

2025年金沙中國負責任博彩推廣計劃

SANDS CHINA RESPONSIBLE GAMING
PROMOTIONS PLAN 2025



金沙中國於2024年在負責任博彩推廣工作方面繼續取得豐碩成果，是年有超過10萬人次參與金沙中國舉辦的推廣和培訓活動，並獲得大部份參與者的正面反饋，為公司來年開展負責任博彩的各項相關舉措，持續推動行業的可持續發展奠定穩健基礎。

展望2025年，金沙中國將一如既往地推動負責任博彩為己任，堅定支持澳門特別行政區政府的各項負責任博彩推廣舉措，並會透過多元化方式，持續增強團隊成員對負責任博彩的認知及理解，積極協助有需要的客人，維護團隊成員及其家人的身心健康。與此同時，我們亦會繼續支持本澳社會服務機構；並與政府、社區及學術機構保持緊密聯繫，全力支持並配合澳門特區政府推行及落實負責任博彩政策，為澳門社區及業界穩健發展作出貢獻。

In 2024, Sands China continued to achieve noteworthy results in promoting responsible gaming. Over 100,000 people participated in the promotion and training activities organized by Sands China this year, and received positive feedback from most participants, providing strong momentum for continuing the company's long-standing responsible gaming work in the community in 2025.

Looking ahead to 2025, Sands China Ltd. will remain firm in our determination to continue supporting the Macao SAR government's responsible gaming promotion and initiatives. In focusing on promoting the government's responsible gaming initiatives to our team members, our aim is to actively assist guests in need, and support team members and their families by variety means of responsible gaming activities and events. These serve to enhance team members' responsible gaming knowledge and understanding while strengthening the protection of families from gambling disorder. And as we do each year, we will continue to support local NGOs, maintains close liaison with the government, the community and academic institutions to fully support and cooperate with the Macao SAR Government in the implementation and implementation of responsible gaming policies, and contribute to the steady development of the Macao community and industry.



金沙中國2025年負責任博彩推廣計劃

SANDS CHINA RESPONSIBLE GAMING PROMOTIONS PLAN IN 2025

季度 Quarter	活動 Activities	類型 Type
第一季 Quarter 1	負責任博彩捐款 Responsible Gaming Donations	社區推廣 Community Promotion
	RG知識錦囊線上遊戲 RG Knowledge Tips Online Game	社區推廣 Community Promotion
	預防沉迷賭博快閃活動 Gambling Addiction Prevention Flash mob	社區推廣 Community Promotion
	負責任博彩線上比賽或問答遊戲 RG Online Quiz Game	社區推廣 Community Promotion
	預防沉迷賭博身心靈體驗課 Prevent Gambling Addiction Physical and Mental Experience Class	社區推廣 Community Promotion
	負責任博彩攤位日 RG Awareness and Family Service Promotion Day	社區推廣 Community Promotion
	負責任博彩校園推廣活動 Responsible Gaming Promotion in School Campus	社區及校園推廣 Community & School Campus Promotion
	負責任博彩培訓 Responsible Gaming Training	培訓 Training
	負責任博彩網上問題遊戲 RG Online Quiz Game	社區推廣 Community Promotion
	理財策略戰 Financial Management Strategy Competition	社區及校園推廣 Community & School Campus Promotion



