

# Walk Up Jardine House 2025

## Information kit

12 August 2025

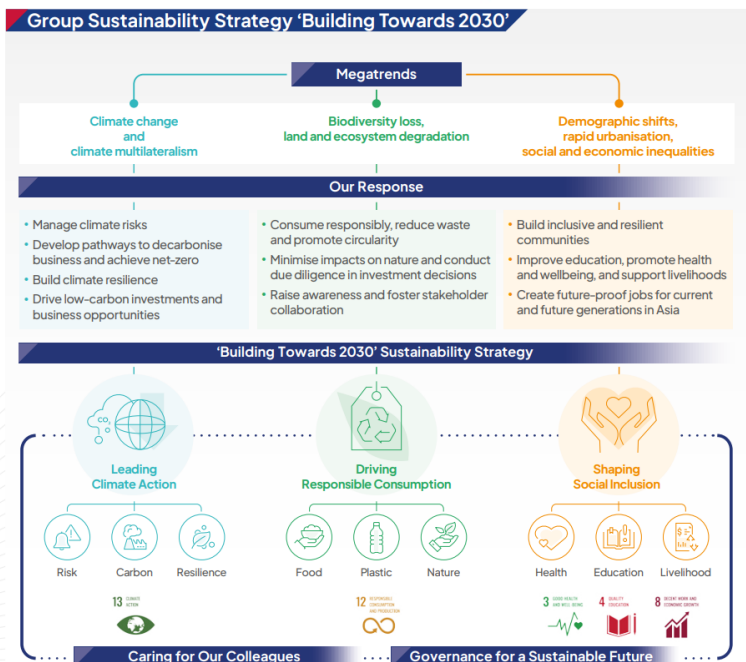
| MINDSET — The Jardine Matheson Group Charity

# Agenda

1. Introduction to MINDSET and Walk Up Jardine House
2. Overview of sponsorship tiers and new features
3. Virtual race format
4. Sponsor acknowledgement
5. Awards and prizes for both virtual race and physical race winners
6. How to register as a sponsor
7. Key dates

# Introduction to MINDSET and Walk Up Jardine House

MINDSET is a registered charity in Hong Kong founded by the Jardine Matheson Group in 2002. We aim to raise awareness and change perceptions towards mental illness, and support initiatives that foster improved mental health.



## Building capacity & early intervention 能力建構與早期介入



iACT Wellbeing Practitioner Programme  
iACT\* 精神健康主任培訓計劃

**46**  
trained iACT\* Programme Wellbeing Practitioners in the 2024/25 cohort  
位於2024/25年度完成培訓的iACT\*精神健康主任

**1,300+**  
sessions of low-intensity psychological therapy provided  
節低密度心理治療

## Job training & reintegration 職業培訓與重新融入



7-Eleven Franchise Project  
7-Eleven 特約經銷店



Mindbrew Café  
Mindbrew 咖啡站

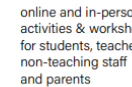
**50+**  
persons in recovery received job training  
位復元人士接受就業培訓

**50%**  
of hiring capacity for reintegration purposes  
的店舖職位為復元人士重返職場而設

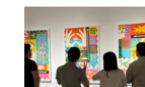
## Reducing stigma towards mental health 減少對精神健康的污名化



Health in Mind Programme  
「Teen覺行動」青少年思健推廣計劃



「More Than a Label」Anti-Stigma Campaign  
「我就是我」消除污名計劃



Mind HK's Mental Health Ambassadors  
empowered individuals with their lived experiences of mental health challenges  
名心聆大使向大眾分享自己在精神健康挑戰的經歷

