

# Sponsorship Pack 2021



# Popular Race



**30 MINUTES**  
ALL PUBLIC TICKETS SOLD

PARTICIPANTS

**1,600**

**Nominated for Best Race 2019\***

**\*Hong Kong Trail Running Awards**



# **What Makes MoonTrekker Unique?**

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**MoonTrekker provides an inclusive participant experience – not just a running race.**

**We have a unique fund-raising model; we have fundraised more for sustainability and educational charities than any private trail event in Hong Kong.**

**For 11 years, we have grown a loyal community of partners, sponsors, vendors and participants, all of whom makes our event special.**



HK\$  
**12,600,000**

Raised since 2009

**One of Hong Kong's  
Top Fundraising  
Events for  
Sustainability.**

# Sustainability is our focus

**ADOPT A-TREE**

15/12/19

15/12/21

**BARCLAYS  
MOONTREKKER**

**Thanks Barclays Bank Of Choosing  
TNC as beneficiary of Barclays  
MoonTrekker charity trail run**

The Nature  
Conservancy 



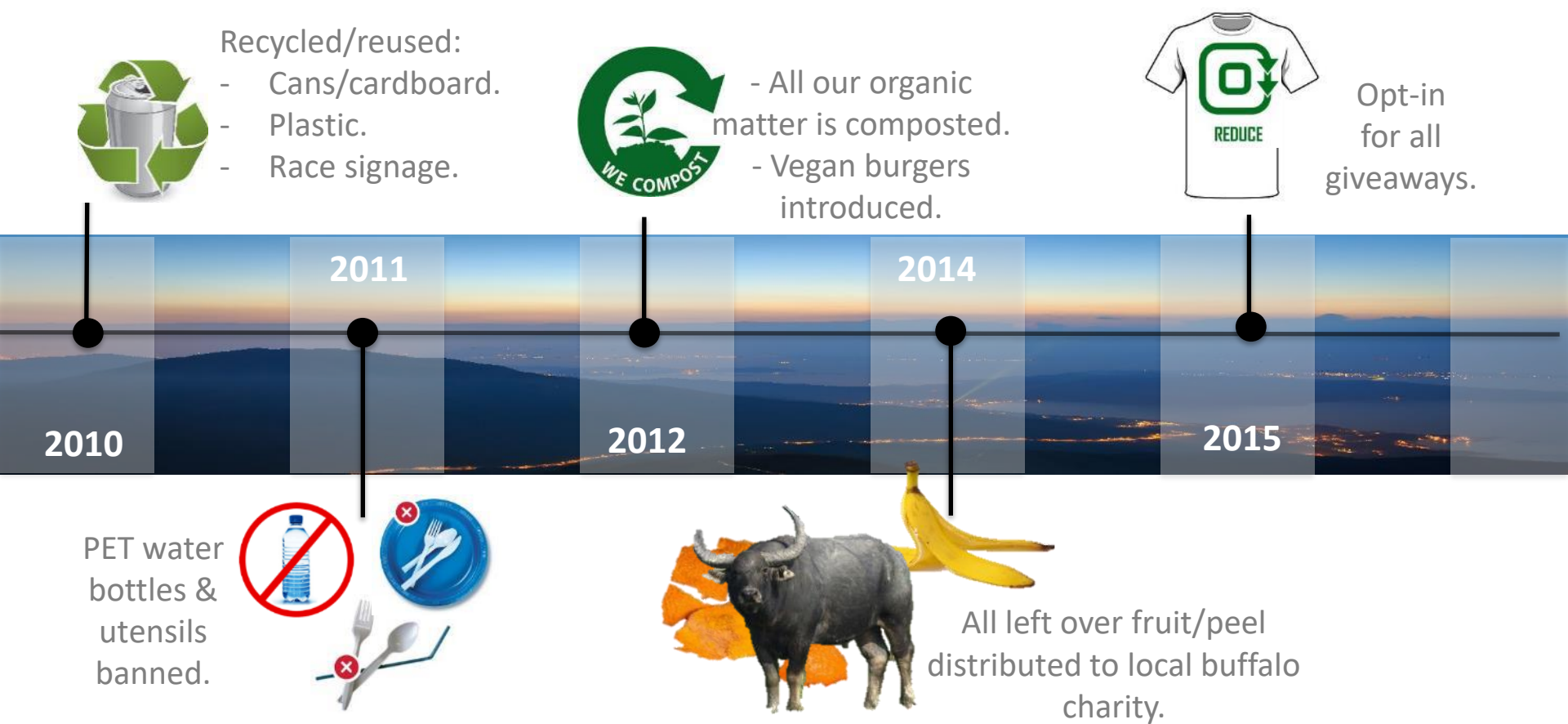


**MoonTrekker leftover orange/banana peel.**



# Sustainability – Best in Class

Since inception in 2009, we have strived to reduce our environmental footprint, and lead the industry in best practices for sustainability.





