The Hilltop in the Valley Opening Video

Duration: 5 mins

Air date: 16 June 2020

Outline\_v15

|  | **Visual** | **VO** | **Soundbite** | **Caption** |
| --- | --- | --- | --- | --- |
| Opening  | * Montage of Badges
 |  |  |  |
| 1 | * Opening title
 |  |  | 1884: The Legend Begins |
| 1.1 |  |  |  | A Club of Society Leaders |
| 2 | * Formation of a Jockey Club for HK
* Racing in the early HK society
 | Established in 1884, The Hong Kong Jockey Club strives for excellence in horse racing as well as for the betterment of society at large. | Interview clip:If you lose the races you can feel that you really are one step nearer heaven because you’ve helped Hong Kong charity. (“Way of Life 01:39:48-01:39:56) |  |
| 2.1 |  |  |  | 1915: Commencement of Charitable Acts |
| 3 | * 1915 First recorded Club donation
* 1959 The HKJC (Charities) Ltd is established
* 1950s reclaimed land in Causeway Bay and construction of Victoria Park (“Way of Life” 4404-4416)
* 1950s construction of floating clinics
* Public medical and welfare services (“Way of Life” 4457-4538)
* Public riding school
* 1977 Ocean Park
* 2019 one of the world’s top 10 charity donors
 | Since the first charity donation in 1915, our Members have been a positive force for the betterment of Hong Kong. | 20180429 interviewDr Henry Chan Hin Lee 陳衍里醫生：「賽馬惠慈善，這是香港的特點」“’Racing for Charity’ is what makes Hong Kong racing unique” | * 1959: The Hong Kong Jockey Club (Charities) Ltd is established
* Hong Kong’s Single Largest Taxpayer
* 2019: One of the World’s Top 10 Charity Donors
 |
| 3.1 |  |  |  | 1971: Professionalism Prevails |
| 4 | * 1971 Racing turns professional
* Racing Lab
* Equine hospital
* Steward and judge
* 1972 Apprentice Jockey School
* Membership services
* Racing
* Lottery and sports wagering
* charity
 | After horse racing turns professional, the Club supported the government to combat illegal gambling.Through the Club’s integrated business model, Club Members have achieved a win-win for horse racing as well as for community betterment, for generations.Thanks to Members’ passion for racing and Owners’ ownership of top-class thoroughbreds, Hong Kong’s racing became world class standard | Soundbite for bridging130 interviewCEO1100-1136“We have developed all best practices around the world to responsible gambling”0639-0646“brings the best integrities to HK”0636-0639“really focused on how to produce world-class racing” | * 1971 Racing turns professional
* 1976 Mark Six Lottery is Launched
* Integrated Business Model
* Membership Club
* Racing & Racecourse Entertainment
* Responsible Sports Wagering & Lottery
* Charity & Community
 |
| 4.1 |  |  |  | ~~1988: Towards~~ World-class Racing & Racing Entertainment |
| 5 | * 2005 Silent Witness 17the consecutive win
* 2007-2009 Sacred Kingdom- HK Sprint
* 1988 Hong Kong Invitation Cup
* 2000 Fairy King Prawn- Japan Yasuda Kinen
* 2007 Vengeance of Rain- Dubai Sheema Classic
* 2014 Dan Excel- Singapore Airlines International Cup
* 2014 Lucky Nine- Krisflyer international sprint
* 2014 Sterling City- Golden Shaheen
* 2014 Amber Sky- Dubai Al Quoz Sprint
* 2018 Exultant- HK Vase
* 2018 Mr Stunning- HK Sprint
* 2018 Glorious Forever- HK Cup
* 2018 Beauty Generation- HK Mile
* 2018 Conghua Racecourse opens
* Excitement of horse racing at ST and HV racecourse
 | The spirit of champions among Members bring international glory to Hong Kong Here, we stage top-class races, own supreme horses and share privileged experiences. | 130 interviewArthur Antonio da Silva:“香港的精神”“The Spirit of Hong Kong”20140518 interviewDavid Philip Boehm:“Hong Kong is the winner!”「香港是贏家！」130 interview1842-Leung Kai Fai梁啟徽：「作為一個馬主，覺得好光榮」“I am so proud of being a horse owner”Race Calling“Glorious Forever has won the Cup! What a day for Hong Kong racing history!!! A clean-sweep in the HKIR!”20180429 interviewKerm Din:0329-0332「馬會非常關心我們馬主」“The Club cares for horse owners so much”130 interviewArthur Antonio da Silva:「as a member係香港賽馬會，好proud of Hong Kong Jockey Club」“As a member, I’m so proud of The Hong Kong Jockey Club” | * The Hong Kong Heroes
* The Spirit of Champions
* International Glory
* World-class Facilities & Hospitality
 |
| 5.1 |  |  |  | One of the World’s Best Private Clubs |
| 6 | * HV Clubhouse
* Sha Tin Clubhouse
* Beas River Country Club
* Beijing HKJC Clubhouse
 |  |  | 4 Clubhouses |
| 6.1 |  |  |  | A New MilestoneThe Hilltop in the Valley |
| 7 | * Aerial shot of The Hilltop in the Valley
 |  |  | New ClubhouseOld Clubhouse |
| 8 |  |  |  | Share & RealiseMore Memorable Moments |
| 9 | * 360 Bar/ Happy Bar
* Drinking and watching races
 |  |  |  |
| 10 | * Magic Valley
 |  |  | More than Child’s PlayLearn & Grow with Appreciation |
| 11 | * Parade
* Different cuisine
 |  |  | More Tasty ExperiencesSpecial Culinary experience |
| 12 | * Swimming pool
* Gym room
* Bowling
* Snooker
 |  |  | More Power to YouEnhance your health & wellnessRe-energise & revitalize your spirit |
| 13 | * Exciting moment
* Celebrating moment
 |  |  | The More the MerrierEnriched environment for social exchanges |
| 14 | * Montage of The Hilltop in the Valley
 |  |  | The Hilltop in the Valley* Our Flagship Clubhouse

The Legend Continues … |
| 15 | * Ending
 |  |  |  |