

# 金沙中國片區活化項目

## 草堆街店舖重塑計劃

### SANDS CHINA'S COMMUNITY REVITALIZATION PROGRAMME – “SHOP REBRANDING PROGRAMME FOR RUA DAS ESTALAGENS”

#### 活動章程 Rules and Regulations

##### 主辦單位 Organizer :

威尼斯人路氹股份有限公司（下稱「金沙中國」） Venetian Cotai Limited (“Sands China”)

##### 協辦單位 Co-Organizer :

澳門中華總商會 Macao Chamber of Commerce

##### 指導單位 Patronage :

澳門特別行政區政府經濟財政司 Secretary for Economy and Finance of Macao SAR

##### 支持單位 Supporting Entities :

澳門特別行政區政府經濟及科技發展局 Economic and Technological Development Bureau of Macao SAR

澳門特別行政區政府旅遊局 Macao Government Tourism Office of Macao SAR

澳門特別行政區政府招商投資促進局 Commerce and Investment Promotion Institute of Macao SAR

澳門特別行政區政府文化局 Cultural Affairs Bureau of Macao SAR

澳門特別行政區政府市政署 Municipal Affairs Bureau of Macao SAR

澳門街坊會聯合總會 General Union of Neighbourhood Associations of Macau

澳門美術協會 Macau Artist Society

澳門自來水股份有限公司 Macao Water Supply Company Limited

澳門電力股份有限公司 Companhia de Electricidade de Macau - CEM, S.A.

澳門中銀 BOC MACAU

工銀澳門 ICBC Macau

大西洋銀行 BNU Macau

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## 關於「草堆街店舖重塑計劃」 ABOUT THE PROGRAMME

金沙中國植根澳門逾廿載，堅持與本澳社區共同發展，致力支援本地中小微企成長，推動本澳經濟多元發展。自 2023 年起獲澳門特區政府委以參與推動社區活化工作以來，積極發揮企業自身力量推動旗下片區活化發展。針對活化片區草堆街，金沙中國於 2024 年率先推出「草堆街創業方案大募集」，以「古街·融舊、立新」為核心理念，吸引具潛力的創業者進駐草堆街，激活歷史街區的經濟活力，提升文旅內涵。在澳門特區政府及社會各界的大力支持下，七家優選企業已於 2025 年全面進駐草堆街。

為積極配合特區政府推動社區經濟的施政理念，金沙中國以「草堆街創業方案大募集」項目成效為基礎，將於 2026 年推出「草堆街店舖重塑計劃」，作為金沙中國 F.I.T.「飛騰」本地中小微企支援計劃及金沙度假村孵化中心的其中一環，鼓勵現於草堆街營業之店舖提交重塑方案，提升現有店舖競爭力及可持續發展機會，以迎合市場經營發展趨勢，並為獲選企業提供資助，期望進一步鞏固街區的持續發展及深化成效。

Rooted in Macao for more than 20 years, Sands China has been developing hand-in-hand with the local community, committed to supporting the growth of local SMEs and promoting economic diversification. In cooperation with and in support of the Macao SAR government's community revitalization initiative, Sands China has been contributing to the revitalization efforts and development of its assigned districts since 2023. For Rua das Estalagens, Sands China launched an “Entrepreneurship Recruitment Programme for Rua das Estalagens” in 2024, under the direction of “Rejuvenating for Rua das Estalagens”. With the objective to fund innovative entrepreneurial proposals from Macao residents interested in starting businesses on the street, the programme aims to reviving the economy in the neighbourhood and assisting in revitalising the historic street and enrich the cultural and tourism connotation of the old district. With the unwavering support of the Macao SAR government and the community, all seven selected enterprises have successfully opened their businesses on the street in 2025.

In full alignment with the Macao SAR government's policy vision of promoting the community economy and building on the success of the first edition, Sands China will launch the “Shop Rebranding Programme for Rua das Estalagens” in 2026, as part of the F.I.T. programme and Sands Resort Incubation Centre under Sands China's Local SME Suppliers Support Programme. Sands China aims to encourage existing shops on the street to submit proposals for their own shops' on how to enhance competitiveness and sustainable development in order to meet current market trends, hoping to support the sustainable development of the district.

## 招募對象 TARGET APPLICANTS

1. 所有現於草堆街營運的店舖負責人或法定代表，並年滿 21 歲或以上之澳門特別行政區永久性居民、或於澳門商業及動產登記局設立自然人或法人商業企業主登記（包括公司、商業企業）、或於澳門特別行政局財政局作營業稅 M1 開業之登錄、或持有效經營准照或同等效力之憑證的草堆街現有中小微企業，均可參加本計劃。

Shop owner or legal representatives of shops currently operating in Rua das Estalagens who are Macao permanent residents aged 21 or above or Macau local small and midsize enterprises in Rua das Estalagens (“SMEs”) with Business Registration at Macao Commerce and Movable Property Registry, or registration of Business Tax M1 at Financial Services Bureau of Macao SAR, or with valid license(s), or certificate(s) of the same nature, required by law to carry out the business activity, are eligible for participation.

2. 申請者須提交完整的店舖重塑計劃書，在配合街道活化的前題下，以重塑品牌形象、優化產品及服務、店舖粉飾及設計等方向，以合理性、創意、街區活化配合度等方面進行提案。

Applicants must submit a comprehensive rebranding business plan in terms of reshaping brand image, products and services enhancement, store decoration and design, etc. based on practicality, creativity, alignment with the revitalization theme.