# Our Difference



We aim to deliver the best trail-race participant experience in Hong Kong.

# DISCOVERY

From the inflight magazines for Cathay Pacific and Cathay Dragon

## NATURE AND OUTDOORS

### MOONTREKKER: HONG KONG'S MOST POETIC HIKE

Caroline Carter on the joys of overnight hiking on Lantau Island

“ Sargent’s enthusiastic team of volunteers spend hours pampering weary participants with water, food and music. A cheese sandwich and a cup of tea before a long climb were highlights for me, as were the unexpected musical interludes. The memory of marching down a hill triumphantly to the sound of a lone Scottish bagpiper is almost enough to make me want to do it again. Crossing the finish line hours later and collapsing in an exhausted heap, only slightly less so.”

## Our Difference



# Start Line Experience



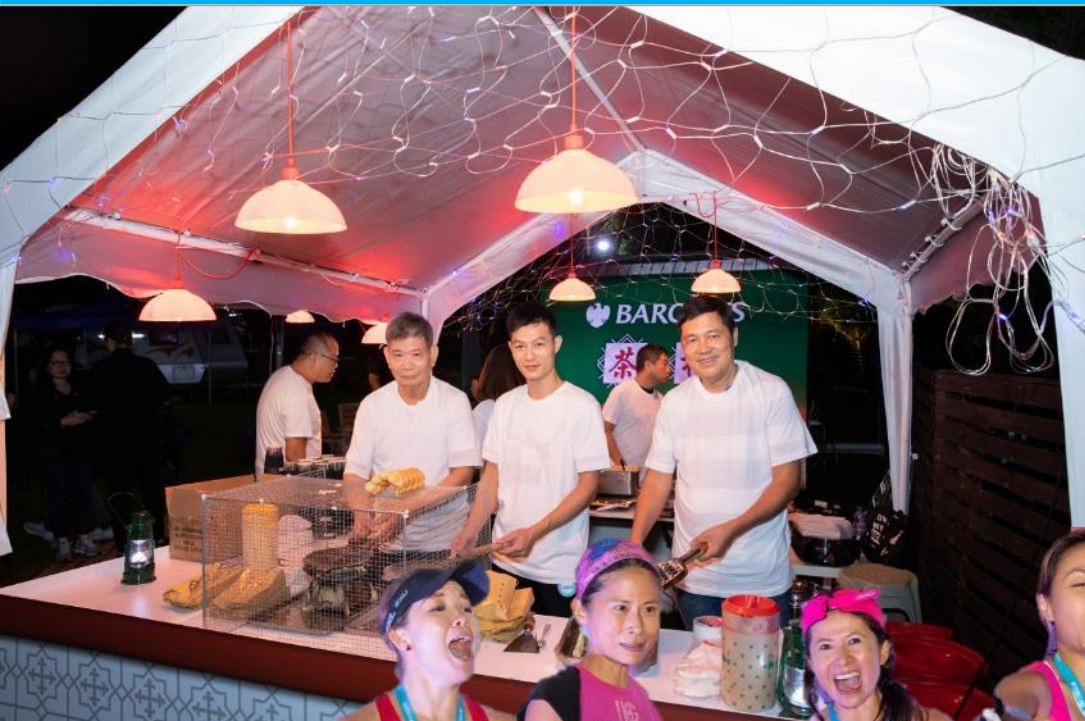


# Hong Kong's Best Finish Line Area





# Festival Finish





# Festival Finish





# Participant Experience

We strive to deliver a 6-month experience, not just an event.



