


Sports Law Mega Event 2025



Introduction of Mega Event



The Law Society of Hong Kong is organizing a ground breaking Mega Event, the **first** of its kind dedicated to discussions about the interface among **sports, law and business** against the backdrop of “**One Country, Two Systems, and Three Jurisdictions**” (一國兩制三法域). It will take place from **20 to 23 February 2025** (Thursday to Sunday) and consist of **three sub-events**: Sports Law Conference, Sports Night and Guangdong-Hong Kong-Macao Lawyers Sports Meet.

Introduction of Mega Event

Mega Event

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Sports Law Conference

- Date: 21 February 2025 (Friday)
- Time: 9am – 5pm
- Venue: Hopewell Hotel
- A whole-day international conference consisting of 5 sessions related to sports, law and business
- Expected number of participants: 400 pax

Sports Night

- Date: 21 February 2025 (Friday)
- Time: 7pm – 10pm
- Venue: HKCEC, Convention Hall
- A gala dinner
- Expected number of participants: 700 pax

Sports Meet

- Date: 20 – 23 February 2025 (Thursday to Sunday)
- Main venue: Kai Tak Sports Park
- A series of sporting events with participation of lawyers from Guangdong, Hong Kong and Macao
- Expected number of participants: 450 pax

Event Details



Sports Meet (9th Guangdong-Hong Kong-Macao Lawyers Sports Meet)



(Past event photos)

- It is a bi-annual sports event for lawyers in 3 jurisdictions
- Objective: to promote the rule of law, the spirit of justice and sportsmanship
- There will be 12 Sports Competitions:
 - Badminton
 - Basketball
 - Bridge
 - Football
 - Golf
 - Running
 - Snooker
 - Swimming
 - Table Tennis
 - Tennis
 - Tenpin Bowling
 - Volleyball

Sports Meet (9th Guangdong-Hong Kong-Macao Lawyers Sports Meet)

Tentative Schedule:

20 February 2025 (Thursday)

Time	Event
Whole Day	GHM Golf Competition

22 February 2025 (Saturday)

Time	Event
Morning	GHM Opening Ceremony
	GHM Sports Competitions (First Section)
Afternoon	Lunch
	GHM Sports Competitions (Second Section)

23 February 2025 (Sunday)

Time	Event
Morning	GHM Sports Competitions (Third Section)
Afternoon	GHM Prize Presentation and Closing Ceremony

Sports Night (15th Recreation and Sports Night)



It is a gala dinner designed to foster networking among lawyers and guests, featuring a variety of performances and engaging activities.

Sports Law Conference

Tentative Programme

Time	Activity	Details
9:00 am – 9:30 am (30 minutes)	Photo-taking Session	
09:30 am – 10:30 am (60 minutes)	Session 1 – Sports for Hong Kong, Hong Kong for Sports: Why and How to Begin?	This session provides an overview on the background, objectives and vision of the Sports Law Conference to the participants, including how sports can be a game-changer for the legal profession and for Hong Kong.
10:30 am – 10:50 am (20 minutes)	Tea Break	
10:50 am – 12:00 pm (70 minutes)	Session 2 – Sports as an Industry: Unlock the Value!	This session is to discuss the interface among sports, law and business. It explores how solicitors can support and benefit from the synergy from both contentious and non-contentious perspectives.
12:00 pm – 1:30 pm (90 minutes)	Conference Lunch	Luncheon speeches
1:30 pm – 1:50 pm (20 minutes)	Afternoon Opening Session	
1:50 pm – 2:50 pm (60 minutes)	Session 3 – Esports: From Niche to Mainstream?	This session aims to deepen audience's understanding on esports. There will be sharing on the current and potential development of the esports industry in Hong Kong and the legal issues associated with and arising from esports.
2:50 pm – 3:40 pm (50 minutes)	Session 4 – Sports Disputes: Who's Right? Who's Wrong? Or Does It Matter?	This session provides an overview on disputes which commonly arise in the sports and esports. It also introduces avenues and mechanisms for resolving such disputes.
3:40 pm – 3:55 pm (15 minutes)	Tea Break	
3:55 pm – 4:55 pm (60 minutes)	Session 5 – To Boldly Go - Be Just! Be a Good Sport!	This session is a forum on the vision and pointers on the roadmap for the development of the sports industry and sports law in Hong Kong. The panelists are to discuss and share views on a variety of issues including personality rights, intellectual properties, media rights, broadcasting rights, innovation and youth development.
4:55 pm – 5:00 pm (5 minutes)	Closing Speeches	