## Strengthening resilience 加強心理韌性



MINDSET Place  
思健園

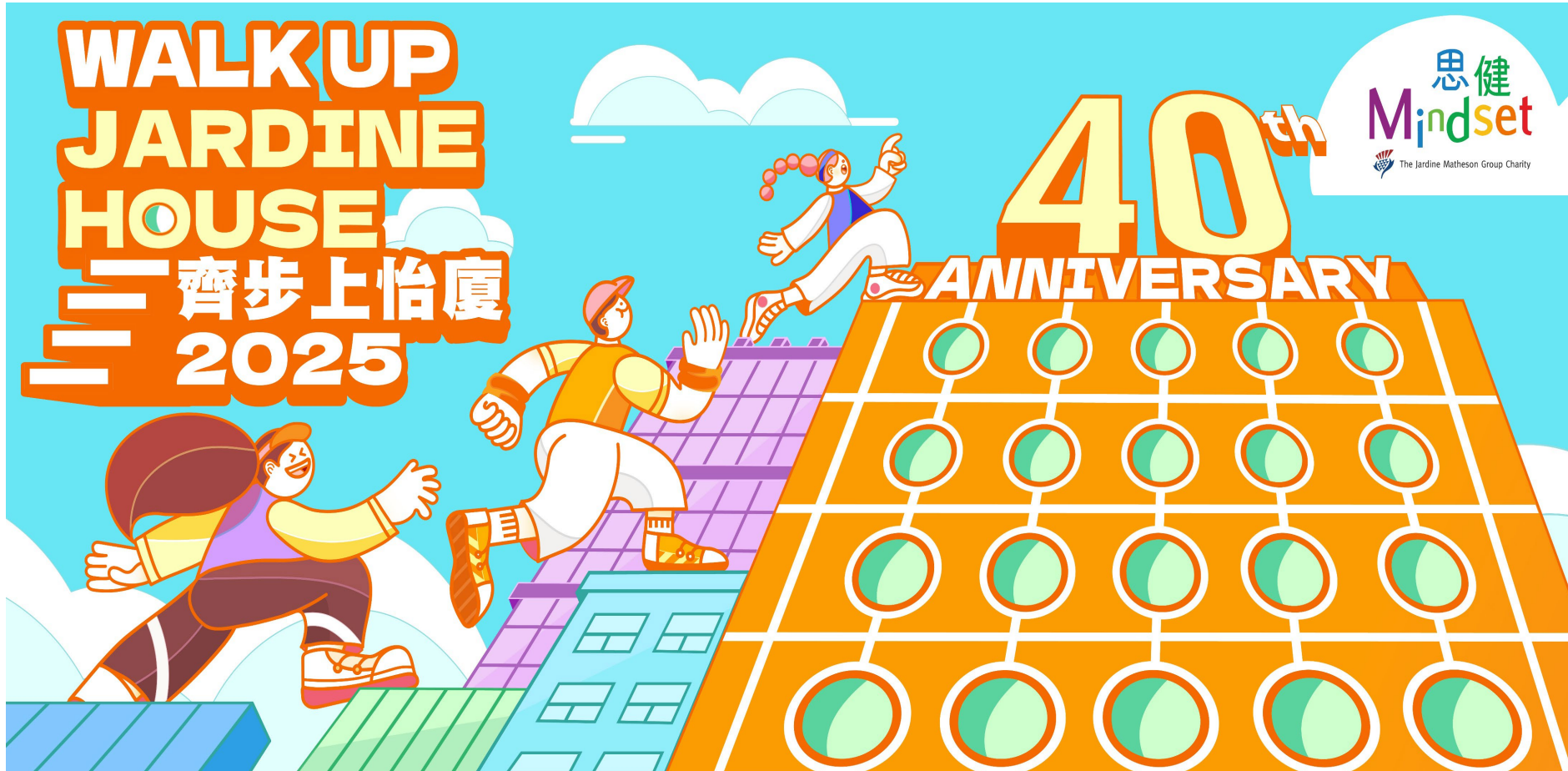


Chinese YMCA - 'Empowering Youth to Fly'  
香港中國基督教青年會 - 「青年夢想啟航」



grassroots individuals acquired mental health knowledge  
名基層市民獲得精神健康知識

# About MINDSET and Walk Up Jardine House (cont.)



- Virtual Race (8 – 22 September 2025, Monday–Monday, 15 days)
- Physical Race & Carnival (12 October 2025; Sunday around 7:30am–2pm)