# The Great Ascent



Bib	Fav	Share	Name	Gender	Pace	Top of Lantau Peak
5991	+	f t	<a href="#">Vlad Ixel</a>	Male	4.7 km/h	00:25:26
51867	+	f t	<a href="#">Rupert Chamberlain</a>	Male	4.6 km/h	00:25:57
5297	+	f t	<a href="#">Anders kartik Jensen</a>	Male		00:28:56
5103	+	f t	<a href="#">John Ellis</a>			00:29:13
5983	+	f t	<a href="#">Dan Parr</a>			00:31:21
51290	+	f t	<a href="#">Ryan Whelan</a>			00:31:54
5100	+	f t	<a href="#">Mat Leng</a>			00:32:12
5243	+	f t	<a href="#">Siu Keung TSANG</a>			00:32:45
5632	+	f t	<a href="#">Guillaume Besson</a>			00:33:02
5355	+	f t	<a href="#">TSZ HONG Tam</a>			00:33:07
5349	+	f t	<a href="#">Dennis Theodosis</a>	Male	3.6 km/h	00:33:13
5450	+	f t	<a href="#">Mark Iandoli</a>	Male	3.6 km/h	00:33:14

The 'GREAT ASCENT' includes prizes for those summiting Lantau Peak from CP4 in under one hour.





# Field Training Day



## Executive Training and BBQ with Asia's Top Trail Runners





## COMMUNITY SNAPS

If you would like to see your photos featured on this page, email [duey@baymedia.com.hk](mailto:duey@baymedia.com.hk)

August 17 marked the inaugural MoonTrekker Mangrove Clean-up at Tung Chung Bay. This family-friendly event, in collaboration with The Nature Conservancy, provided an opportunity for participants to give back and learn more about the importance of shoreline estuaries. Find more familiar faces @ [www.lifeonlantau.com](http://www.lifeonlantau.com)



# Mangrove Clean-up

IN 2019 our first mangrove clean-up was launched to give back, build community, and extend the MoonTrekker experience.







**SunTrekker** received over 350 registrations in it's second year. The majority of participants were training for Barclays MoonTrekker.





# Post Event Awards



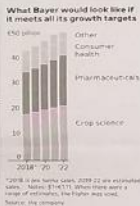
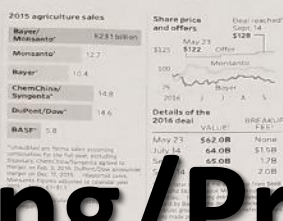
We host our awards ceremony in a top-tier Central venue. **Beef & Liberty's** LKF outlet.



**BEEF  
&  
LIBERTY**



# Bayer's \$63 Billion Bet Gone Wrong



**MR. BAUMANN's** plan to close the acquisition by late 2017 was postponed due to scrutiny by European and U.S. antitrust regulators. In 2017, Bayer issued a profit warning because of high inventories at its own Brazilian crop science business and slower sales for consumer health products in a competitive U.S. market.

Bayer finally became Monsanto's official owner in June 2018, but it wasn't immediately allowed to run the business; the Justice Department had demanded the companies first sell some assets. The divestitures were then involved as Monsanto's lawyers geared up for the first Roundup trial.

The COURT ordered Monsanto to pay \$239.92 million in damages on Aug. 10, 2018. The size of the award, later reduced to \$78.5 million, spooked markets and dismayed Bayer directors, according to people close to the top executives. A sharp rise in the number of new plaintiffs further clouded the outlook.

Bayer has defended the deal and proclaimed the safety of Roundup. It also announced a restructuring late last year in a bid to boost profits, selling various assets and cutting 10% of its workforce. People familiar with the company said the moves were geared to boost investor confidence. "The deal was independent of the Roundup legal woes. The share price continued to fall.

**AT THE COMPANY'S** general meeting in April, shareholders withdrew confidence in Mr. Baumann in the first ever no-confidence vote in a CEO of a company listed on Germany's main stock exchange. Mr. Wenning said at the time he deeply regretted the vote but stressed that the board stood behind Mr. Baumann. Bayer later hired an additional legal adviser to oversee and oversight of its legal issues, bowing to pressure from investors.

With three verdicts issued against Bayer so far, analysts' estimates of its total Roundup liability vary between €5 billion and €25 billion (\$5.5 billion and \$27.7 billion).

