

“BUILD A DREAM HK”

HONG KONG'S FIRST CHILDREN ARCHITECTURAL DESIGN COMPETITION

「築夢香港」全港首個兒童建築設計比賽



ORGANIZER 主辦機構

museseducation



SUPPORTING ORGANIZATION 協辦機構



香港建築師學會
The Hong Kong Institute of Architects

SPONSORSHIP PROPOSAL | 贊助企劃書

THE VISION | 我們的願景

“Investing in Hong Kong's Future Creative Leaders”
“投資香港未來的創意領袖”

A Landmark Partnership with HKIA: This competition is a flagship collaboration between Muses Education and The Hong Kong Institute of Architects, establishing a premier platform to nurture the city's next generation of city-shapers.

與香港建築師學會的標誌性合作： 本次比賽是 Muses Education 與香港建築師學會的一次旗艦級合作，旨在建立一個培育香港未來城市塑造者的頂級平台。

Bridging the STEAM Education Gap: We empower children to transform abstract knowledge into tangible, creative solutions, nurturing the critical thinking and problem-solving skills essential for the 21st century.

填補STEAM教育的實踐鴻溝： 我們賦予兒童將抽象知識轉化為具體創意的能力，培養21世紀最重要的批判性思維與解難能力。

Fostering a Deeper Community Bond: By encouraging young minds to redesign community landmarks, we are cultivating a generation that is deeply observant, empathetic, and committed to building a better city for all.