# Sponsorship tiers

Walk Up Jardine House 2025 – Sponsorship tiers

**Sponsorship tiers**  
Your involvement helps shape meaningful change

Corporate sponsorship*	<b>Diamond</b> HK\$168,000 <small>NEW</small>	<b>Platinum</b> HK\$108,000	<b>Gold</b> HK\$60,000	<b>Other</b> HK\$10,000 or above*
Elevated experience	<ul style="list-style-type: none"> <li>One time firing of the Jardines Noonday Gun*</li> <li>Two mental health and/or volunteering activities</li> </ul>			
Virtual race† 8–22 September 2025	✓	✓	✓	
Physical race 12 October 2025 (men / women / mixed) HK\$ 20,000/extra team	✓ 2 teams	✓ 2 teams	✓ 1 team	
Join the physical race as an individual runner for HK\$2,000.				
Stage & photo opportunity at physical race	✓	✓		
Logo placement (event publicity, MINDSET website & Impact Report 2025)	✓	✓	✓	✓ (Company name only)

- Four tiers of sponsorship and individual runners in physical race
- All tiers (Diamond, Platinum, and Gold) are eligible for a physical race entry (a team of five – men/ women/ mixed)
- Add additional team for physical race at \$20,000
- \$10,000 sponsorship (cash or in-kind donation) to become ‘Other Sponsor’

## New features for sponsors

### Elevated experience / wellness planning tier (Diamond Sponsors)

Designed to offer a comprehensive and accessible wellness experience for sponsors and their employees. Includes race access, two wellness workshops or volunteering activities, and an exclusive session to the firing of the Jardine Noonday Gun.





## New features for sponsors (cont.)

### Digital redemption in mobile application

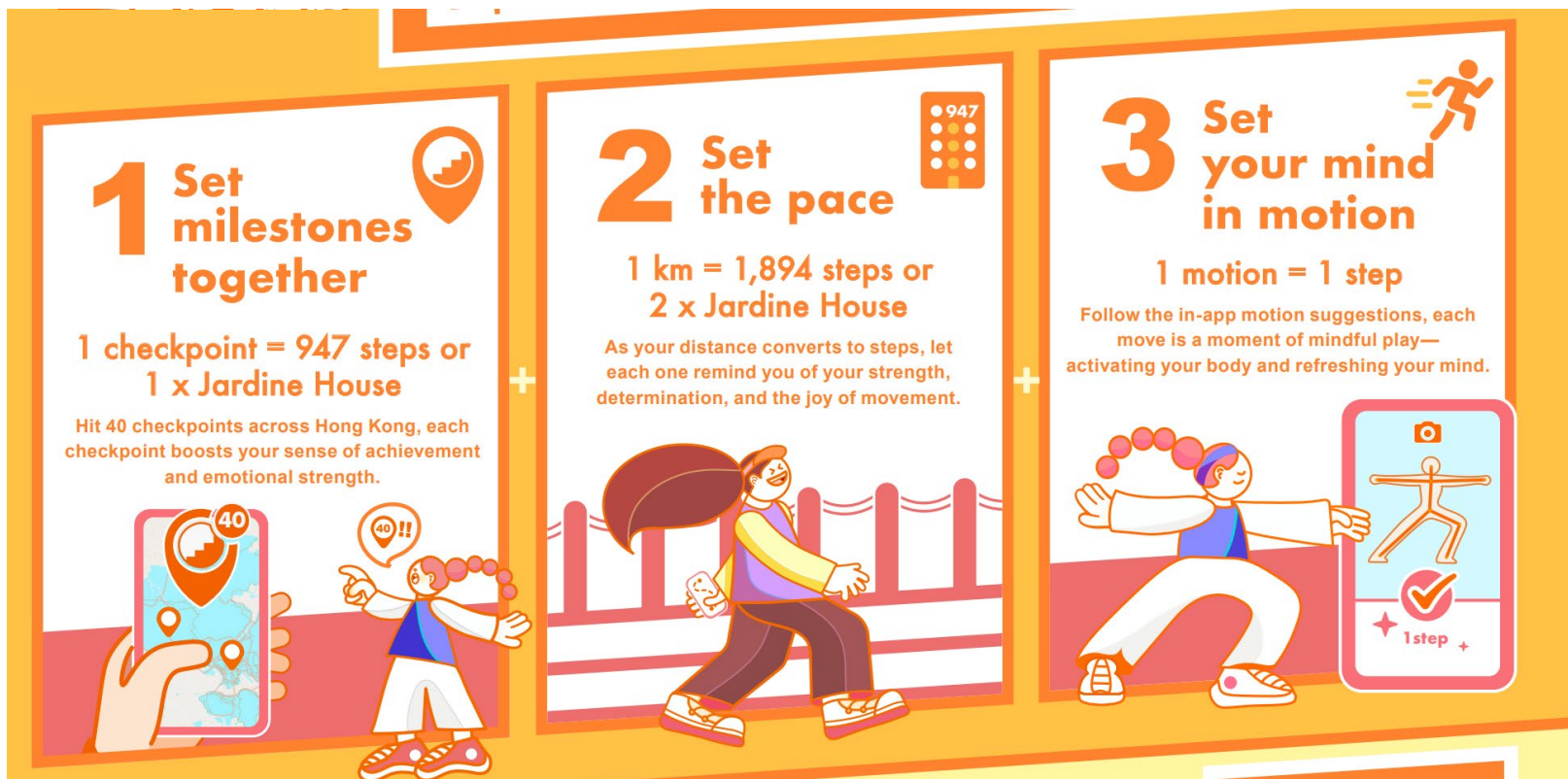
With an additional donation of HK\$10,000, sponsors may feature a redemption coupon in the runner app, offering a thoughtful way to motivate participants while providing meaningful brand visibility across both race formats

