



Standard Chartered Hong Kong Marathon 2027

Marathon Charity Programme

Programme Terms and Conditions



Marathon Charity Programme

The Marathon Charity Programme (the “Programme”) of the Standard Chartered Hong Kong Marathon (“SCHKM”) aims to provide local charitable organisations the opportunity to raise funds for their services and programmes.

Charitable organisations are cordially invited to apply to participate in the Programme if they serve in one of the three categories, namely “Children & Youth”, “Rehabilitation & Health Care” and “Diversity & Inclusion”.

Under the Programme, Charity Quota will be allocated to selected charitable organisations which will provide a platform for them to fundraise for their services and programmes to support those in need.

About the Organiser - Hong Kong, China Association of Athletics Affiliates

The Hong Kong, China Association of Athletics Affiliates Limited’s (“HKAAA”) mission is to promote athletics in Hong Kong, including the development of athletes, coaches, technical officials and professional staff, so as to enhance athletic performance and promote a healthy image, making athletics one of the most popular and participated sports in Hong Kong.



Objectives

- ✧ To support charitable organisations in promoting their public profile and raising awareness within the running community through the marathon platform
- ✧ To provide a platform for fundraising purpose
- ✧ To provide a channel for the running community to make donations to charitable organisations with good causes
- ✧ To enhance a cohesive, inclusive, and caring society such that charitable organisations with different serving arms and groups can be supported

Entitlement

Selected charitable organisations will be entitled to:

- ✓ designated non-challenge race quotas for Marathon, Half Marathon, and/or 10 km events
- ✓ use the allocated charity quotas for fundraising purposes, and the proceeds from fundraising can be used for their services and programmes to support those in need
- ✓ benefit from the exposure in the event official channels such as website, official event app and social media
- ✓ host community engagement activities in Marathon Expo (subject to availability and discretion of HKAAA)
- ✓ an exclusive commemorative item to be given to each of their runners who apply through the Programme



Eligibility of Applicants

The Programme welcomes applications from charitable organisations which must be a non-governmental charitable organisation registered under Section 88 of the Inland Revenue Ordinance, providing services under one of the three service categories of “Children & Youth”, “Rehabilitation & Health Care” and “Diversity & Inclusion”.

- **Children & Youth**
Charitable organisations which aim to help children and youth to face challenges and difficulties in their personal growth and / or changing environment and circumstances.
- **Rehabilitation & Health Care**
Charitable organisations which aim to assist patients and their families with emotional or daily living problems arising from illness, trauma or disabilities; to enable patients to make the best use of the medical / rehabilitation services in medical institutions and the community; to contribute to the total rehabilitation (physical, medical and social) of patients, and their reintegration into society; and to strive for the promotion of health awareness for patients, their families and the community.
- **Diversity & Inclusion**
Charitable organisations which aim to assist the minorities groups to integrate into the society; to help minorities gain basic rights and more equal treatment and opportunities; to train and assist special educational needs students; to help and encourage the active participation of people with disabilities in the society; foster public understanding of people of different abilities and ethnic cultures and eliminate discrimination and misunderstanding.



Standard
Chartered
Hong Kong
Marathon
渣打香港馬拉松
2027



Application Procedures and Programme Schedule

There are four stages of the process -

1. Application Submission

The application form can be downloaded from HKAAA website (www.hkaaa.com) or SCHKM website (www.hkmarathon.com). Completed and signed application forms, and other supporting documents should be submitted by email to (hkmarathon_charity@hkaaa.com) before the application deadline. Applications that are late, incomplete, or contain altered forms will not be considered. All applications are subject to background checks.

Application Deadline: 17 July 2026 (Friday) at 5:00pm

2. Application Assessment

All completed application forms will be reviewed and assessed by the Selection Panel. Applications may be required to provide supplementary information during the selection process.

3. Results Announcement

Application results (both successful and unsuccessful) will be informed by email in mid-August. All successful applicants must confirm acceptance of the offer by returning the signed "Acknowledgment, Undertaking and Representation" before the specified date; otherwise, it will be regarded as a declination of the offer.

Final list of successful applications will be announced at the official websites of SCHKM and HKAAA after the official announcement of the 2027 Event.

4. Fundraising Interim Review and Final Report

Successful applicants are required to submit interim progress and final reports on the use of allocated quotas and the amount raised according to the set schedule. Interim report and final report with insufficient, incomplete, or false information may jeopardise applicant's future applications.