**ANALYSTS AND INVESTORS** have raised questions about the true value of the inherited Monsanto business. In December Mr Baumann predicted a steady climb in sales and profits through 2022 with the help of Monsanto. Third-quarter results released in July showed unexpected weakness in the crop science business, due to adverse weather. **WILL** Bayer be able to get two more trial verdicts substantially reduced and investors pinning their hopes on fast settlement, shares have come up from June's seven-year low. They're currently down around 50% from their high of April 2015, when Bayer was the most valuable German company.

the tax subsidies—up to \$3 million in total from the city and state—struck them as excessive. Some residents in their districts worried the campus would lead to rising rents and other problems. And some campus leaders were concerned about the company's union practices. Also worrying the two groups was the fact that the campus was shifting leftward. "We were wooing a giant company that hurt them with progress groups. We were not elected to

After Amazon picked New York to build a new headquarters, it faced an immediate backlash—and started taking notes.

had presented in wooing Amazon to New York was starting to fray.

Mr. Cuomo saw the Amazon HQ2 campus as a historic deal that could bring as many as 100,000 jobs and make New York an East Coast answer to Silicon Valley's tech hub.

Mr. De Blasio, weighing a presidential bid he would launch in May, was eager to protect his reputation as a working-class ally. He had criticized Amazon's opposition to unionizing its employees and was proud he had never shopped on the site, but he supported the plan and the jobs it would bring. He never made it into the burn book.

In late January, Holly Sullivan, the head of world-wide development at Amazon, returned

The team laid out the growing list of headaches in New York: the City Council grilling, pressure from labor unions, a steadily drumbeat of public protests and Mr. Ganaris's nomination to the PACB.

"It was clear there was an intraparty power struggle," Brian Huseman, a vice president for public policy at Amazon, said in an interview. "We thought we would prevail, but had to question whether it was worth getting in the middle of."

The discussion on the conference call moved from whether to ditch New York to

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Will you beat the  
prestigious over-  
and experience  
complimentary

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**EXCLUSIVE T**  
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WSJ MEMBERS  
**W AT WSJPLUS.COM/**

**OFFERS/MOONTREKKE**

...d's most  
ountain  
er, enjoy

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**19**

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 BARUCH  
COLLEGE

WSJ TALK / EXPERIENCE / **OFFER** / GETAWAY


A photograph of a person from behind, celebrating a finish line with their arms raised in a 'V' shape. They are wearing a white tank top, a backpack, and a race bib with the number 1912. The background is a hazy, mountainous landscape. On the left side of the page, there is a large, stylized letter 'S' and a large plus sign graphic.

# Challenge Yourself At Barclays MoonTrekker

Will you beat the sun? Join adventure seekers as you race in the world's most prestigious overnight trail event: Hike Hong Kong's second highest mountain and experience amazing dawn views at the summit. As a WSJ member, enjoy complimentary race registration.

EXCLUSIVE TO WSJ MEMBERS  
REGISTER NOW AT [WSJPLUS.COM/OFFERS/MOONTREKKER19](http://WSJPLUS.COM/OFFERS/MOONTREKKER19)

**WSJ+**  
WIRELESS • VOIP • INSPIRATION



BARCLAY'S  
MORTGAGE

## 2019 Full page in Wall Street Journal

an obscure but powerful man that gave him effective power over some of the ed subsidies, a big part of the decision to choose

Two weeks later, Ms. Sulli-

He wasn't in the burn book, but it didn't make any difference.

[illegible]

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**BARCLAYS**  
MOONTREKKER

**WILL YOU BEAT THE SUN?**  
**你敢接受日出的挑戰嗎?**



**BARCLAYS**  
MOONTREKKER

LANTAU, HONG KONG

2019

The Nature  
Conservancy   
Hong Kong

# Join our community

 **BARCLAYS**

**CBRE**



Freshfields



JEBSEN

**KPMG**



Lidl Hong Kong Limited

  
PRUDENTIAL

**FUGRO**

BEEF  
&  
LIBERTY

**HOKA ONE ONE**




HONG KONG HOUSING MEETING  
房屋委員會

  
Welcome Beach  
海邊灘

AQUARIUS 水動樂

 **BARCLAYS**

**CBRE**

 Freshfields



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**CBRE**



Freshfields



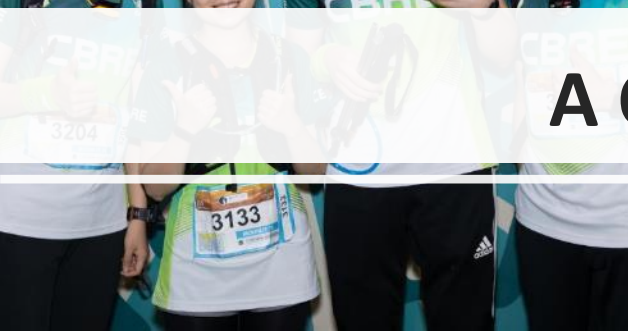
# Our Community

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## Sample of participating firms:

