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PARTNERSHIP SCHEME

2026 - 2027

Premier Exposure
Year-Round Signage
and More...



Gratitude turns belief into impact.
Thank you for your generous support and commitment to the La Salle College Old Boys' Association.

ABOUT US

LSCOBA (La Salle College Old Boys' Association) is the official alumni organization of La Salle College, a prestigious Catholic boys' secondary school in Hong Kong established by the De La Salle Brothers. Founded to preserve school traditions and foster lifelong brotherhood, the association connects thousands of graduates worldwide.

Empowering Future Generations

Nurturing current students through scholarships, career mentorship, sports coaching, and educational resources to help them achieve personal and academic excellence.

Alumni Networking

Hosts annual reunions, global chapter events, and sports competitions to maintain ties among Old Boys

School Support

Raises funds for campus development, technology upgrades, extra-curricular programs, and student scholarships

Mentorship

Connects established alumni with recent graduates for career guidance, internships, and professional development.

Community Outreach

Directs charitable initiatives and social service projects guided by core Lasallian values.

With a powerful network spanning leadership roles across business, law, medicine, and public service, LSCOBA plays an essential role in preserving La Salle College's legacy and community impact.

MAJOR EVENTS



Gala Dinner

As LSCOBA's flagship annual reunion, it unites generations of global alumni to celebrate Lasallian heritage, raise vital school development funds, and strengthen an influential, lifelong professional and personal brotherhood network.



Sports Family Fun Day

For young children of alumni, this event is often their very first personal connection to La Salle College. By supporting Family Fun Day, it sow the seeds of school pride and community responsibility in the next generation.



LaSallian Digest

The LaSallian Digest serves as the official semi-annual publication connecting tens of thousands of La Salle College alumni worldwide. It acts as both a historical archive and the primary storytelling platform for the Old Boys network.



Spring Dinner

The LSCOBA Spring Dinner—typically held around Lunar New Year—is a cherished annual tradition that unites generations of "Old Boys," teachers, and school leaders to celebrate the festive season and renew school bonds.



Sport Leagues

The LSCOBA Sports Leagues—spanning football, basketball, tennis, badminton, and other sports—are a vital pillar of the alumni association, deeply rooted in La Salle College's legendary athletic tradition.

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GALA DINNER







Direct Business Networking: Exclusive pre-dinner receptions provide a warm setting to generate qualified business leads and spark cross-sector collaborations.

VIP Client Hospitality: Sponsor table packages offer an elegant, turnkey environment to entertain high-value clients, deepen strategic partnerships, or reward top internal talent.







LASALLIAN DIGEST

Exclusive High-Net-Worth Audience: Directly places your brand before an influential demographic of C-suite executives, entrepreneurs, and industry leaders within the global La Salle alumni network.

Multi-Generational & Global Reach: Reaches thousands of alumni across generations locally and internationally through both print editions and direct digital distribution.

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SPRING DINNER





High Receptivity & Festive Goodwill: The joyful, atmosphere of the Lunar New Year season creates an approachable environment where executives are relaxed and open to new B2B collaborations.

Strong Decision-Maker Attendance: As the year's official kickoff event, attendance is heavily prioritized by board members, past presidents, corporate partners, and VIP community leaders.







SPORTS FAMILY FUN DAY



Positive, Family-Centric Brand Alignment: Position your brand alongside health, wellness, active living, and wholesome family values, creating warm, lasting impressions in a high-trust environment.

Intergenerational Reach: Captures a diverse audience under one roof—from young children (future consumers) and working parents (decision-makers) to senior alumni (high-net-worth individuals).





SPORT LEAGUES

High-Frequency Seasonal Exposure: Unlike one-off single-day events, a multi-week league guarantees regular, repeated visibility on team jerseys, field banners, physical gear, and fixture schedules.

Targeted, Active Demographic: Directly places your brand in front of health-conscious, energetic professionals, families, and local consumers with active lifestyles and clear purchasing power.

LSCOBA Soccer League
EST. 1988

Bro. Aimar Cup Final

	05/01/2025	
1110 - 1230	Brotherhood FC	La Salle Young Boys

Bro. Aimar Cup Second Runner-up

	05/01/2025	
0950 - 1110	TD Soccer	New Euphoria

Golden Sponsor:

AA Location

Official Sponsors:

A Location

A Location

B Location

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DIAMOND PACKAGE

Gala Dinner
- 24 Seats
- Award Stage
- Backdrop Logo Display

LaSallian Digest
- Dec Issue Center Double Spread
- June Issue Center Double Spread

Spring Dinner
- 24 Seats
- Center Spread Pages

Sport Leagues (Soccer, Basketball, Badminton, Tennis, PickleBall)
- Exposure on Schedule (AA Location)
- Video Interview