Programme Schedule

Date	Event	Remarks
2 July 2026	Application opens	➤ Programme Guidelines available on the HKAAA and SCHKM websites
17 July 2026	Application deadline	➤ Cut-off at 5:00 PM
Mid-August 2026	Selection	➤ Applicants may be required to provide supplementary information during the selection process
Mid-August 2026	Announcement of selection result and allocated quotas	➤ Selected applicants to provide organisation logo design files, reference photos, bilingual information for marketing purposes (e.g. official website of SCHKM)
Late August 2026	Charity Programme Briefing Session	➤ Charitable organisation with confirmed quotas will receive briefing details and must send a representative to attend
Early September 2026	Charity Runner registration opens	<ul style="list-style-type: none"> ➤ Selected organisations information upload on SCHKM website ➤ Charity runner registration link opens
Late September 2026	Submission deadline for Charity Quota deposit	➤ Deposit must be submitted by cheque
Mid-November 2026	Charity Runner registration deadline	
Late November 2026	Submission deadline for Project Interim Report	➤ Provide the fundraising progress and reference photos of fundraising activities, if any
28 December 2026 - 21 January 2027	Temporary Suspension of SCHKM and this Programme related promotion materials review	➤ All promotional materials for the Marathon Expo and race must be submitted for approval by December 28.
13 – 16 January 2027	Marathon EXPO & race pack collection*	<ul style="list-style-type: none"> ➤ Non-fundraising promotional activities ➤ Race pack group collection arrangement
17 January 2027	Race Day*	<ul style="list-style-type: none"> ➤ Non-fundraising promotional activities ➤ Charity runners' receptions
1 March 2027	Submission deadline for Project Final Report	➤ Provide fundraised amount and reference photos and videos of fundraising activities if any

*Details of the Marathon Expo and Race Day arrangement shall be available in due course.



Standard
Chartered
Hong Kong
Marathon
渣打香港馬拉松
2027



Selection

Independent representatives with extensive experience in community and charitable services will be invited to be members of the Selection Panel. The Selection Panel will be responsible for the selection of applications of Programme.

Selection and Assessment Criteria

Applications will be assessed, selected and such assessment of selection may include the following criteria:

1. Charitable activities carried out by the charitable organisation
2. Reputation, goodwill, image and history
3. Past participations in the Programme and contributions, including amount raised and other considerations
4. Whether the charitable organisation receives Government Grants
5. Objectives of participation in the Programme
6. Fundraising proposal
7. Anticipated amount of donations to be raised
8. Use of donations
9. Impact of the Programme on the charitable organisation
10. Impact of the charitable organisation on the Programme
11. Requested quota
12. Size of the charitable organisation
13. Any other factors which the Selection Panel members may decide as relevant to the Programme

HKAAA reserves the right of final decision on the selection.

Race Quota and Minimum Fundraising Amount

Applicants should state their preferred number of quotas for Marathon, Half-Marathon, and 10km in the application. The total number of requested quotas should not be less than 10 or more than 100. **Applicants should determine the requested number of quotas based on their needs and resource availability carefully.**

Applicants should set a **total target fundraising amount** and the target fundraising amount for each quota should not be less than the amount set out below:

Marathon	HKD2,300 each
Half Marathon	HKD2,000 each
10km	HKD1,900 each

Selected charitable organisations will be required to pay deposit (HKD100 per requested quota) on or before **Late September 2026** otherwise the approved quotas will not be assigned. HKAAA reserves the right to forfeit the deposit on pro-rata basis for any unused quotas.



Standard
Chartered
Hong Kong
Marathon
渣打香港馬拉松
2027



Fundraising Project and Mechanism

Selected charitable organisations are encouraged to conduct activities and events which echo with the spirits of sports and marathon and promote healthy running in the community. The followings are some of the fundraising activities that the applicants may consider:

- Peer-to-peer fundraising liaison
- Pledge challenges
- Bake-sales
- Raffle tickets
- Charity sales
- Matching gifts
- Social media challenges
- Charity or fundraising auctions
- Race tee design competition

Selected charitable organisations must comply with the Laws of Hong Kong and are required to apply for a Public Subscription Permit from the Director of Social Welfare if its proposed fundraising activities conduct include any of the following:

- collection of money or sale or exchange for donations of badges, tokens or similar articles is involved;
- the activity is to be held for charitable purposes; or
- the activity is to be held in a public place.

Donation

Donors shall make their donations directly to the selected charitable organisations, and HKAAA will not impose any charges or administration fees in connection therewith.

Selected charitable organisations must issue official receipts to donors upon requests and they may be required to provide a record of receipts issued in relation to the Programme to HKAAA.



Standard
Chartered
Hong Kong
Marathon
渣打香港馬拉松
2027



HKAAA
中國香港田徑總會



Runners' Registration

A registration link and an Organisation Code will be assigned to each selected charitable organisations in due course. Selected charitable organisations may share the link and the Organisation Code with their charity runners for online registration, and the runners' registration procedures shall be as follows:

- Charity runners should register within the registration period with the given link and enter the Organisation Code in the corresponding field.

Deadline for Charity Runners Registration: Mid-November 2026

- Successful registration will receive an Application Acknowledgement Email, with a unique Registration ID.
- The responsible person of the charitable organisation shall confirm with Marathon Registration and Runners' Communication Office the list of their charity runners in late November 2026. Upon confirmation of the runners' list, runners will receive a registration confirmation email by early December 2026. Charity runners whose registrations have not been confirmed will not be allowed to participate and duplicate registrations will be rejected without prior notice.
- After verification of the registration information, a Runner's Pack Collection Email including race category and start time will be sent to each of the runners by mid-December 2026 (as applicable).