建立深厚的社區聯繫： 透過鼓勵年輕人重新構想社區地標，我們正在培育一個善於觀察、具同理心且致力於為全民建設更美好城市的世代。



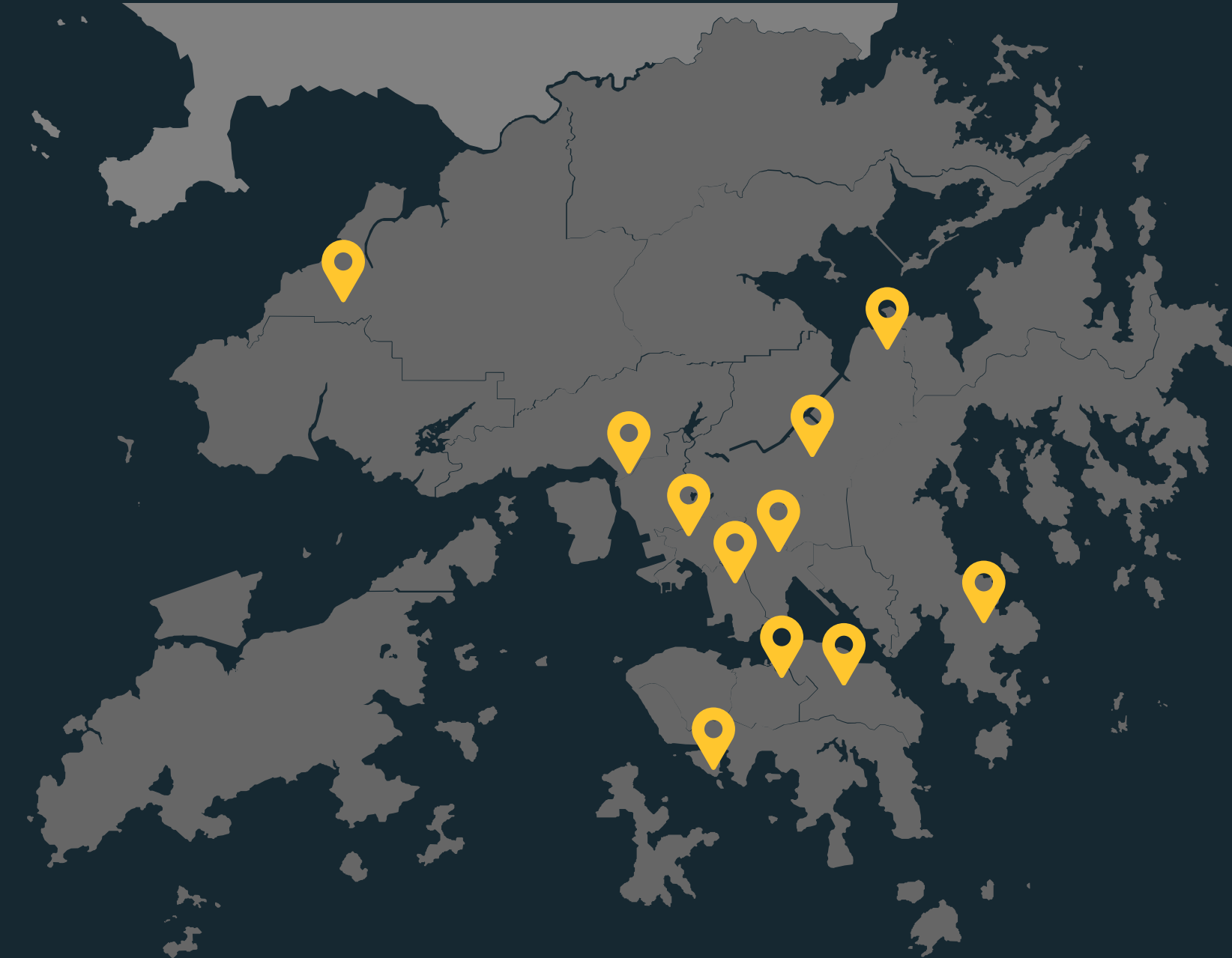
ABOUT US | 關於我們

Muses Education is the pioneer in children's architectural education in Hong Kong. With over 15 years of professional experience, we specialize in translating complex architectural concepts into inspiring, project-based learning for children, nurturing future-ready skills.

Our **Architectural Thinker** education centres are strategically located across Hong Kong, serving as vibrant hubs for creative learning. This physical footprint provides a direct and trusted channel to thousands of Hong Kong families.

Muses Education 是香港兒童建築教育的先驅。憑藉超過15年的專業經驗，我們致力於將複雜的建築學原理轉化為富啟發性的STEAM課程，培養面向未來的關鍵技能。

我們的**建築思維**教育中心戰略性地分佈於全港各區，是充滿活力的創意學習樞紐。這個實體網絡為您的品牌提供了直接觸及數千家庭的信賴渠道。



South Horizons 海怡半島
 North Point 北角
 Causeway Bay 銅鑼灣
 Mongkok 旺角
 Homantin 何文田
 Lai Chi Kok 荔枝角

Ma On Shan 馬鞍山
 Tai Wai 大圍
 Tin Shui Wai 天水圍
 Tsuen Wan West 荃灣西
 Tseung Kwan o 將軍澳

SUPPORTING ORGANIZATION | 協辦機構



香港建築師學會
The Hong Kong Institute of Architects

The Hong Kong Institute of Architects (HKIA) 香港建築師學會

The Core Role & Responsibilities of HKIA in this competition:-

- To Form and Lead the Final Judging Panel
- To Provide Expert Steer on Competition Theme & Criteria
- To Ensure Educational Rigor
- To Promote via Official Channels
- To Provide High-level Representatives to Attend Events

香港建築師學會 (HKIA) 於本次比賽的角色與職責:-

- 組建並領導總決賽評審團
- 為比賽主題與評審標準提供專業指導
- 確保活動的教育嚴謹性
- 透過官方渠道進行推廣
- 提供高層代表出席活動



THE COMPETITION | 比賽概覽



Theme 主題

"Our City, Our Home: Designing the Next Community Landmark for Hong Kong"
「我們的城市，我們的家：為香港設計下一個社區地標」



Participants 參賽者

4-18 year-old students from across Hong Kong (Kindergarten to Secondary)
全港4至18歲學生 (幼稚園至中學)



Submission 作品

High-quality physical architectural models and design statements.
高質素的實體建築模型及設計理念陳述。



Anticipated Scale 預計規模

Over **150+** teams, engaging **400+** participants and their families.
超過**150組**參賽隊伍，觸及逾**400名**參賽者及其家庭。



EXHIBITION | 公開展覽

Exhibition at a Prime Location 於頂級地段舉行的公開展覽

The winning masterpieces will be professionally curated and showcased in a high-traffic, premium venue, transforming futuristic ideas into a tangible public experience.

所有得獎傑作將經過專業策展，在人流如鯽的黃金地段展出，將未來的構想轉化為一場大眾觸手可及的創意體驗。

Your Brand's Opportunity: High-Visibility Community Engagement

您的品牌機遇：高曝光率的社區互動

Unmatched Brand Visibility: Your logo will be prominently featured and seen by tens of thousands of shoppers, families, and design enthusiasts in the exhibition.

無可比擬的品牌曝光：您的品牌標識將在展覽內，被數以萬計的購物者、家庭及設計愛好者看見。

Positive Public Perception: Demonstrate your company's commitment to nurturing local talent and contributing to the city's cultural vibrancy.

建立正面的公眾形象：展示 貴公司對培育本地人才、貢獻城市文化活力的堅定承諾。

Tangible Media Opportunities: The exhibition itself is a newsworthy event, providing a perfect backdrop for media interviews and social media content creation.

媒體曝光機會：展覽是一個具新聞價值的活動，為媒體採訪及社交媒體內容創作提供了完美的場景。



AWARD CEREMONY + GALA DINNER | 頒獎典禮 + 盛大晚宴

An Exclusive Celebration of Future Leaders 一場尊貴專屬的未來領袖慶典

A Focused Scale: Held at a top-tier hotel ballroom, this scale fosters a prestigious and intimate atmosphere, allowing for more meaningful interactions.