## 活動時間表 PROGRAMME TIMELINE

日期及時間 Date & Time	活動內容 Activities	地點 Locations
4月29日(星期三) 29 April (Wednesday)	活動開始接受報名，請詳閱「報名須知」 Open for registration, please refer to “Application Requirements”	
5月8日(星期五) 8 May (Friday)  15:00-17:00	公眾講解會 Briefing Session	澳門倫敦人酒店四樓 格林威治宴會廳 Greenwich Ballroom, 4/F, The Londoner Macao
5月14日(星期四) 14 May (Thursday)  課程 Course 1: 14:00-16:00  課程 Course 2: 16:30-18:30	<u>中小企培訓課程 SMEs Training Course 1:</u> 「澳門中小企的現況與未來： 傳統的轉型與新創的突破」 “Macao SMEs: From Transformation of Traditions to Startup Innovation”  <u>中小企培訓課程 SMEs Training Course 2:</u> 「如何寫好一份商業計劃書與有效營銷」 “Effective Business Plan and Marketing Strategy”	澳門倫敦人酒店四樓 格林威治宴會廳 Greenwich Ballroom, 4/F, The Londoner Macao
5月15至17日及 6月12至14日 (星期五至日)  15-17 May and 12-14 June (Friday to Sunday)  12:00-18:00	草堆街開放日 Rua das Estalagens Open Day	草堆街 Rua das Estalagens
6月30日(星期二) 30 June (Tuesday)	<b>報名截止日期為 6月30日下午5時正</b> <b>Registration is open until 30 June at 5:00PM</b>	
7月(待定) July (date to be determined)	評審工作 Judging Process  (進入最終評審之候選項目需進行方案演說 Shortlisted projects will need to deliver a proposal presentation for final judging)	待定 Venue to be determined
8月(待定) August (date to be determined)	結果公佈及頒獎儀式 Result Announcement and Awards Ceremony	待定 Venue to be determined

為協助本澳中小企業更了解草堆街的發展及現況，及了解撰寫商業計劃的技巧，金沙中國將舉辦一系列相關活動包括公眾講解會、草堆街開放日及中小企培訓課程等，免費開放予有興趣之企業及人士報名參與。詳情如下：

To assist local SMEs understand the current development of Rua das Estalagens and the skills for business plan composition, Sands China will host a series of related activities and open for free admission to interested entrepreneurs and individuals, including the Briefing Session, Rua das Estalagens Open Day, SMEs Training Courses, etc. Details are as follows:

- **公眾講解會 Briefing Session**

公眾講解會將為有興趣報名參與計劃之人士就募集內容作詳細講解，並邀請相關政府及公共事務部門代表就有關服務申請流程及須知作分享及開放作現場諮詢。

A briefing session will be held for interested general public to learn about the recruitment details. Representatives from related government departments and utilities companies will be invited to introduce all required procedures and necessary knowledge for related services and are open for public consultation.

- **草堆街開放日 Rua das Estalagens Open Day**

「草堆街開放日」將為有興趣參與計劃之人士及公眾於草堆街現場考察可租用的商舖空間及了解街區實況，為籌備商業計劃書作更充分準備。

Rua das Estalagens Open Day will be held for interested general public or potential applicants to preview the interior space of shops available for rent onsite at Rua das Estalagens to better understand the current conditions of the district for better preparation of the business proposal submission for enrollment.

- **創業培訓課程 Training Courses**

- 課程一「澳門中小企的現況與未來：傳統的轉型與新創的突破」：透過分析現時澳門中小企所面臨的挑戰，加強參加者對自身商業模式作出相應優劣分析及深度思考，協助其在傳統商業模式中尋找轉型及突破，抓緊未來發展機遇。

Training Course 1 “Macao SMEs: From Transformation of Traditions to Startup Innovation”: By analyzing the challenges currently faced by local SMEs in Macao, this course aims to strengthen participants’ understanding and ability to analyze the advantages and disadvantages of their own business models, assist in seeking transformation and innovation within traditional business models to seize future opportunities for sustainable development.

- 課程二「如何寫好一份商業計劃書與有效營銷」：分享實用性商業計劃書之專業撰寫技巧及注意事項，以及商業中的有效營銷策略，為提交商業計劃書作充份準備。

Training Course 2 “Effective Business Plan and Marketing Strategy”: Participants will be able to learn how to write a professional business plan as well as effective marketing strategies in business. It is designed to help participants be fully prepared for the submission of their business proposals.

## 獲選及資助 SELECTION AND SUBSIDY

獎項 Prizes	獲選名額 Number of Awardees	獎勵 Awards
「優選重塑方案」 “Distinctive Rebranding Plan”	最多 10 個名額 Up to 10 awardees	證書及資助款項 Certificate and Monetary Subsidy

- 由主辦單位簽發證書以茲嘉許獲選「優選重塑方案」；  
The award certificate will be issued to all “Distinctive Rebranding Plans” by Organizer.
- 獲獎名額以本計劃規定的評審結果為準。若整體提交的重塑方案內容均不符合本計劃的評審準則，主辦單位有權以未有重塑方案獲選為由，不頒發任何獎項及資助。  
The number of awardees is subject to the evaluation result of this Programme. In the event that the overall rebranding plan does not meet the judging criteria, Organizer reserves the right not to award any prize or subsidy for the reason that no rebranding plan has been selected.

### 1. 獲得資助款項條件 Criteria for Receiving Subsidy

申請者須於報名時承諾自行投放不少於澳門元五萬元（MOP 50,000.00）之自投資金作重塑項目用途。獲選「優選重塑方案」之申請者可獲相等於自身投放資本金額一至三倍的資助，以澳門元五十萬元（MOP 500,000.00）資助金額為上限。具體資助發放金額將由主辦單位根據優選企業之重塑計劃書內容及規模作綜合評估而定。

申請者在收到獲選通知後，須向主辦單位提交自投資金之銀行存款證明，並須與主辦單位簽署協議保證該資助將全額用作重塑項目，方可獲取首筆資助款項。

Applicant must commit a self-investment of not less than Fifty Thousand Patacas (MOP50,000.00), for rebranding project upon the application. Applicant awarded with “Distinctive Rebranding Plan” may receive subsidies of one to three times the amount of their self-investment capital. The maximum subsidy amount is Five Hundred Thousand Patacas (MOP500,000.00) per applicant. The total subsidy amount will be determined by Organizer based on a comprehensive evaluation of the selected rebranding plan’s content and scale.