*Please note that all purchases will be managed directly by the sponsor's merchandise or store locations*



## Virtual race (8 September – 22 September)

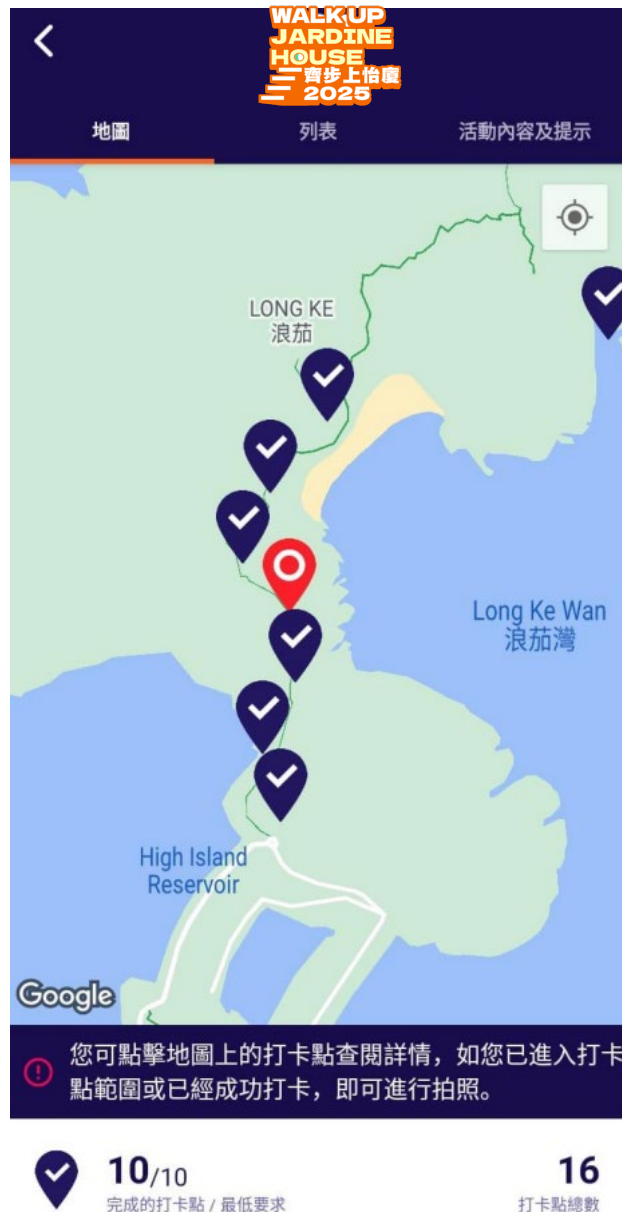
Individuals can join via mobile application using their **company's unique promo code**. Accessible and able to engage employees across offices and regions.