季度 Quarter	活動 Activities	類型 Type	
第二季 Quarter 2	負責任博彩校園推廣活動 Responsible Gaming Promotion in School Campus	社區及校園推廣 Community & School Campus Promotion	
	RG知識錦囊線上遊戲 RG Knowledge Tips Online Game	社區推廣 Community Promotion	
	脫離賭海不孤單線上遊戲 Quitting Gambling Together Online Game	社區推廣 Community Promotion	
	RG脫離賭海·獨木舟體驗活動 RG Quitting Gambling, Canoe Experiencing	社區及校園推廣 Community & School Campus Promotion	
	負責任博彩攤位日 RG Awareness and Family Service Promotion Day	社區推廣 Community Promotion	
	預防沉迷賭博快閃活動 Gambling Addiction Prevention Flash mob	社區推廣 Community Promotion	
	負責任博彩線上比賽或問答遊戲 RG Online Quiz Game	社區推廣 Community Promotion	
	預防沉迷賭博身心靈體驗課 Prevent Gambling Addiction Physical and Mental Experience Class	社區推廣 Community Promotion	
	負責任博彩培訓 Responsible Gaming Training	培訓 Training	
	負責任博彩推廣 - 啟動禮 Responsible Gambling Promotion - Kick Off Ceremony		
	負責任博彩之親子默契大比拼 RG Parent-child Competition	社區及員工推廣 Community & Team Member Promotion	
	負責任博彩社區嘉年華 RG Community Carnival	社區推廣 Community Promotion	
	負責任博彩網上問題遊戲 RG Online Quiz Game	社區及員工推廣 Community & Team Member Promotion	
	第三季 Quarter 3	負責任博彩線上比賽或問答遊戲 RG Online Quiz Game	社區推廣 Community Promotion
脫離賭海不孤單線上遊戲 Quitting Gambling Together Online Game		社區推廣 Community Promotion	
RG脫離賭海·獨木舟體驗活動 RG Quitting Gambling, Canoe Experiencing		社區及校園推廣 Community & School Campus Promotion	
負責任博彩校園推廣活動 Responsible Gaming Promotion in School Campus		社區及校園推廣 Community & School Campus Promotion	
「智」選娛樂道負責任博彩遊戲 Smart Choice Entertainment - RG Game		社區及員工推廣 Community & Team Member Promotion	
負責任博彩培訓 Responsible Gaming Training		培訓 Training	
負責任博彩線上遊戲 RG Online Game		社區推廣 Community Promotion	
健康家庭理財之親子活動 Healthy Family Financial Management		社區及員工推廣 Community & Team Member Promotion	
負責任博彩網上問題遊戲 RG Online Quiz Game		社區推廣 Community Promotion	
負責任博彩宣傳教育片 RG Educational Promotion Video		社區推廣 Community Promotion	
預防沉迷賭博快閃活動 Gambling Addiction Prevention Flash mob		社區推廣 Community Promotion	
理財親子訓練營 Parent-child Financial Management Training Camp		社區及員工推廣 Community & Team Member Promotion	
負責任博彩大使培訓 RG Ambassadors Training		培訓 Training	
負責任博彩定向比賽 / 親子競技 RG Orienteering Competition / Parent-child Competition		社區及員工推廣 Community & Team Member Promotion	
金沙中國負責任博彩眾樂樂嘉年華 Sands China Responsible Gaming Happy Carnival		社區及員工推廣 Community & Team Member Promotion	
第四季 Quarter 4		負責任博彩校園推廣活動 Responsible Gaming Promotion in School Campus	社區及校園推廣 Community & School Campus Promotion
		RG滑板體驗工作坊 RG Skateboard Experiencing Workshop	社區推廣 Community Promotion
	負責任博彩推廣日 RG Promotion Day	社區推廣 Community Promotion	
	負責任博彩線上遊戲 RG Online Game	社區推廣 Community Promotion	
	負責任博彩培訓 Responsible Gaming Training	培訓 Training	
	負責任博彩定向比賽 / 親子競技 RG Orienteering Competition / Parent-child Competition	員工推廣 Team Member Promotion	
	負責任博彩推廣 - 閉幕禮 Responsible Gambling Promotion - Closing Ceremony		
每月 Every Month	負責任博彩路演 (澳門義務青年會, 澳門基督教青年會, 聖公會澳門社會服務處, 鮑思高青年服務網絡, 博彩業職工之家) Responsible Gaming Roadshows (Youth Volunteers Association of Macau, YMCA Macau, Sheng Kung Hui Macau Social Services Coordination Office, Bosco Youth Service Network, Macao Gaming Industry Employees Home)	員工推廣 Team Member Promotion	