Upon the receipt of award notice, Applicant must submit a duplicate copy of bank book to proof the self-investment and sign a mutual agreement with Organizer to ensure the subsidy received will be fully spent in the rebranding project, in order to receive the first installment of the awarded subsidy.

## 2. 資助款項發放機制 Subsidy Disbursement Scheme

- 資助款項將分階段發放，發放方式及進程視乎重塑計劃的進度。  
The subsidy will be awarded at different stages of the rebranding project.
  
- 首筆資助款項（總資助金額 60%）：獲選「優選重塑方案」之申請者在向主辦單位提交承諾自身投資資金之銀行資本證明及相關所需文件，通過背景審查並與主辦單位簽署資助協議後三十（30）日內發放。  
Applicant awarded with “Distinctive Rebranding Plan” may receive the first 60% of the awarded subsidy amount within Thirty (30) days upon reception of applicant’s bank proof of self-investment and required documents, background check completion and agreement execution with Organizer.
  
- 第二筆資助款項（總資助金額 20%）：店舖於完成重塑項目並重新營業後，主辦單位收到申請者之有效申請及所需文件後三十（30）日內發放；  
The second part of the subsidy (20% of the total subsidy amount) will be awarded within Thirty (30) days in case of completion of the rebranding project and resume operation, upon the receipt of the submission with required documents to Organizer.
  
- 店舖完成重塑項目並重新營業滿十二（12）個月，且租賃合同有效期尚餘一百八十（180）日或以上，申請者可向主辦單位申請發放最終資助款項（總資助金額 20%），款項將於主辦單位收到有效申請及所需文件後三十（30）日內發放；  
In case of completion of the rebranding project and resume operation for consecutive twelve (12) months with tenancy agreement still valid for one hundred and eighty (180) days or above, Applicant may apply for the final 20% of the total subsidy amount from Organizer, which may be awarded within thirty (30) days upon the receipt of the submission with required documents.
  
- 所有資助款項發放日期，將根據主辦單位收到每個資助發放階段所須申請及證明文件之日起計。資助金額會以銀行轉帳方式存入申請者於報名表上填寫的銀行帳戶。  
The disbursement date of all subsidies is counted from the date upon Organizer receives submission and all required supporting documents of each installment. The subsidy will be made by autopay by Organizer by installments and credited into the bank account specified in the application form.

## 3. 資助款項取消 Cancellation of Subsidy

申請者凡符合下列任一情況，其資助將被取消。

If an Applicant falls into any of the following circumstances, the subsidy will be cancelled.

- 法人申請者被解散、註銷登記；或自然人商業企業業務終止、註銷登記；  
For legal entity Applicant(s) which is dissolved and its business registration is cancelled; or operation of natural person enterprises is ceased and its business registration is cancelled;

- 申請者任一股東被判觸犯澳門刑法；  
For any shareholder of Applicant is convicted violating Macao criminal law;
- 申請者主動向主辦單位申請停止發放任何資助款項；  
For Applicant(s) who requests Organizer to cease and suspend the disbursement of any subsidy;
- 申請者任一持股超過 20%的股東非因死亡，退出或被除名；  
Any shareholder of the Applicant that is holding 20% of capital shares or more, is dismissed or expelled, unless due to the death of the shareholder.
- 申請者將超過 50%公司資本轉讓予非澳門永久性居民持有；  
Any change in the ownership of more than 50% of the capital shares of Applicant to non-permanent resident of Macao.
- 申請者於銀行帳戶存有用於重塑項目之自投資金低於澳門元五萬元（MOP 50,000.00），且並非基於重塑項目而被調動或使用；  
The self-invested capital deposited in the Applicant dedicated bank account for the rebranding project is less than Fifty Thousand Patacas (MOP 50,000.00), and it is not transferred or used for rebranding project purposes.
- 倘主辦單位發現申請者瞞報、提供虛假且有損本計劃的資料或聲明、不遵守或其他違反本活動章程或協議（如有）的規定，或利用其他不法手段獲取資助款項，主辦單位有權取消其所有資助，並要求返還已批出的全部資助款項，且相關人士須依法承擔倘有的民事及刑事責任。  
For Applicant(s) that has concealed or submitted any false reporting information to the Organizer, failed to comply with or violated the provisions of this Program or agreement (if any), or obtained the subsidy through other illegal means, Organizer has the right to cancel all subsidy distribution and demand the return of any subsidy disbursed. Furthermore, the relevant personnel shall bear corresponding civil and criminal liabilities.

## 重塑計劃書及評審準則

### REBRANDING PLAN AND JUDGING CRITERIA

申請者需根據以下各個範疇撰寫店舖重塑計劃書。

Applicant shall prepare a Rebranding Plan according to the guidelines below.

