

此外，體院於二零一零年十月至二零一一年一月期間安排了多項宣傳短片拍攝工作及傳媒活動，以支持香港申辦2023亞運會的建議。

為推廣滙豐銀行慈善基金教練培訓計劃，體院製作了一系列推廣特輯，重點介紹二零零九年度滙豐銀行慈善基金優秀教練選舉。有關特輯在二零一零年五月中至七月底期間於九巴路訊通播放。

體院在年度內亦積極參加社區活動，與不同機構合辦了兩項大型活動，分別是由沙田區議會贊助的「沙田節半馬拉松暨聖誕繽紛跑2010」及香港精英運動員協會主辦的「毅力十二愛心跑」，以推廣體育運動，同時培育健康的下一代。

A series of video shoots and media activities were also lined up from October 2010 to January 2011 in support of Hong Kong's proposed bid for the 2023 Asian Games.

To promote the Hongkong Bank Foundation Coach Education Programme, a series of Roadshow promotional videos were produced with a special focus on the 2009 Coaching Awards. The videos were broadcast territory-wide on KMB buses from mid-May to late July 2010.

The HKSI also actively participated in community events to promote sport and help create a healthy lifestyle legacy for future generations, co-organising two large community events: Riverside Winwin Run 2010 of Sha Tin Festival sponsored by the Sha Tin District Council, and Run With Your Heart of the Hong Kong Elite Athletes Association during the year.

## 贊助 Sponsorships

年度內為體院活動、獎學金運動員及體育總會籌得的現金及商業贊助、捐款和廣告收益，總值達574萬港元。

體院向右頁機構及人士衷心致謝，感謝他們在二零一零/一一年度提供贊助及捐款，協助推動香港的精英體育發展，並特別鳴謝香港賽馬會多年來的慷慨支持。

A total of HK\$5.74 million in cash and in-kind sponsorships, donations and advertising was secured during the fiscal year. This support was allocated directly to the HKSI's programmes, HKSI Scholarship Athletes and NSAs.

The HKSI gratefully acknowledges the sponsorships and donations from the organisations and individuals listed to the right, all of whom generously assisted with the development of Hong Kong elite sport in 2010/11. We also offer our special thanks to The Hong Kong Jockey Club for its support over the years.



滙豐銀行慈善基金自一九九二年開始一直資助香港教練培訓計劃。  
The Hongkong Bank Foundation has been supporting the Hong Kong Coach Education Programme since 1992.



恒生銀行透過優秀運動員獎勵計劃，不斷增加對精英運動員的支持與認同。  
Hang Seng Bank has been increasing its recognition to elite athletes through the Athlete Incentive Awards Scheme.

## 特別鳴謝 Special Acknowledgement



香港賽馬會  
The Hong Kong Jockey Club

## 主要贊助機構 Major Sponsors



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九龍維記牛奶有限公司 The Kowloon Dairy Limited

所有名稱按英文字母次序排列  
All names listed in alphabetical order