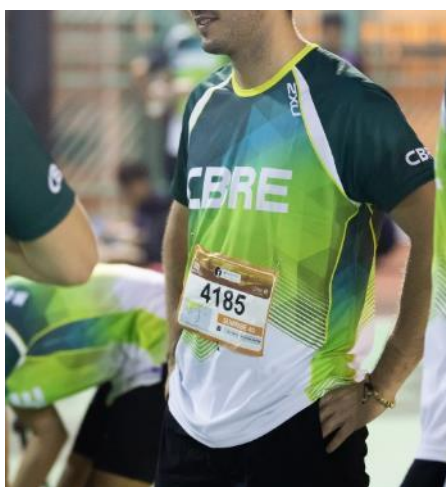
AIA	Colliers	HSBC Private Bank	RBS
AXA	CPA Australia	IFC	Richemont
Aon	CPPIB Asia Inc.	Jensen Group	Ritz Carlton
Bank of China	Credit Agricole	Intel Corporation	Schroders
Bank of New York Melon	Credit Suisse	JP Morgan	Sino Land
BAML	China Trust Bank	Jones Lang Lasalle	Société Générale
Booze Allen	Daiwa	KPMG	Standard Bank
Barclays	Deutsche Bank	Linklaters	State Street
Blackrock	Deloitte	Li and Fung	Standard Chartered
Bloomberg	E&Y	Manulife	Swire's
BNP Paribas	Fidelity	Maquarie	Telstra
Cathay Pacific	FTSE	Morgan Stanley	Thompson Reuters
Cartier	Freshfields	MTRC	The Economist
CBRE	Goldman Sachs	Nomura	UBS
Citigroup	Hang Seng Bank	Peninsular Hotels	UOB
Citic	Henderson Land	Pfizer	Westlb AG
Clifford Chance	HKMA	Prudential Corp	Westpac
Coca Cola	HSBC		





## A Corporate Team Event







# Sponsor Benefits.

- **Pre-public registration** (the event has sold out every year since inception).

- **Brand presence**

Branding in all event materials including pre, during and post event date. This includes race signage, event tee, branded giveaways, website, social media, newsletters, marketing and advertising, print, press releases, awards and e-marketing.

- **Office or in-the-field training sessions**

Top trainer/athlete to conduct exclusive training sessions for participants (clients and staff).

- **Post-event prize ceremony**

Brand presence and 8 complementary tickets to the post event party. The programme includes prize presentations to race winners, with the option of sponsor executives to present prizes.

## **Partnership approach**

MoonTrekker works closely with the title sponsor throughout the event lifecycle to ensure that their sponsorship is activated in the most effective and tailored manner.

- **Custom editorial content**

A post-event OR pre-event report including: event photos of your engagement.

- **Industry exclusivity and repeat rights**

Sponsor can be the exclusive sponsor for their industry and have the first right of refusal for following years sponsorship.

# Sponsorship enquires:

**William Sargent, Event Director**

**[williamsargent@moontrekker.com](mailto:williamsargent@moontrekker.com)**

**Tel: 94708442**



# **APPENDIX**

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**PRESS  
MARKETING  
SOCIAL MEDIA  
PARTNER PROMOTIONS  
EVENT BRANDING**





TRAIL RUNNING

HIKING

CROSSFIT

EXTREME SPORTS

HEALTH &amp; FITNESS

GADGETS &amp; GEAR

# What was your most memorable run of 2019 – Hongkongers share their highlights, from Moontrekker and Oxfam Trailwalker, to apps and finding a home



South China Morning Post

The Barclays Moontrekker Moonlit 30km race in October is a 2019 stand-out for Batra, a Hong Kong-based designer and trail runner. She had been her longest race distance ever. One thing got out to recce the course also happened



SCMP, Jan 2020



**Jenny Buck** It was definitely my most memorable run of the year 🌟🙏



**Jill Mailloux O'Mahony** One of my highlights for sure!

Like · Reply · Message · 2w



**Paul Ensell** Definitely the most memorable run for me in 2019. I'm sure it will be in 2020 too but I'll be trying hard to make it a difficult choice 😊

Like · Reply · Message · 2w



**Nick Hodges** A lot of fun. Thanks Moontrekker team. You guys always deliver







NOW READING

Moontrekker shows everything unique about Hong Kong's trail running scene, as team

I was first introduced to trail running when my girlfriend ran the Barclays Moontrekker and the Oxfam Trailwalker six years ago, in our first year in Hong Kong.