1. 店舖重塑計劃摘要 Summary of Shop Rebranding Plan
2. 現有產品/服務介紹 Existing Product/Service Introduction
  - 產品/服務性質及特點 Nature and feature of product/service
  - 業務目標 Business goals
3. 重塑方向及計劃詳情 Rebranding Direction and Project Details
  - 相關重塑服務之報價 Quotation for rebranding related services
  - 設計及效果圖 (如適用) Design and Rendering (if applicable)
4. 市場策略 Marketing Strategies
  - 市場定位及未來銷售策略 Marketing Positioning and Future Marketing Strategies
5. 重塑計劃及營運之預算 Budget plan of the rebranding project and Operations
  - 詳細計劃預算及成本、盈利產生計劃、三年財務預測及營業損益表  
Rebranding budget, operational costs incurred, income generation plan, three-year financial forecast and Profit & Loss Statement
6. 現有人員架構配置 Existing Staffing Structure
7. 店舖現況照片 Current Shop Photo

#### 評審準則 Judging Criteria

按店舖重塑計劃提交方案內容之合理性、創意、街區活化配合度等綜合考量因素進行遴選。

The rebranding business plan will be selected based on comprehensively consider factors such as the proposal's rationality, creativity, and compatibility with neighborhood revitalization.

## 報名須知 APPLICATION REQUIREMENTS

### 申請手續及審批程序 Application and Vetting Procedures:

\*所有申請者須遞交以下文件

The Applicant(s) must submit the following documents.

- ✓ 填妥之報名表格  
Completed Application Form;
- ✓ 店舖重塑計劃書  
Rebranding Business Plan (duly signed by all applicant(s));
- ✓ 申請者（包括自然人商業企業主或法人商業企業主之自然人股東）之澳門永久性居民身份證副本  
Duplicate copy of Macao Permanent Resident Identity Card of Applicant (including natural person business enterprises or natural person shareholders of corporate business enterprises);
- ✓ 住址或法人住所證明副本；  
Duplicate copies of Proof of Address or Company Address;
- ✓ 申請者現經營之商業企業或公司，由澳門特別行政區財政局所發出之「M1 格式：營業稅開業/更改申報表」副本；  
For Applicant who owns an enterprise or a company, duplicate copy of “Business Tax - New Registration / Amendment Form” (Form M/1) issued by Financial Services Bureau of Macao SAR;
- ✓ 申請者現經營之商業企業或公司，由澳門商業及動產登記局所發出三（3）個月內的商業登記副本（如適用）；  
For Applicant who owns an enterprise or a company, duplicate copy of Business Registration with validity of three (3) months, issued by Macao Commercial and Movable Property Registry (if applicable);
- ✓ 申請者現經營之公司，由澳門特別行政區財政局發出最新的「非為澳門特別行政區稅務債務人」證明書 M8（如適用）；

For Applicant who owns an enterprise or a company, duplicate copy of “Certificate of Non-Indebtedness to the Macao Special Administrative Region” (Form M/8) issued by Financial Services Bureau of Macao SAR (if applicable);

\*主辦單位可按具體情況，要求申請者提交其認為重要的其他文件、報告或資料；

Organizer reserves the right to request Applicant(s) to provide any other supporting information about the applications.

\*在報名過程中提供虛假資料或利用其他不法手段獲選項目及資助者，須依法承擔倘有的民事及刑事責任。

For those who provide false information during the registration process or use other illegal means to be selected for proposals or subsidy, he/she shall be responsible for any civil and criminal liabilities in accordance with the laws.

\* 主辦單位將審核每項申請，並就商業計劃之可行性、申請者開展業務之決心與能力作為審批考慮，甄選合適的申請者接受評審團進一步面試。主辦單位將根據面試結果決定是否通過申請。

The viability of the business, Applicant'(s) determination and ability to start and sustain the business, will be vetted by Organizer. Nominations will then be made towards appropriate Applicant(s) to attend the vetting panel interview. Organizer will exercise its discretion in approving the application to the result of the interview.

## 申請提交方式 APPLICATION SUBMISSION

### 電子提交報名

報名者可於截止日期即 2026 年 6 月 30 日下午 5 時正前以電郵方式傳送店舖重塑計劃書及相關文件至 [ERP.enquiry2026@gmail.com](mailto:ERP.enquiry2026@gmail.com)，電郵主旨按格式撰寫（「草堆街店舖重塑計劃」+ 參賽實體名稱），電郵內文提供報名者的姓名及澳門聯絡電話，並上載所需文件（文件大小不超過 10MB）作為電郵附件。

### Electronic registration

The registration, including an application form, the rebranding plan and related documents, should be sent to [ERP.enquiry2026@gmail.com](mailto:ERP.enquiry2026@gmail.com) with the email subject as “Application for Shop Rebranding Programme \_Your name/company name” before 5:00PM of 30 June 2026. The email should include the names of the Applicant(s) and the contact numbers. The file size of all of the attachments should not be bigger than 10MB.

### 親身遞交報名

報名者可於截止日期即 2026 年 6 月 30 日下午 5 時正前親臨澳門草堆六街區坊眾互助慈善會以紙本方式密封遞交申請表、店舖重塑計劃書及相關文件，並於封面註明（「草堆街店舖重塑計劃」+ 參賽實體名稱），地址及辦公時間如下：

地址：澳門草堆街 69 號 2 樓

辦公時間：星期一至星期五早上 9 時正至 12 時 30 分及下午 2 時 30 分至 6 時正，星期六早上 9 時正至 12 時 30 分

### Submission in Person

Applicants may visit the Associação de Beneficiência de Assistência Mútua dos Moradores das 6 Ruas “Chou Toi” to submit, in sealed envelope, the application form, rebranding plan and related documents in hard copies before 5:00PM of 30 June 2026. Please indicate the following on the cover: “Application for Shop Rebranding Programme \_Your name/company name”. The address and office hours are as follows:

Address: 2nd floor, No. 69, Rua das Estalagens

Office Hours: Monday to Friday 9:00AM – 12:30PM, 2:30PM – 6:00PM; Saturday 9:00AM – 12:30PM

## 條款及細則 TERMS AND CONDITIONS

### 金沙中國片區活化項目「草堆街店舖重塑計劃」活動條款及細則

#### Terms and Conditions of Sands China's Community Revitalization Programme - "Shop Rebranding Programme for Rua das Estalagens"

1. 透過參與金沙中國片區活化項目「草堆街店舖重塑計劃」活動（「計劃」），申請者確認及同意本條款及細則（「條款及細則」）。

By participating in the Sands China's Community Revitalization Programme - "Shop Rebranding Programme for Rua das Estalagens" (the "Programme"), applicants confirm their agreement with these Terms and Conditions (the "Terms and Conditions").