Exclusive Souvenir
- 2026-2027 Full Set Souvenir

Package Cost ~~339,888~~

Best Price 200,000 HKD

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PLATINUM PACKAGE

Gala Dinner
- 12 Seats
- Award Stage
- Backdrop Logo Display

LaSallian Digest
- Dec Issue Choiced Full Page Feature
- June Issue Choiced Full Page Feature

Spring Dinner
- 12 Seats
- Choice Full Page Ad

Sport Leagues (Soccer, Basketball, Badminton, Tennis, PickleBall)
- Exposure on Schedule (A Location)
- Featured Interview

Web Sponsorship Page
- Logo Display

Package Cost ~~183,888~~

Best Price 108,000 HKD

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GOLD PACKAGE

Gala Dinner
- 4 Seats
- Award Stage

LaSallian Digest
- Dec Issue Full Page Ad
- June Issue Full Page Ad

Spring Dinner
- 6 Seats
- Full Page Ad

Sport Leagues (Soccer, Basketball, Badminton, Tennis, PickleBall)
- Exposure on Schedule (B Location)

Package Cost ~~97,688~~

Best Price 58,000 HKD

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SILVER PACKAGE

Gala Dinner
- 2 Seats
- Award Stage

LaSallian Digest
- Full Page Ad

Spring Dinner
- 2 Seats
- Full Page Ad

Sport Leagues (Soccer, Basketball, Badminton, Tennis, PickleBall)
- Exposure on Schedule (C Location)

Package Cost ~~55,688~~

Best Price 38,000 HKD

À LA CARTE (1)

	Diamond	Platium
Gala Dinner	24 Seats Award Stage Backdrop Logo Display **HKD 180,000**	12 Seats Award Stage Backdrop Logo Display **HKD 95,000**
Spring Dinner	24 Seats Center Spread Pages Backdrop Logo Display **HKD 13,888**	12 Seats Choice Full Page Ad Backdrop Logo Display **HKD 8,888**
LaSallian Digest	Center Double Spread **HKD 28,000**	Full Page **HKD 18,000**
Soccer League	Exposure on Schedule (AA Location) Video Interview **HKD 55,000**	Exposure on Schedule (A Location) Video Interview **HKD 28,000**
Basketball League	Exposure on Schedule (AA Location) Video Interview **HKD 18,000**	Exposure on Schedule (A Location) Video Interview **HKD 10,000**
Tennis/Badminton /Pickleball League	Exposure on Schedule (AA Location) Video Interview **HKD 14,000**	Exposure on Schedule (A Location) Video Interview **HKD 8,000**

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À LA CARTE (2)

	Gold	Silver
Gala Dinner	4 Seats Award Stage Backdrop Logo Display HKD 48,000	2 Seats Award Stage Backdrop Logo Display HKD 35,000
Spring Dinner	6 Seats Full Page Ad Backdrop Logo Display HKD 13,888	2 Seats Full Page Ad HKD 8,888
LaSallian Digest	Center Double Spread HKD 8,000	Full Page HKD 18,000
Soccer League	Exposure on Schedule (B Location) Video Interview HKD 15,000	Exposure on Schedule (C Location) Video Interview HKD 8,000
Basketball League	Exposure on Schedule (B Location) Video Interview HKD 7,000	
Tennis/Badminton /Pickleball League	Exposure on Schedule (B Location) Video Interview HKD 5,000	

PAST PARTNERSHIP GROUPS AND ORGANIZATIONS

In no particular order

信興集團 SHUN HING GROUP

大新銀行 DAH SING BANK

OCBC

和富社會企業 Wofoo Social Enterprises

譚氏實業有限公司 TAM'S INDUSTRIAL CO. LTD.

HKUST BUSINESS SCHOOL 香港科大商學院 WORLD CLASS IN ASIA | DBA

Telecom Digital 電訊數碼

SUN MOBILE

Canon Delighting You Always

嘉利國際控股有限公司 Karrie International Holdings Limited

御藥堂

城

GP

素年

CATALO

JLL 仲量聯行

AR RENTALS

PRESIDENT'S REMARK

Brian Tsang (02')

It is my distinct honor to welcome you as we gather to support the vibrant tradition of La Salle College.

The strength of our Old Boys' Association relies on the enduring brotherhood and generous spirit of our community.

Through your sponsorships, you do far more than support our annual events—you directly empower the next generation of Lasallians by funding scholarships, enhancing campus facilities, and providing career mentorship.

To our sponsors and donors, thank you for your unwavering support. Your generosity honors our past and safeguards our legacy for years to come.

Saint John Baptist de La Salle, Pray for us!
Live Jesus in our hearts. Forever!



Presented by

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La Salle College Old Boys' Association
Committee 2026 - 2027