It is a story similar to many Hongkongers, who arrive and somehow find themselves skipping out the building process, instead going straight to the 100-kilometres mountain distance, using Moontrekker as a warm-up.

## Moontrekker shows everything unique about Hong Kong's trail running scene,

The introduction normalises a great deal about the Hong Kong trail scene, and it wasn't until years later that I reflected upon its uniqueness.

The idea of running in teams is commonplace in Hong Kong – the Moontrekker has solos, pairs and fours, the Trailwalker is exclusively for four-person teams, but there is a host of other races. The Country of Origin is for three-person teams, the 45km Mac Challenge has different group options, and the list goes on.



'Post' reporter Mark Agnew (second left) and his team set off for Moontrekker.



'Post' reporter Mark Agnew enjoys a beer on the Moontrekker finish line.



0 SHARES [f](#) [t](#) [e](#) [+](#) NOW READING KPMG employees take on MoonTrekker; pushing the limits forges bonds between partners

[TOPIC](#)
[EXTREME FITNESS](#)

# KPMG employees take on MoonTrekker; pushing the limits forges bonds between partners, colleagues and newcomers

- The consultancy firm has 120 employees taking part in the race as they see the benefits of friendship and fitness filter through the office

BY MARK AGNEW  
18 OCT 2019

Just a few years ago, the idea of running for hours through the mountains would have been unthinkable for Anita Chau, marketing director, KPMG. But on Friday, she is taking on her fifth 42km Barclays MoonTrekker, and set on running the 100km Oxfam Trailwalker next month.

"I was completely alien to something like this," she said. "I had never run in my life until that first year. But the good thing is when you sign up for something like this you have to maintain fitness."

But Chau's rise to trail running has not happened in isolation. Since then, her company has got behind the idea, sponsored MoonTrekker and have 120 employees running across the three distances – 30km, 40km and 50km – on Friday.

KPMG has multiple "interest groups" and five years ago they managed to convince 15 of the hiking group's members to sign up for the MoonTrekker, which takes runners across Lantau and over the impressive Lantau Peak. Runners try to reach the finish before sunrise.

SCMP, Oct 2019



South China Morning Post



SCMP, Oct 2018



SCMP, Oct 2019



**Around DB June 2019**

Register on June 6 to compete in the overnight Barclays MoonTrekker, October 18 to 19. Participants run or hike 30, 40 or 50 kilometres across Lantau for this year's nominated charity, The Nature Conservancy. To find out more and to register, visit [barclaysmoontrekker.com](http://barclaysmoontrekker.com).

Join Wines of South Africa's Moontrekker Dinner and Charity Auction on 5 September

Brought to you by: Wines of South Africa on 19 Aug '17

In support of The Nature Conservancy

share the

**foodieclub**

Recent Foodie Club Events

If you're a hiker, you'll be familiar with Hong Kong's annual **Barclays Moontrekker** in October, a unique hiking/running/endurance event that takes place in the dark of night, where it's all about beating the sun's rise over Lantau Peak. Each year, the funds raised by participants go towards supporting a charity, and this year it's **The Nature Conservancy**, the world's largest conservation organisation.

**Foodie website**

ABOUT US MENU FUN STUFF GET IN TOUCH PARTIES & EVENTS NEWS

**BEEF & LIBERTY** X **BARCLAYS MOONTREKKER**

We're the lead food sponsor for this year's Barclays MoonTrekker. If you missed out on purchasing a ticket for Barclays MoonTrekker - Hong Kong's ultimate night hike - don't worry, we have a way for you to win a 'code' to purchase a discounted ticket!

**Beef & Liberty website**

**BEEF & LIBERTY X BARCLAYS MOONTREKKER**

Posted by admin On June 14, 2016 0 Comments

We're the lead food sponsor for this year's Barclays MoonTrekker. If you missed out on purchasing a ticket for Barclays MoonTrekker - Hong Kong's ultimate night hike - don't worry, we have a way for you to win a 'code' to purchase a discounted ticket!