2. 本計劃由威尼斯人路丞股份有限公司主辦（「主辦單位」）。

The Programme is organized by Venetian Cotai Limited (the "Organizer").

3. 主辦單位保留一切更改、取消、延遲或修改本計劃的權利而毋須事先通知。無論任何時候，主辦單位保留取消申請者資格、修改本條款及細則，或計劃相關的任何內容，或取消計劃製作及發展的權利。

Organizer reserves the right to revise, cancel, suspend modify or terminate this Programme at their sole discretion without notice. At any time, Organizer reserves the right to disqualify an applicant, to modify these Terms and Conditions, or any aspect of the Programme as it deems necessary, or to cancel the production and development of the Programme.

#### 合格申請者

#### Qualifying Applicants

1. 草堆街現有店舖負責人或法定代表（「申請者」）提供任何以重塑店舖品牌形象、優化產品及服務、店舖粉飾及設計等方向的重塑計劃（「參賽作品」），並為草堆街所在的片區帶來商業價值和旅遊影響力，均具有資格參加本計劃。

Shop owner or legal representative(s) of existing businesses in Rua das Estalagens (the "Applicant") who provides rebranding project in terms of reshaping brand image, products and services enhancement, store decoration and design, etc. (the "Entries"), that brings business value and impactful stimulation to the community tourism of the old district in Rua das Estalagens, is qualified and eligible to participate in the Programme.

2. 主辦單位或參與本計劃的任何公司的員工，或與主辦單位相關的任何服務供應商或任何該等人員的子公司或關聯公司、代理商，均不得參加本計劃。主辦單位保留核實所有申請者資格的權利。

Employees of Organizer or any company involved in the Programme or, if relevant, any service providers connected with Organizer, or any such person's subsidiary or associated companies, agents are not eligible to enter the Programme. Organizer reserves the right to verify the eligibility of all Applicants.

3. 主辦單位將從申請者的創新、可行性、相關性等面向進行評估和遴選。主辦單位保留對挑選參與者及實體的最終決定權。

Organizer will evaluate and select the Applicants of the Programme in terms of innovation, feasibility and relevance. Organizer reserves the right to make final decisions on the selection of individual or legal entity Applicant.

4. 透過參加本計劃，申請者特此保證提交的所有資訊都是真實、最新和完整的。By entering the Programme, Applicants hereby warrant that all information submitted is true, current and complete.
5. 主辦單位推定透過使用本計劃網站 (<https://hk.sandschina.com/the-company/sands-resorts-incubation-center.html>) 並參加本計劃的申請者（不論是個人或法人）保證均具有參加本計劃的行為能力並同意本條款及細則。

Organizer assumes that by using the Programme official website (<https://sandschina.com/the-company/sands-resorts-incubation-center.html>) and entering the Programme Applicant who is either an individual or a legal entity shall warrant that they have legal capacity to enter the Programme and agree to the Terms and Conditions.

6. 如提交或上載的方案含有不恰當內容，包括但不限於口頭誹謗、書面誹謗、騷擾、意淫、色情、侵犯私隱、侵犯或挪用他人版權、註冊商標或專利，主辦單位保留刪除或要求刪除有關內容的權利，並毋須事先通知。主辦單位擁有對不恰當內容的最終及絕對決定權。

Should any submission enclose inappropriate content, including but not limited to libel, slander, harassment, obscenity, pornography, invasion of privacy, infringement or misappropriation of another party's copyrights, trademarks or patents, Organizer reserves the right to remove or request to remove the submissions without prior notice. The determination of inappropriate content is in the sole and absolute discretion of the Organizer.

7. 如果主辦單位有合理理由相信申請者嚴重違反任何本條款及細則，主辦單位保留取消任何申請者資格的權利。

Organizer reserves the right to disqualify any entrant if Organizer has reasonable grounds to believe the Applicant has significantly breached any of these Terms and Conditions.

8. 若任何申請者被取消參加本計劃的資格，主辦單位可自行決定是否選擇候補申請者，並按照與選擇原先申請者的相同標準，選擇候補的申請者，其亦須遵守本條款及細則。

In the event that any Applicant is disqualified from the Programme, in the sole discretion of Organizer who may decide whether a replacement contestant should be selected. In this event, any further entrant will be selected on the same criteria as the original entrant and will be subject to these Terms and Conditions.

## 獎品分配

### Prizes Allocations

1. 主辦單位保留自行決定以核實獲獎者的資格並要求其提供身份證明、分發獎品以及與本計劃相關的任何安排的權利。

Organizer reserves the right, in its absolute discretion, to verify the winner's eligibility and request a proof of his/her identity, to distribute the prizes and any arrangement in connection with the Programme.

2. 獎品由主辦單位自行決定頒發，如果任何申請者或其代表作出不當行為，將不獲頒發獎品。如獎品發放後發現該等不當行為，申請者承諾須立即將獎品退還給主辦單位，且不影響主辦單位的任何補救措施。

Prizes are awarded at Organizer's discretion and prizes may be withheld in the event of improper actions by or on behalf of any Applicant. If the improper action is discovered after the prize has been released Applicant undertakes, if required, to return the same to Organizer forthwith, without limiting any of Organizer's remedies.