To facilitate the charity runners' registration, Admin Dashboard access will be granted to the responsible person of the charitable organisations. All registered information should be kept strictly confidential. The procedures are as follows:

1. The responsible person must attend the Charity Programme Briefing Session. The log-in details will be shared with the responsible person before the start of registration.
2. Throughout the registration period, the charitable organisations are responsible to monitor the registration progress and update the registered personal information of the charity runners (if necessary). Late registration will not be accepted by HKAAA.
3. The Admin Dashboard access will be limited to view ONLY once the runners' list is confirmed. The responsible person of the charitable organisation shall assist with HKAAA and Marathon Registration and Runners' Communication Office on the Runner's Pack Collection arrangement.

For enquiry related to runners' registration, please contact the Marathon Registration and Runners' Communication Office at 2577 0800.



Standard
Chartered
Hong Kong
Marathon
渣打香港馬拉松
2027



Confidentiality and Publication

1. It is important that the confidentiality of information related to the application should be protected. Parties involved in the Programme should not disclose any such information to third parties.
2. Information stated in the application may be used for marketing purposes and may be published on the SCHKM website or via other official promotional channels. Selected organisations or their beneficiaries will also be invited to provide support to the overall communications of SCHKM.
3. Publicity related to SCHKM (including but not limited to the Marathon Charity Programme) and the use of the SCHKM logo are subject to rules and regulations as may vary from time to time be imposed by the HKAAA. All publicity materials related to SCHKM and the use of the SCHKM logo should be submitted to the Secretariat for review and confirmation before publishing and use. *[The use of event logo and turn-around time for review are to be confirmed by HKAAA. A list of sponsors will be provided if necessary.]*
4. Unless expressly approved by HKAAA, the right to use the Event name and logo will cease on **1 March 2027 (Monday) at 11:59 PM**. After this deadline, no further approvals for the use of the Event name or logo will be granted.

Other Terms and Conditions

1. Applications will not be processed or considered if applicant fails to provide all the required information in the prescribed format of the application form.
2. Proposals containing fraudulent or misleading information may be subject to legal action.
3. Fundraising projects must not be used for political, religious, or commercial publicity for any individuals or organisations.
4. Selected charitable organisations must ensure at all times that their fundraising projects and all other matters relating to their participation in the Programme shall not damage the reputation or injure the rights of SCHKM, HKAAA and their sponsors.
5. HKAAA has the sole and absolute discretion to select the charitable organisations for the Programme and to remove a selected charitable organisation from the Programme at any time after selection without giving any reason and without any liability or responsibility. Its decision shall be final and not be subject to any challenge.
6. The HKAAA has and reserves the right to
 - A. exclude any intended runner / beneficiary nominated by the selected organisation;
 - B. cancel, terminate, postpone or adjust the scale of SCHKM and / or the Programme at any time without giving any reason and without any liability or responsibility to any selected charitable organisations and their runners, donors and beneficiaries;
 - C. not to provide reasons for non-selection will be given in respect of unsuccessful applications;
 - D. from time to time amend the rules and terms and conditions of the Programme without prior notice; and



- E. make the final decision on all matters and disputes relating to the Programme.
7. HKAAA shall not incur any liability and responsibility to the selected charitable organisations and their runners, donors and beneficiaries in relation to any matter of or arising from the Programme, including without limitation all matters mentioned in Clauses 5 and 6 of these “Other Terms and Conditions”.
8. The right to participate in the Programme is exclusive and personal to the selected charitable organisations and no selected charitable organisation may sell, assign, transfer, share or otherwise dispose of such right or any of their allotted quota to or with other organisation (whether or not charitable) nor shall the selected charitable organisations be allowed to co-operate, collaborate or enter into any partnership with other organisation (whether or not charitable) in relation to the Programme.
9. The selected charitable organisations acknowledge that the sponsors and other supporting organisations of SCHKM have been granted certain rights and privileges in relation to SCHKM and agree that such rights shall not be infringed or injured. Without prejudice to the generality of the above, although a selected charitable organisation may seek sponsors in their participation in the Programme,
- A. no publicity or advertisement shall be made whether by the selected charitable organisation or the sponsor or otherwise publicly about such sponsorship; and
- B. the trademarks or brands of the sponsor shall not appear simultaneously with the SCHKM logo in the same promotional materials unless that sponsor is also a sponsor of the SCHKM2027 (SCHMM2027 sponsors will be announced in late August and will be periodically undated).

Declaration

For and on behalf of _____ [charitable organisation name]
by authority of its board of directors, I confirm that I have read and understood the Programme Terms and Conditions and agree to be bound by them by signing below.

Organisation Chop _____

Signature _____

Name _____

Position _____

Date [Click to enter a date.](#) _____



Enquiries

For further information, please visit the SCHKM2027 website (www.hkmarathon.com) or contact the HKAAA Secretariat via email at (hkmarathon_charity@hkaaa.com).