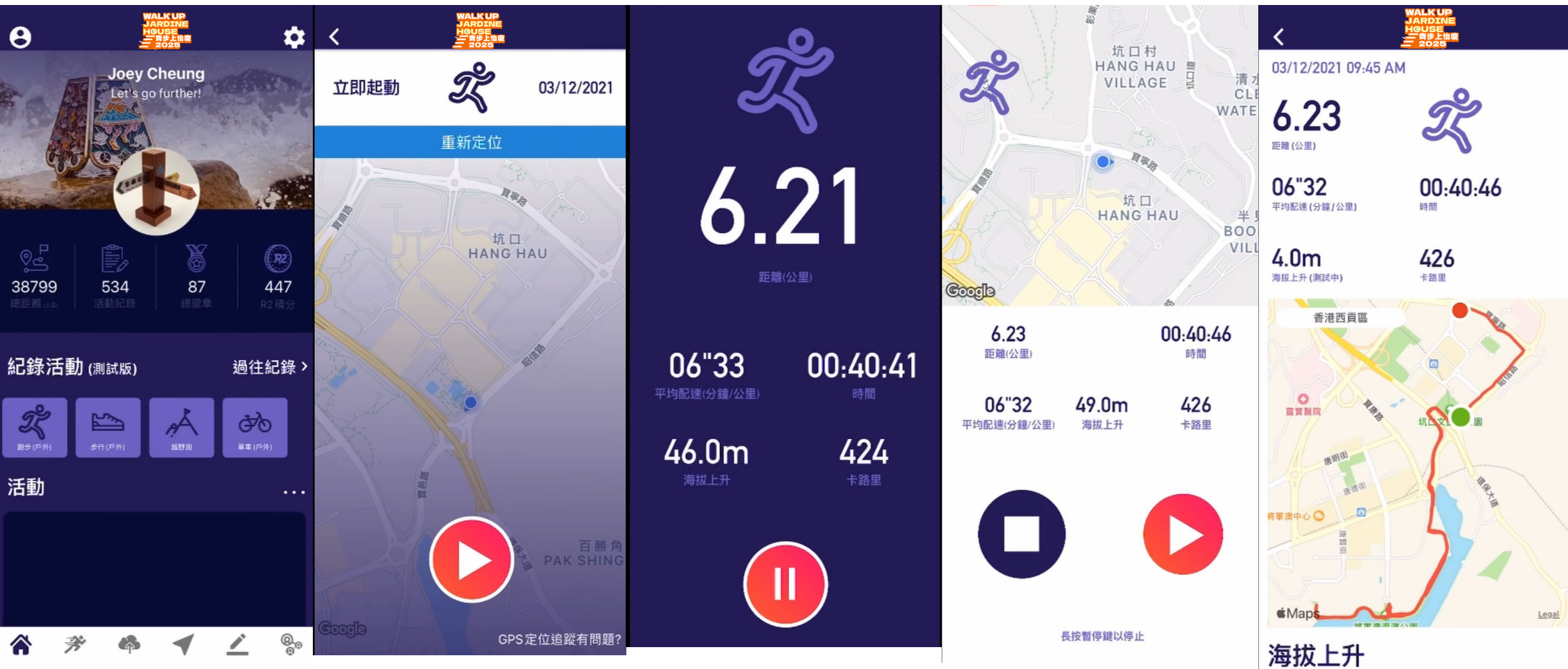
Maximum 200 participants per sponsor via mobile application