3. 除另有規定外，獲獎公告均透過 <https://hk.sandschina.com/the-company/sands-resorts-incubation-center.html> 官網發布。倘有在郵寄過程中遺失、遲延或損壞或未收到的獎品，主辦單位及其關聯公司均不承擔任何責任或損失賠償。

The winners' announcement be published via the <https://hk.sandschina.com/the-company/sands-resorts-incubation-center.html> official website, unless otherwise noted. Neither Organizer nor its affiliates accepts any liability or claims for prizes which are lost, delayed or damaged in the post or otherwise not validly received by the winners.

4. 主辦單位將透過電子郵件或電話直接聯繫獲獎者並安排獎品兌換詳情。

Winner will be contacted directly via email or telephone call about prize redemption details.

5. 獲獎者亦應遵守與本計劃相關的所有條款及細則、活動章程、規則和規定。

Winner shall comply with all terms and conditions, rules and regulation related to this Programme.

6. 提交內容屬抄襲，將被取消參加資格。獲獎的方案一經發現存在抄襲內容，亦將被取消獲獎資格並須退回已交付的獎品，且不影響主辦單位的任何補救措施。

Plagiarized entries will be disqualified. If winning proposals are found to be plagiarized, without limiting any of Organizer's remedies, these winners will be disqualified and prize must be returned.

7. 每個獎項的條款及細則適用於每位獲獎者。獲獎者還應遵守所有適用的法律和法規的要求。申請者應對其在本計劃下的行為及其任何僱員、代理或分包商的作為和不作為造成的所有人身或財產上損害、經濟損失負責。

The terms and conditions of each prize apply to every winner. In particular, winner shall also comply with all applicable legal and regulatory requirements. Applicant shall be liable for all damage to persons or property, economic losses caused or arising from its activities under this Programme and for the acts and omissions of any of its employees, agents or sub-contractors.

8. 若申請者被認定為不符合資格或退出本計劃，主辦單位保留更換該個人或實體的權利。申請者的選擇由主辦單位擁有唯一且絕對的決定權，主辦單位的決定為最終決定。

In the event that an Applicant is determined to be ineligible or withdraws from the Programme, Organizer reserve the right to replace such person or entity. The selection of the Applicants shall be within the sole and absolute discretion of both Organizer, whose decisions shall be final.

9. 申請者不得對主辦單位頒發的獎品有異議，獎品不可轉贈、轉賣、兌換現金或其他貨品。

Applicants may not dissent to the prizes given out by Organizer. The prizes should not be transferred, resold, exchanged for cash or other goods.

10. 未經主辦單位事先書面同意，申請者不得轉讓本條款及細則項下的任何權利或義務。主辦單位可以在未經申請者同意的情況下將其權利或義務轉讓給任何第三方。

Applicants shall not transfer any of rights or obligations under these Terms and Conditions without the prior written consent of the Organizer. Organizer may transfer its rights or obligations to any third party without Applicants' consent.

11. 未經主辦單位事先書面同意，申請者無權或被授權以任何方式使主辦單位負有任何簽訂合同、支付費用或成本的義務。除非得到主辦單位授權代表的書面批准，否則相關條款及細則的任何變更均無效。

Applicants are not entitled nor authorized in any way to commit Organizer to any contract, expense or cost entered into or incurred without its advance written acceptance of the same. No variation of these Terms and Conditions is effective unless approved by an authorized representative of Organizer in writing.

12. 在本計劃中獲獎的申請者須與主辦單位另行簽署協議，以確保獎品（包括但不限於任何資助）將全部用作申請者在參賽作品、方案和商業計劃中所述的業務的營運資金。

Applicant who wins in this Programme, shall sign an agreement with Organizer to ensure the prizes (including but not limited to any awarded subsidy) will be fully spent as working capital for operating the business as outlined in Applicant's entries, proposal and business plan.

## 知識產權

### Intellectual Property Rights

1. 申請者特此聲明並保證具足夠權限、權利、權力和職權，授予本計劃所提交之參賽作品的權利，並已獲得所有相關的同意及許可。

Applicants hereby represent and warrant that have the right, power and authority to grant the rights or the entries under this Programme as set out above and that have obtained all consents and permissions in respect of the same.

2. 為避免任何疑問，本計畫所提交參賽作品的名稱及內容的所有權利，以及參賽作品的格式等權利，均為申請者專屬，且供其自用。

For the avoidance of doubt, all rights in the name and content of the entries under this Programme and the format rights for the entries will vest exclusively in Applicants for their own use.

3. 申請者特此保證，其提交和/或發佈的資訊不會侵犯任何第三方的知識產權、私隱或任何其他權利，並且不會包含任何口頭誹謗、書面誹謗、淫穢、不雅、騷擾或威脅，並承諾須賠償主辦單位因此而產生的任何損失、損害或責任。申請者同意，主辦單位保留權利，在不限制申請者在上述保證及其賠償責任的情況下，以篩選、過濾和/或監管申請者提供的資訊或內容，並得編輯、拒絕發佈或刪除該等資訊或內容。

Applicants hereby warrant that the information that they submit and/or distribute will not infringe the intellectual property, privacy or any other rights of any third party, and

will not contain anything, which is libelous, defamatory, obscene, indecent, harassing or threatening and shall indemnify Organizer for any loss, damage or liability arising in connection therewith. If relevant, Organizer reserves the right, and without limiting Organizer's rights under Applicants' warranty and indemnity above, to screen, filter and/or monitor information or entries provided by Applicants and to edit, refuse to distribute or remove the same.