< All Posts

**GR's Sparkle in The Moonlight. Moontrekker, Business Class Racing**

21 October 2019 | Club Activities

GR Sam Flett

The Barclays Moontrekker is one of the races that really stands out in the huge list of races in Hong Kong. A 50k Solo (see team report), and then 40k Solo, Pairs and Teams, and 30k Solo, Pairs and Teams means there are lots of combinations which participants really love. Add to that the big budget that goes with a Corporate Event, a night

**The Barclays Moontrekker is one of the races that really stands out in the huge list of races in Hong Kong. A 50k Solo**

and the finish line party is a thing to behold.

No wonder therefore we had so many Gone Runners taking part ... and the club really did sparkle!

**GoneRunning website**



# Partner Promotions



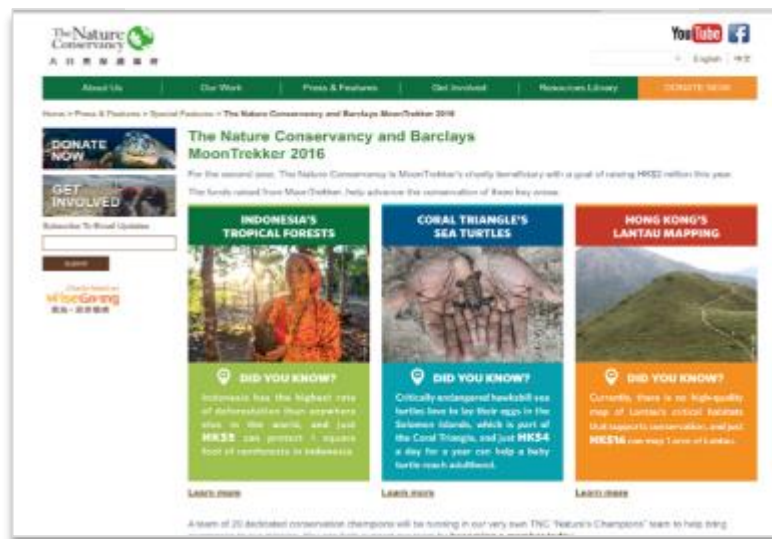
## Hong Kong Hiking Meetup



## Joint Dynamics



## The Nature Conservancy



## Beef & Liberty table promotion



HOKA ONE ONE



30% OFF at Action X Store



Action X (Sheung Wan)  
G/F, 28 Bonham Strand  
Sheung Wan, Hong Kong  
Tel: 3102 2977  
Email: info@actionxstore.com  
Opening Hours: Monday - Sunday: 11am to 8pm

Action X (Discovery Bay)  
Shop G16A-G16C, Ground Floor,  
92 Siena Avenue, North Plaza  
Discovery Bay, Hong Kong  
Email: info@actionxstore.com  
Opening Hours: Monday - Sunday: 9:30am to 6:30pm

# Online Marketing



## E-Newsletter Campaign

**12** newsletter updates sent between May and October.

- **2,000 - 8,000** recipients per newsletter
- **62% average open rate**





# Social Media

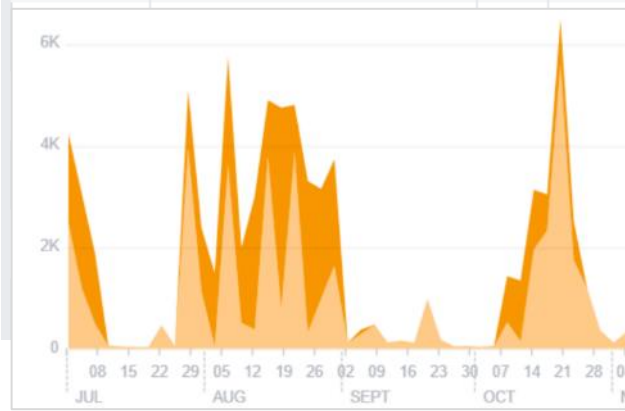


## 4,265 likes on Facebook

As of 29<sup>th</sup> October 2019

- Average age range of fans: 28-44 years old
- **45% Women, 55% Men**

27/08/2019 18:06		Latest SunTrekker email update now available on			1.2K		76 17	
21/08/2019 17:25		We are VERY pleased to announce that DAVID			15.6K		867 710	
15/08/2019 15:56		Last month, we announced that SunTrekker was going			12.8K		924 446	
11/08/2019 23:09		One week to go 😊 Please see details for Saturday			1.1K		13 7	
11/08/2019 17:00		Things are getting busy on the trails. Today's team			1.7K		423 45	
10/08/2019 19:01		Oh boy it was hot, but no drop-outs today. First 17km			1.5K		193 44	



6,000 unique views on the day

**Barclays MoonTrekker**  
2 January at 11:01 · 🌐

Happy New Year trail runners! It always better to be looking forwards than backwards, but definitely nice to get a mention here as a race highlight for the year.

