

Dear Members

Firstly we would like to thank Hong Kong Tourism Commission for taking the initiative to give us this opportunity to present ourselves FERHK (Formula E Racing Hong Kong) to all of you. We are indeed very excited to host the Inaugural Season 3 HKT Eprix Race in the coming 8th- 9th Oct, 2016. It is the first international motorsport race being held at the heart of Hong Kong Central. Our theme embodies Energy, Environmental and Entertainment as the (3E Value) DNA of the global race. In addition, **#Drive the Future** is the upcoming theme of the race that will be realized by engaging all passionate and energetic individuals of Hong Kong and serves as a showcase to the global stage that - **#WE ARE THE DRIVERS OF HONG KONG.**

We presented with 2 Privileged Offers as follows:-

1. Special Privileged Price Packages offered (Promotion Period : 31 May to 30 June 2016)

	Description	Quantity	Original Price	Discount	Unit Price
1.	eVillage	20 for each hotel	\$300	30%	\$210
	<i>Children 5-12 or Senior (65 or above)</i>		<i>\$300</i>	<i>50%</i>	<i>\$150</i>
2.	Grand Stand	10 for each hotel	\$2,380	30%	\$1,680
	<i>Children 5-12 or Senior (65 or above)</i>		<i>\$2380</i>	<i>50%</i>	<i>\$1130</i>

Note : bulk purchase more than 20x(eVillage) & 10x(Grand Stand) can be deal individually

2. We will provide limited edition premiums of Formula E products i.e., toy racing cars, Caps, Tee shirts for members to further engage customers with a wonderful Formula E journey.

3. Attached please download the Formula E Promotion Video with the following link

<https://drive.google.com/open?id=0Byc7cdlpRFBhR2s1V2xrYIBNZEE>

In return we would like Travel Industry Council of Hong Kong members to use our logo, ticketing, posters and event information to be displayed in POP format in their elite hotels lobbies, rooms and shops starting in July 2016 until Oct 2016. In addition, we encourage the launching of some special Formula E Privileged Tour packages to all of China and overseas tourists to come and enjoy the race..

Attached please also find our graphics for your promotions.

I thank you for your attention and hope you share our excitement to our Race. We have attached our Event brief and information for Formula E for your kind review. Should you have any queries, please feel free to let me know or to contact me directly at 93838999.

Ours Sincerely,
Raymond Yuen
 Strategic Alliance Manager
 Formula Electric Racing Hong Kong (FERHK)