. HKCA shall be under no liability whatsoever to the Company for any delay in the performance, or non-performance, of its obligations hereunder as a result of circumstances beyond its reasonable control including, without limitation, any delay caused by any act of omission of the Sponsor, Act of God, war, revolution, Government policy, military activities, riot, terrorist act, civil commotion, strike, lock-out, earthquake, flood, fire, health alert, delay in transit, satellite failure, inclement weather (including typhoons), or any failure of any public utility or undertaking.
7. Termination. This Agreement shall commence on the date the application is confirmed and shall expire immediately after completion of the Event.
8. Assignment. The Company shall not assign or purport to assign, sub-contract or otherwise dispose of any of its rights and obligations under this Agreement to any third party without the prior written consent of HKCA (such consents to be given or withheld at the absolute discretion of HKCA).
9. Any notice required to be given hereunder shall be sufficiently given to either party if delivered in person or forwarded by prepaid first class post or via facsimile addressed to the address of the party to be served referred to above or such other address as may from time to time to be agreed in writing between the parties hereto. All notices shall be deemed to have been received when delivered by hand or when dispatched via facsimile (provided that the sender receives an answerback message confirming successful transmission) or three (3) business days after posting or five (5) business days after airmail posting if posted overseas.
10. Law and Jurisdiction. This agreement shall be governed by, and construed in accordance with the laws of Hong Kong SAF and is subject to the exclusive jurisdiction of the Hong Kong courts.