精準規模：城中頂級酒店宴會廳舉行，這個規模確保了活動的尊貴格調，促進更有意義的互動。

A High-Caliber Guest List: A powerful mix of future talents, industry leaders, and C-level executives, creating unparalleled networking value.

高質素賓客：完美融合了未來人才、行業領袖與企業高層，創造無可比擬的交流價值。

Live Professional Performances: Featuring renowned local talents to create an unforgettable evening.

星級表演環節：邀請知名本地藝人及表演團體，打造一個難忘的夜晚。



YOUR RETURN | 您的回報

Flagship Brand Positioning 旗艦級的品牌定位

Associate your brand with innovation and youth empowerment. Position your company as a leader committed to the future of Hong Kong.

將您的品牌與創新及青年賦權等核心價值深度連結，奠定貴公司在行業中的領導地位。

Amplified Media Value 極大化的媒體價值

The scale and high-profile nature of the event will attract significant media attention, generating publicity and brand exposure far exceeding the value of your investment.

活動的盛大規模和高端性質將吸引大量媒體關注，為您帶來遠超贊助金額本身的品牌曝光及宣傳價值。

A Compelling CSR Story 觸動人心的企業故事

Showcase your commitment to society with a powerful story that spans from grassroots youth creativity to a high-profile celebration of talent. A perfect narrative for your ESG reports.

透過一個從啟發基層青少年創意、到加冕未來人才的完整故事，完美呈現您的社會責任承擔。這是您ESG報告的最佳素材。



MARKET REACH | 市場推廣觸及

Your sponsorship unlocks a comprehensive marketing campaign designed to maximize exposure. We project the following reach:

您的贊助將啟動一場整合營銷活動，旨在最大化品牌曝光。我們的預計觸及範圍如下：



Digital & Social Media 網上及社交媒體

2,000,000 + Projected Impressions
預計曝光量



Public Relations & Media 公關及媒體

1,500,000 + Estimated Media Value
媒體估值



Physical Events 實體活動

20,000 + Visitors
訪客



Exclusive Partner Channels 專屬合作夥伴渠道

Direct reach to HKIA's extensive network of professional members.
直接觸及香港建築師學會專業會員網絡



SCHEDULE | 活動時間表

Official Launch / Registration Start
正式啟動/開始接受報名

27 March 2026

Competition Briefing Session
比賽簡報會

Mid-June 2026

Registration Deadline
報名截止日期

31 July 2026

Submission Deadline
作品提交截止日期

31 August 2026

Judging Period
評審期

1- 30 September 2026

Announcement of Results
結果公佈

16 October 2026

Public Exhibition of Winning Works
得獎作品公開展覽

Early December 2026

Award Ceremony cum Gala Dinner
頒獎典禮暨晚宴

Mid December 2026



SPONSORSHIP TIERS | 贊助方案

	TITLE SPONSOR 冠名贊助 HKD \$400,000 +	DIAMOND SPONSOR 鑽石贊助 HKD \$150,000	PLATINUM SPONSOR 鉑金贊助 HKD \$100,000	GOLD SPONSOR 黃金贊助 HKD \$50,000	SILVER SPONSOR 白銀贊助 HKD \$30,000
Gala Dinner Seats 晚宴席位	36	12	6	4	2
Exclusive Naming Rights 獨家冠名權	✓				
Speaking Opportunity 致辭環節	✓				
VIP Award Presentation 擔任主要頒獎嘉賓	✓	✓			
Top-Tier Logo Exposure 最高級別品牌曝光	✓	✓			
Platinum Logo Exposure 鉑金級品牌曝光	✓	✓	✓		
Media Recognition 媒體鳴謝	✓	✓	✓	✓	✓

We also welcome Gala Table Sponsors and other forms of in-kind/service sponsorship.
我們亦歡迎晚宴單席贊助，以及其他形式的實物/服務贊助。

BUDGET OVERVIEW | 活動預算

To successfully host this event, our total budget goal is **HKD 1,500,000**. Every dollar is invested to maximize value for our participants and partners.