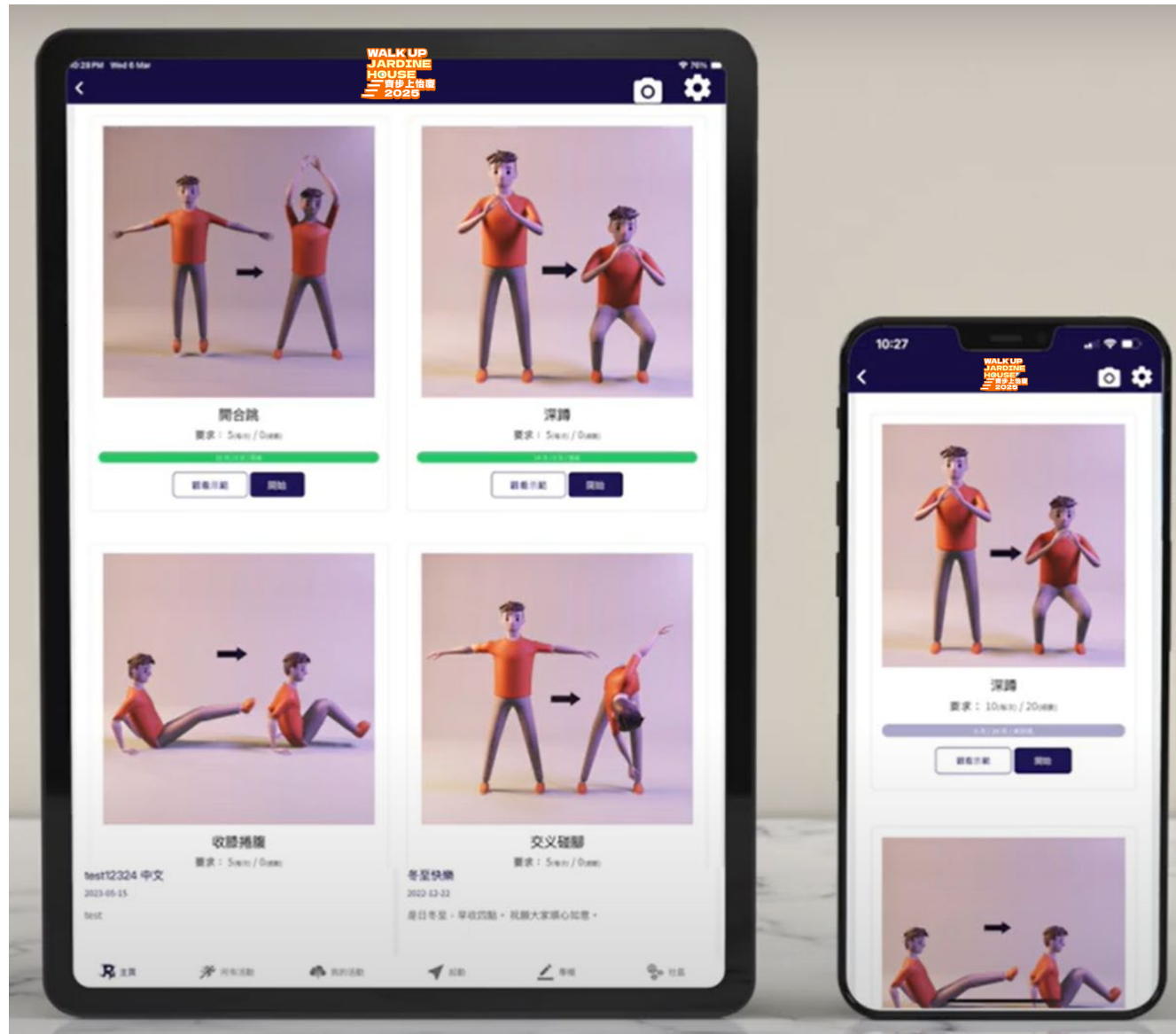
# Virtual race – User interface (checkpoints)



# Virtual race – User interface (distance tracking)



# Virtual race – User interface (Motion-sensor exercise)





# Sponsor acknowledgement



Stage & photo opportunity  
(Physical race)

Logo or company name placement  
(Event publicity, MINDSET website & Impact Report 2025)



### Diamond Sponsors



### Major Sponsors



### Other Sponsors



### Venue Sponsor



### Supporting Organisations



A big thank you to our 2024 sponsors for their valuable support – [Walk Up Jardine House 2024 sponsors](#)

