

# Standard chartered hong kong marathon



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Chartered and the HKAAA for past marathons, a new and exciting initiative known as “ Marathon 101” had been introduced in 2007. Marathon 101” targets the general public, the online community and local primary and secondary school students with the objective of helping people across every age group better understand the importance of engaging in healthy activities like the Standard Chartered Marathon.

1. In-school Programme A key component of “ Marathon 101” is the Marathon 101 Education Programme which is launched in association with the HKSAR Government’s Education and Manpower Bureau. Teaching kits are bi-lingual and designed for Primary 4 – 6 students and Secondary 1 – 3 students.
2. Community Awareness Programme In addition to curriculum learning, the Education Programme includes a Community Awareness Programme is created to provide community service trainings to Secondary 4-7 students. Upon completion, students will be qualified as volunteers at the Standard Chartered Marathon.
3. Online Programme Standard Chartered also launched a new Marathon 101 website at [www.marathon101.com.hk](http://www.marathon101.com.hk).

The website is dedicated to helping participants gear up to enjoy a safe and inspiring event in a relaxing and easy-to-understand fashion which includes a variety of training programmes, running tips and games.

- Standard Chartered Marathon Expo The Marathon Expo s is one of largest promotional activities in Standard Chartered Hong Kong Marathon. Besides collecting runner’s packs, you can find a wide range of stage performances, games, interactive workshops, training or medical talks. Runners and the general public are welcome to attend the Marathon Expo where they can take Corporate Challenge Standard Chartered invites their corporate clients to

<https://assignbuster.com/standard-chartered-hong-kong-marathon/>

race against each other in “ Corporate Challenge” every year. All funds through the Corporate Challenge are donated to Hong Kong Paralympic Committee and Sports Association for the Physically Disabled. To celebrate the 10th anniversary of Hong Kong’s return of sovereignty, the Hong Kong Amateur Athletics Association also held a special Media Challenge Cup for local media organizations. Four people from each media team competed in the 10km race at the Standard Chartered Marathon 2007. • Charity Program

Standard Chartered established its “ Seeing is Believing” charity campaign in 2004, with the aim of collecting funds to provide medical facilities to restore 1 million eyesight in developing countries. Henry Wanyoike, the visually-impaired Kenyan Olympic gold medalist has been named the international Goodwill Ambassador for the campaign. Under the charity sponsorship, Henry has been representing the Bank and the charity campaign at several Standard Chartered marathons around the world. • Sponsorship Standard Chartered Bank (Hong Kong) Limited is in its 11th year of title sponsorship to the Hong Kong Marathon.

Standard Chartered has businesses in Asia, Africa and the Middle East, thus can do promotion in Standard Chartered branches in these regions. Title sponsor of six marathons across their key markets in HK, Singapore, Mumbai (India), Nairobi (Kenya), Dubai and Lahore (Pakistan) Not only Standard Chartered, but also Hong Kong Tourism Board and Association of the International Marathons and Distance Races (AIMS) are very important organizations to help in raising the international status of the event and draw greater attention.

Standard Chartered has been a longstanding supporter of HKPC; SAPD through the charity programme, which raised HK\$1.4 million for the association in 2007. Through the charity funds, Standard Chartered hopes to support the development of disabled sports and to nurture the abilities of young disabled athletes in Hong Kong. 1 To celebrate the 10th anniversary of Hong Kong's return of sovereignty, the Hong Kong Amateur Athletics Association also held a special Media Challenge Cup for local media organizations.

Four people from each media team competed in the 10km race at the Standard Chartered Marathon 2007. • The Greatest Race on Earth The Greatest Race on Earth launched in 2004 by Standard Chartered, This year's Greatest Race On Earth included Standard Chartered marathons in Nairobi, Singapore, Mumbai and Hong Kong and Hong Kong is the final stop for the race. Therefore, it attracted more international teams to take part in the HK Marathon and also can raise the international status of the event and draw greater attention,

Conclusion In conclusion, the Standard Chartered Hong Kong Marathon is a successful event. The Standard Chartered Marathon, started in 1997, grows from strength to strength in the past years with a record of entries achieved in each year. Now it becomes a signature international sporting event in Hong Kong and was recognized as a "Brand Hong Kong Event" by the Hong Kong Special Administrative Region Government. In terms of marketing, they have a successful promotion campaign to attract more and different level of participants.

The Marathon changed from just a local event to an international event, and a branded event in Hong Kong. Although Hong Kong Amateur Athletics Association is the organizer of the Standard Chartered Hong Kong Marathon, the image of Hong Kong Amateur Athletics Association is taken over by Standard Chartered. The marathon becomes a promotion event for Standard Chartered rather than for HKAAA. Standard Chartered promotes their corporate image successfully through the Marathon event. [pic]