4. 申請者明確同意並授權主辦單位及其關聯公司可以部分或全部收集、展示、分發、宣傳、更改和/或複製申請者及其參賽作品、方案的任何錄音和材料，以不同的形式，包括但不限於影片、照片、文字、方案內容和錄音，透過認為適當的不同內部和外部平台用於任何目的，包括但不限於海報和新聞通訊、網路頁面、社交媒體平台、報紙雜誌、戶外促銷及海報等電子媒體。申請者特此承認並接受，不得因使用申請者或其參賽作品的任何影片、照片、文字、方案內容或錄音而請求主辦單位或相關人員支付任何版稅、費用或任何其他類型的補償。

Applicants expressly agree and authorize Organizer and its affiliates may collect, display, distribute, publicize, alter and/or reproduce any recordings and materials of the Applicants and their entries, proposals, taken during the Programme, in parts or in its entirety, in different forms including but not limited to videos, photos, texts, content of the proposals and audio recordings, for any purposes via different internal and external platforms as deemed appropriate, including but not limited to posters and newsletters, internet pages, social media platforms, newspapers and magazines, outdoor promotions and posters and other electronic media. Applicants hereby acknowledge and accept that no royalty, fee or any other type of compensation shall become payable by Organizer and related personnel by reason of the use of any videos, photos, texts, content of proposals or audio recordings of Applicants or their entries.

## 責任

### Liability

申請者同意永久免除主辦單位及其關聯公司之一切責任，包括並不限於任何由遞交申請表／參賽作品、參加本計劃、為本計劃或在任何現有或尚未發現的媒體上之宣傳推廣而使用個人資料、及／或使用申請者姓名、參賽作品、及／或與計劃相關引起或與之相關的口頭誹謗、書面誹謗、詆毀、侵犯私隱、公眾利益、個人及／或公民權利、錯誤引述、故意或過失導致精神痛苦、侵犯版權，及／或任何侵權行為及／或損害。

Applicants agree to release, discharge and hold Organizer and its affiliates harmless from any and all claims including, without limitation, claims for slander, libel, defamation, violation of rights of privacy, publicity, personality, and/or civil rights, depiction in a false light, intentional or negligent infliction of emotional distress, copyright infringement, and/or any other tort and/or damages arising from or in any way relating to the submission of application form/entries of this Programme, participation in the Programme, the use of the personal information, and/or the use of the Applicant's name, Applicant's entries, and/or likeness in connection with the Programme, or the promotion thereof in all media now known or hereafter devised.

## 保密

### Confidentiality

1. 申請者承諾在任何時候均不會向任何人披露、洩露、討論或以其他方式公開與主辦單位、其業務、人員、代理人或管理人員有關的任何保密資訊。

Applicants undertake not at any time to disclose, reveal, communicate or otherwise make public any confidential information relating to Organizer, their business, personnel, agents or officers to anyone.

2. 未經主辦單位事先書面許可，申請者不得公開參與本計畫或獲獎事實。

Applicants shall not publicize involvement in the Programme or the fact that a prize award without the prior written permission of Organizer.

## 資料保護

### Data Protection

透過遞交申請，申請者明確同意並確認其個人資料將基於本條款及細則，以及私隱聲明所載之目的被收集、使用和共用。申請者授權主辦單位自動或手動收集、使用、儲存和處理本次計劃中向主辦單位提供的個人資料（包括申請者的姓名、性別、地址、聯繫方式、身分證明文件資料及其影印本、銀行帳戶資訊、照片、音頻、視頻、參賽作品、方案、商業計劃、商業登記、M8、M1 副本以及其他相關資料等）（以下簡稱“資料”），以作管理及處理參與本計劃之目的。申請者同時也授權主辦單位使用及處理拍攝到彼等參與本計劃期間的圖片及影音資料，以用於主辦單位及其任何關聯公司的企業傳訊及廣告用途，包括新聞稿、書刊、雜誌、社交媒體以及所屬或管理之相關其他粉絲專頁。另外，申請者亦明確授權主辦單位與其關聯公司（共同簡稱“金沙”）共享及與任何與金沙達成書面協議的任何第三方服務供應商、本計畫的協辦單位、指導單位及支持單位等共享資料，該協議與主辦單位的私隱政策大致相若。申請者承認，所授權之資料轉移會構成個人資料的國際轉移，並且金沙以及第三方服務供應商所在的不同的司法管轄區可能具有與申請者所在的司法管轄區不同的個人資料保護法和保護措施。主辦單位會遵守澳門特別行政區法律中有關個人資料跨境傳輸的相關規定，並採取適當的保護措施。申請者有權查看其個人資料、要求提供更多有關其儲存及處理的資訊、要求任何必要的修正、撤回此處的同意。申請者有權隨時通過郵寄信函至澳門氹仔望德聖母灣大馬路澳門威尼斯人酒店行政辦公室二樓，或者發送電子郵件至 [privacy@sands.com.mo](mailto:privacy@sands.com.mo) 通知主辦單位，以要求更改、刪除或查閱其提供的信息。資料將根據法律要求並按照主辦單位的資料保留及分類政策予以保留。主辦單位採取適當的技術和組織措施，保護資料不受未經授權或非法處理、意外遺失、破壞或損壞。

By submitting an application, Applicant hereby acknowledges and provides consent for his/her personal data be collected, used, and shared as described herein and in the Privacy Notice. Applicant expressly authorizes the Organizer to collect, use, store and process, automatically or manually, the personal data he/she provides the Organizer during his/her participation in this Programme (including name, gender, address, contact details, identification card information and copy thereof, bank account details, photos, audio, video, entries, proposal, business plan, copy of business registration certificate, M1 form and M8 form and any data related with his/her participation in this