# Awards and prizes

## Virtual Race

	Jardine Matheson & Portfolio Companies	Business Associates
Individual	Champion, 1st & 2nd runner up (total 3 awards)	Champion, 1st & 2nd runner up (total 3 awards)
Corporate	Engagement Award (highest average steps per company) <i>(Counted by average number of steps taken by all enrolled accounts from each company, including users who have registered but have not started any challenges within the app)</i>	

# Awards and prizes

Physical race (each with Champion, 1st & 2nd runner up)

	Jardine Matheson & Portfolio Companies	Business Associates	NGOs & Youth
Team Relay (five runners/ team)	Men / Women / Mixed (total 9 awards)	Men / Women / Mixed (total 9 awards)	Mixed (total 6 awards)
	Rose Bowl – Fastest team relay among all categories		
Individual	Men / Women (total 6 awards)		
	Barrow Cup (Men & Women) – Participants must be aged 40 or above; based on the "Completion Time" divided by age of the runner		





# How to register as a sponsor

Please complete your registration and share with us the company logo / name for acknowledgement by **5 September (Friday)**.

活動簡介

報名參加

個人資料

付款方法

報名資料

\*必須填寫

報名選項

參加費用

Walk Up Jardine House 2025 - sponsorship registration  
Donations will be handled and followed up by MINDSET Team via email

HKD\$0

1

First Name\*

Last Name\*

Contact number (office)\*

Contact number (mobile)

not necessary to fill in

Company Name (CHI)\*

Company Name (ENG)\*

Business title of contact person\*

Walk Up Jardine House 2025 – Sponsorship Package\*

Diamond \$168,000

Platinum \$108,000

Gold \$60,000

Other

Donation Amount

Please specify the donation amount if 'Other' is selected.

活動簡介

報名參加

個人資料

付款方法

Remarks

e.g. additional team(s) for physical race, individual runner(s) at physical race, in-kind donations, e-voucher placement in the event's mobile app, additional cash contributions, etc.

Office Address\*

Recipient of the letter of payment\*

Business title of recipient of the letter of payment\*

Company Name (for letter of payment)\*

總數: HKD\$0

個人資料

姓名\*

電郵地址\*

電郵地址確認\*

電話區號\*

+852

電話號碼\*

電話號碼確認\*

國家/地區\*

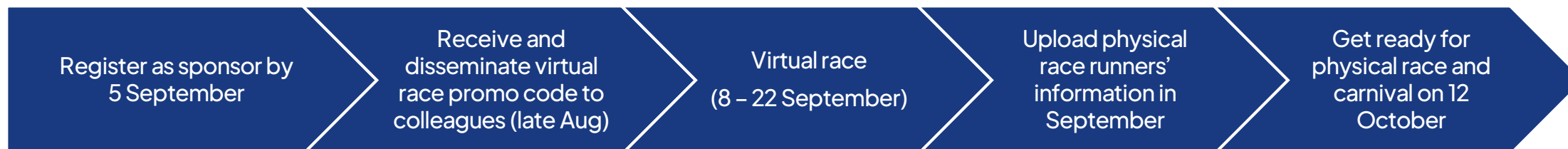
香港

☐ \*同意 主辦機構使用條款

## Key dates

- Virtual race registration deadline: 5 September (Friday)
- Virtual race: 8 – 22 September (Monday – Monday, 2 weeks)
- Submission of physical race runners' information: within September
- Physical race and carnival: 12 October (Sunday)
- Information sessions: 2 September (Tue) and 26 September (Friday)

## Roles of contact person



**For more information, please visit or contact**

- Walk Up Jardine House <https://walkupjardinehouse.com>
- MINDSET <https://www.mindset.org.hk/>
- MINDSET Email [MINDSET@jardines.com](mailto:MINDSET@jardines.com)

**REGISTER NOW**





## Virtual race commonly asked question

Q: Do I need to participate in all three challenges?

A: Participation in all three challenges is not mandatory — feel free to join any that interest you. The more challenges you join, the more points you can earn. However, the main goal of this race is to encourage people to step away from their homes and workplaces during their free time, spend quality time with friends and family, and boost mental well-being through social and outdoor activities. Help us spread the word!