Sponsorship Package

Sponsorship Package Overview – The Mega Event

<i>Sponsorship Levels</i>	<i>Sponsorship Amount</i>	<i>Brochure Exposure (3 sub-events)</i>	<i>Backdrop Logos Exposure (3 sub-events)</i>	<i>Acknowledgement in event programme (3 sub-events)</i>	<i>Promotion Booth (3 sub-events)</i>	<i>Exclusive Display Area (3 sub-events)</i>	<i>Complimentary Seat (Sports Night)</i>	<i>Opening/ Closing Ceremony (Sports Meet)</i>	<i>Naming of Activity/ Event (Sports Meet)</i>
BRONZE	15K (Cash)	⊙	⊙	⊙			⊙ (1 complimentary seat)	⊙	
SILVER	30K (Cash)	⊙	⊙	⊙			⊙ (2 complimentary seats)	⊙	
GOLD	≥ 60K (Cash / Services / Products)	⊙	⊙	⊙	⊙ (at the sponsor's expense)		⊙ (4 complimentary seats)	⊙	
PLATINUM	≥ 150K (Cash / Services / Products)	⊙	⊙	⊙	⊙ (at the sponsor's expense)		⊙ (6 complimentary seats)	⊙	⊙
TITANIUM	≥ 200K (Cash / Services / Products)	⊙	⊙	⊙	⊙ (at the sponsor's expense)		⊙ (8 complimentary seats)	⊙	⊙
DIAMOND	≥ 300K (Cash)	⊙	⊙	⊙	⊙ (at the sponsor's expense)	⊙ (at the sponsor's expense)	⊙ (12 complimentary seats)	⊙	⊙

Sponsorship Package (Details – Sports Meet)

Sponsorship Levels	Brochure Exposure	Backdrop Logos Exposure	Opening Ceremony	Closing Ceremony	Promotion Booth	Naming of Activity/ Event	Exclusive Display Area		
BRONZE	Free placement of a 1/5 inside page advertisement	✓	<ul style="list-style-type: none"> To attend as a guest at the ceremony To be provided with guest tickets To be awarded a certificate of appreciation 	To attend as a guest at the ceremony	X	X	X		
SILVER	Free placement of a 1/3 inside page advertisement								
GOLD	Free placement of a half inside page advertisement								
PLATINUM	Free placement of a full inside page advertisement			✓	<ul style="list-style-type: none"> To present the prizes on the activity day or the medals on the day of competition finals To join the officiating guest to present competition trophies at the closing ceremony 	✓		<ul style="list-style-type: none"> the products/ services must meet the needs of the activity/ event) at the sponsor's expense 	Right for naming one activity/ event will be given to sponsor whose sponsorship in cash is \$100,000
TITANIUM									Right for naming two activities/ events will be given to sponsor whose sponsorship in cash is \$150,000
DIAMOND	<ul style="list-style-type: none"> Inclusion of a message written by title sponsor's representative Free placement of a full-page inside back cover advertisement 	✓	<ul style="list-style-type: none"> To attend as a VIP at the ceremony To be provided with guest tickets To be awarded a certificate of appreciation 	<ul style="list-style-type: none"> To present trophies for the overall champion, overall first runner-up and overall second runner-up, along with the officiating guests 		Priority will be given for naming four activities/ events of sponsor's own choice	✓ (at the sponsor's expense)		

Sponsorship Package (Details – Sports Night)

<i>Sponsorship Levels</i>	<i>Brochure Exposure</i>	<i>Backdrop Logos Exposure</i>	<i>Acknowledgement in Sports Night programme</i>	<i>Complimentary Seat</i>	<i>Promotion Booth</i>	<i>Exclusive Display Area</i>
BRONZE	Free placement of a 1/5 inside page advertisement	✓	✓	One complimentary seat	X	X
SILVER	Free placement of a 1/3 inside page advertisement			Two complimentary seats		
GOLD	Free placement of a half inside page advertisement			Four complimentary seats	✓ (at the sponsor's expense)	
PLATINUM	Free placement of a full inside page advertisement			Six complimentary seats		
TITANIUM				Eight complimentary seats		
DIAMOND	<ul style="list-style-type: none"> Inclusion of a message written by title sponsor's representative Free placement of a full-page inside back cover advertisement 			One complimentary table for 12 persons		

Sponsorship Package (Details – Sports Law Conference)

<i>Sponsorship Levels</i>	<i>Brochure Exposure</i>	<i>Backdrop Logos Exposure</i>	<i>Acknowledgement in conference programme</i>	<i>Promotion Booth</i>	<i>Exclusive Display Area</i>
BRONZE	Free placement of a 1/5 inside page advertisement	✓	✓	X	X
SILVER	Free placement of a 1/3 inside page advertisement				
GOLD	Free placement of a half inside page advertisement				
PLATINUM	Free placement of a full inside page advertisement			✓ ✓ (at the sponsor's expense)	
TITANIUM					
DIAMOND	<ul style="list-style-type: none"> • Inclusion of a message written by title sponsor's representative • Free placement of a full-page inside back cover advertisement 			✓ (at the sponsor's expense)	