Programme) (hereinafter the “Data”), for the purposes of managing and processing your participation in this Programme. Applicant also authorizes the Organizer to use and process any photos or films which capture his/her image during Applicant’s participation in the the Programme for corporate communications and advertising purposes including any press releases, book outlets, magazines, social media and other fan webpages owned or operated by the Organizer or its affiliates. In addition, Applicant also expressly authorizes the Organizer and its affiliates (“Sands”) to share the Data and with the co-organizer, patronage unit, supporting entities of the Programme and any third party service providers of any Sands’ properties that has entered into a written agreement with Sands that is substantially similar to the Company’s privacy policy. Applicant acknowledges that the transfers authorized may constitute an international transfer of personal data and that the different jurisdictions where Sands and third-party service providers are incorporated may have different data privacy laws and protections from the data privacy laws and protections in place in the jurisdiction where the Applicant is located. The Organizer will comply with the applicable requirements under the Laws of the Macao Special Administrative Region on cross-border transfer of personal data, and will implement appropriate safeguards. Applicant has the right to view his/her personal data, request additional information about its storage and processing, require any necessary amendments, withdraw the consent herein. Applicant can change, remove or review the information provided anytime by either writing to the Organizer at Estrada da Baía de Nossa Senhora da Esperança, The Venetian Macao, Executive Offices – L2, Taipa, Macao or by emailing the Organizer at [privacy@sands.com.mo](mailto:privacy@sands.com.mo). The Data will be retained for as long as legally required and in accordance with the Organizer data retention and classification policies. The Organizer takes appropriate technical and organizational measures to protect Data against unauthorized or unlawful processing, accidental loss, destruction, or damage.

## 雜項

### Miscellaneous

1. 如本條款及細則的任何規定被認定為非法、無效、作廢或無法執行，則該規定應與本條款及細則的其餘規定分割，其餘規定將繼續完全有效。  
In the event that any provision of these Terms and Conditions is held to be illegal, invalid, void or otherwise unenforceable it shall be severed from the remaining provisions of these Terms and Conditions which shall continue in full force and effect.
2. 未行使或延遲行使本條款及細則或法律規定的權利或補救措施，並不構成放棄該等權利或補救措施或放棄其他權利。  
The failure to exercise or delay in exercising a right or remedy provided hereunder or by law does not constitute a waiver of the right or remedy or waiver of other rights or remedies.
3. 本條款及細則受澳門特別行政區法律管轄並依其解釋。澳門特別行政區法院對因本計劃或本條款及細則引起或與之相關的任何訴訟擁有專屬管轄權。  
These Terms and Conditions are governed by and construed in accordance with the laws of Macau SAR. The Macau SAR courts shall have exclusive jurisdiction in any proceedings arising out of or in connection with the Programme or these Terms and Conditions.
4. 如本條款及細則之英文及中文版本有任何差異，概以英文版本為準。

If there is any inconsistency or conflict between the English and Chinese versions of these Terms and Conditions, the English version will prevail.

5. 如有任何爭議，主辦單位保留最終決定權。

In case of any dispute, Organizer reserve the right to final decision.

6. 鑒於美國拉斯維加斯金沙集團 (LVSC) 總部位於美國，LVSC 品牌組合轄下經營的酒店均受法律限制，不得與美國財政部的外國資產管制辦公室 (OFAC) 《特定國民與禁止往來人員名單》 (List of Specially Designated Nationals and Other Blocked Persons) (包括恐怖分子及毒販) (「OFAC 名單」) 所指定之任何人士或實體開展業務，因為 LVSC 及附屬公司可能會被斷定自任何該等被禁止的商業活動中直接或間接獲取收入。OFAC 名單載於 <https://sanctionslist.ofac.treas.gov/Home/SdnList>。申請者聲明及保證他們目前並無被列入 OFAC 名單，或任何類似受限制方名單，包括由其他政府根據適用的聯合國、地區或國際貿易或財政制裁所持有的名單，以及 DICJ 及／或內部禁止顧客名單。若申請者被列入任何該等受限制方名單，或於本計劃過程中被新增入該受限制方名單，主辦單位保留權利取消其獲獎資格，且不會向其頒發獎品，被取消資格者亦不可提出申索。申請者進一步承諾，若申請者於本計劃過程中被列入或被新增入任何該等受限制名單，將立即通知主辦單位。

Given that Las Vegas Sands Corp. (LVSC) is headquartered in the United States of America, hotels operating under the LVSC portfolio of brands are legally restricted from conducting business with any persons or entities that are designated on the U.S. Department of the Treasury's Office of Foreign Assets Control (OFAC) List of Specially Designated Nationals and Other Blocked Persons (including terrorists and narcotics traffickers) (the "OFAC List"), since LVSC and affiliates could be determined to have derived income, directly or indirectly, from any such prohibited business activities. The OFAC List can be found by visiting <https://sanctionslist.ofac.treas.gov/Home/SdnList>. Applicants represent and warrant that they are currently not on the OFAC List, nor on any similar restricted party listings, including those maintained by other governments pursuant to applicable United Nations, regional or national trade or financial sanctions, nor on the DICJ and/or Internal Barred Patrons List. If Applicants are on any such restricted party list or is added to such restricted party list during this Programme, Organizer reserves the right to disqualify the winners, and prizes shall not be issued or allowed to be claimed. Applicants further undertake to notify Organizer immediately if Applicants are on or added on to any such restricted list during this Programme.

## 聯絡方式 ENQUIRIES

如有任何查詢，歡迎與秘書處聯絡。

電話：+853 6335 8220 / +853 6296 0231

電郵：[ERP.enquiry2026@gmail.com](mailto:ERP.enquiry2026@gmail.com)

辦公時間：星期一至星期五早上 9 時正至下午 6 時正（公眾假期除外）

Please feel to contact The Secretariat if you encounter any enquiry.

Tel no.: +853 6335 8220 / +853 6296 0231

Email.: [ERP.enquiry2026@gmail.com](mailto:ERP.enquiry2026@gmail.com)

Opening hours: Monday – Friday 9:00AM – 6:00PM (excludes public holiday)