<https://www.scmp.com/.../what-was-your-most-memorable-run-201...>

SCMP.COM

**What was your most memorable run of 2019?**  
Hong Kong runners share their best run, from unofficial races to...

1,718  
People reached

173  
Engagements

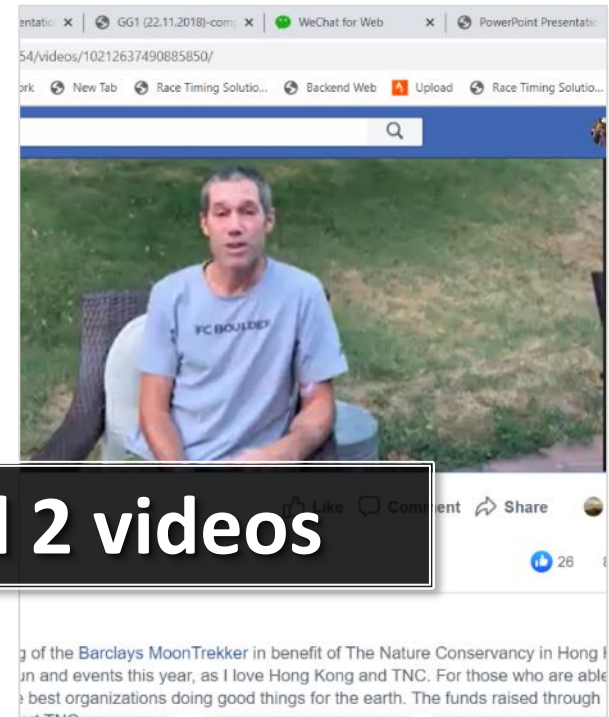
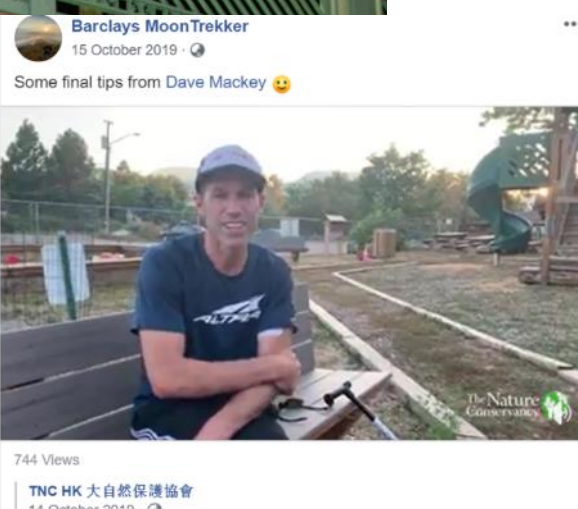
Boost Post

October 18<sup>th</sup> - 19<sup>th</sup>

I'm running for nature

Please support  
The Nature Conservancy

Facebook Frame



**In 2019 Mackey posted 2 videos**



Fung Kam-hung took part in 2019

**Celebrity Engagement**



# Participant Instagram



Will you beat the sun this weekend?  
Good luck to everyone racing the  
[@barclaysmoontrekker](#), have fun on  
the trails!

#tgif #weekendvibes #trailtime  
#mountainsarecalling  
#onepeakonepic #peakoftheday  
#smileandclimb

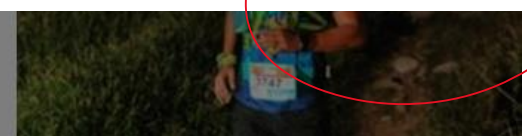
12w



**cha\_tqt** #run #running #trail  
#trails #trailrunning  
#moontrekker #hkrun #hkrunning  
#hongkong #hkia #outdoor



Liked by [lantaubasecamp](#) and 394 others



# TST LED Banner



TST Billboard 'good luck' message





# Branded Giveaways



Reusable bag  
with course map



Loyalty badges



100% Bamboo  
cup



Collapsible backpack

# Event Branding













**See you there...**