為成功舉辦這場盛事，我們的總預算目標為 **HKD 1,500,000**。每一分投入都旨在為參賽者及合作夥伴創造最大價值。

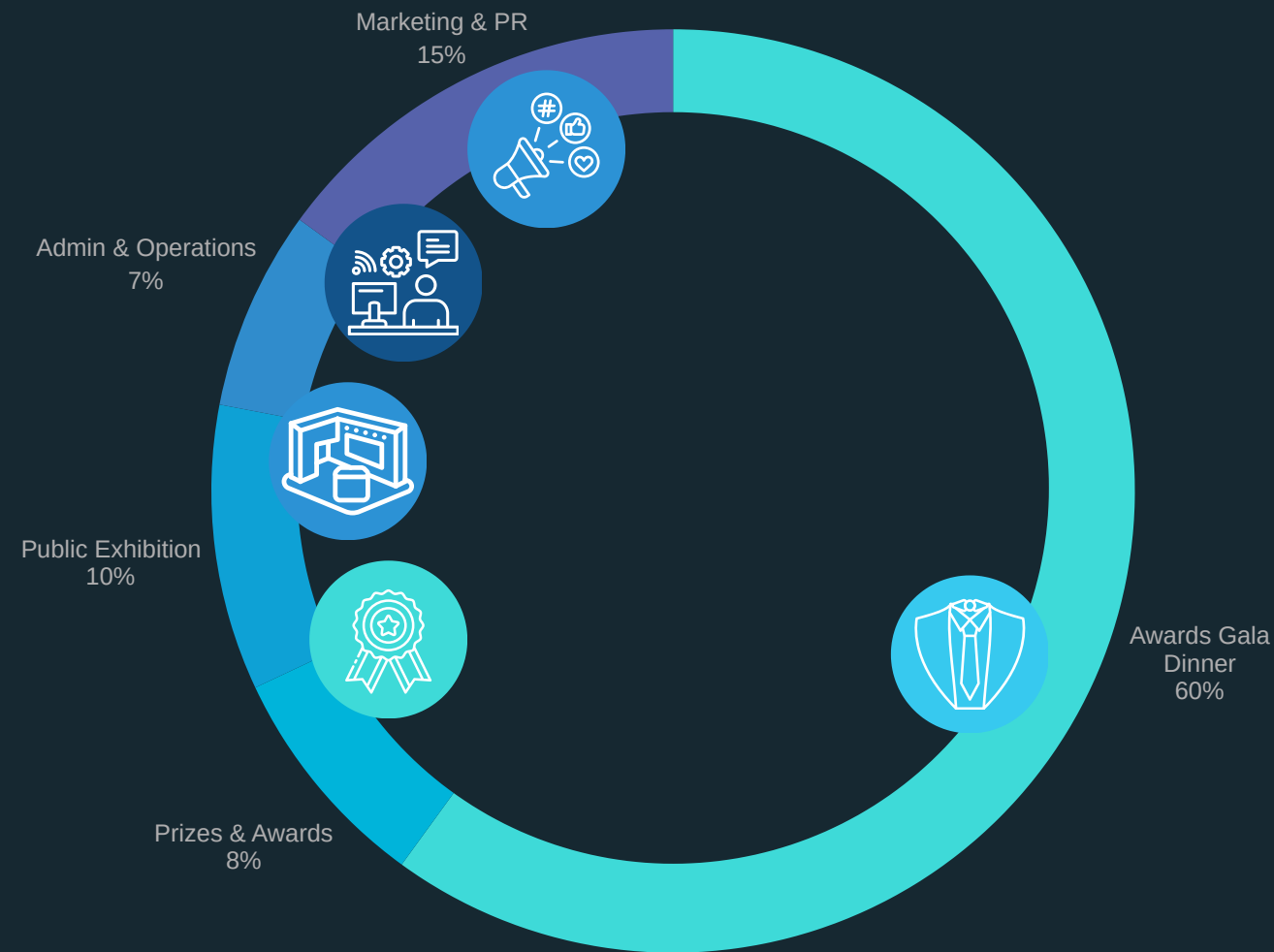
Awards Gala Dinner
頒獎典禮盛大晚宴 **60%**

Marketing & PR
市場推廣與公關 **15%**

Prizes & Trophies
獎金及獎座 **8%**

Public Exhibition
公開展覽 **10%**

Admin & Operations
行政及營運 **7%**



Right to Adjust Event Scale: The Organizers are fully committed to achieving all event goals as outlined in this proposal. However, the Organizers reserve the final right to professionally adjust the format and scale of the final awards ceremony (e.g., from a grand gala dinner to an awards ceremony and cocktail reception) based on the total sponsorship secured, ensuring the financial sustainability of the event.

活動規模調整權利: 主辦機構將致力實現企劃書中所述的全部活動目標。然而，主辦機構保留最終根據所獲得的總贊助金額，對頒獎典禮的形式及規模（例如，由大型晚宴調整為頒獎典禮暨雞尾酒會）作出專業調整的最終決定權，以確保活動的財務穩健。



CONTACT US | 聯絡我們

Let's discuss a customized partnership that aligns with your brand's strategic goals. We are confident that this collaboration will bring immense value to your organization.

我們非常樂意與您探討一個完全符合貴公司戰略目標的合作方案。我們深信，這次合作將為您的品牌帶來無可估量的價值。



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[WhatsApp Me!](#)

Competition Website
比賽網站



[CLICK HERE](#)
按此

THANK YOU |

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