



The Annual St. Andrew's Ball

SAT 25 NOV 2023
Kerry Hotel Pudong

Featuring:

Haggis / Whisky / Live Ceilidh Music/
Bagpipes/ Energetic Ceilidh Dancing/
Lucky Draw / Scottish Tradition

British Chamber of Commerce Shanghai
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About the Chamber

The British Chamber of Commerce Shanghai is a dynamic network of international businesses operating in China. Member companies and individuals are the heart of our organisation. We advocate best practices, we share knowledge, and we build long-lasting trustworthy friendships.

Our purpose is to make connections: connections that provide opportunities, empower businesses, and unite our community.

Over the past decades, the Chamber has hosted 100+ activities with 4,000+ attendees annually, including high-level VIP visits, Gala Balls, Sports Tournaments, national Business Awards, etc.

The Annual St. Andrew's Ball is one of our signature events of the year and is a great opportunity for high-profile exposure for your business.



About the St. Andrew's Ball

- Attracting 300 to 400 guests
- A night of fun-filled Scottish tradition
- Businesses gain exposure among decision makers from leading British companies across a wide range of industry sectors
- Engaging with BritCham and the international community in Shanghai
- Corporate hospitality for valued clients and staff
- Support local charity organisations



Sponsorship Opportunity

Be part of the 2023 St. Andrew's Ball and build your brand within the British Community across Shanghai.

- Logo exposure on all media channels* and on-site marketing materials
- Advertisement - online and offline
- VIP Seating
- Exposure on Central Stage

*BritCham website and external channels (19,200+ subscribers across WeChat, LinkedIn, EDM) and media partners' channels

| Sponsorship packages | Title Sponsor | Gold Sponsor | Entertainment Sponsor |
|--|--------------------------|-------------------------|---|
| Prices: RMB M=member*; NM=non-member All prices are exclusive of 6% VAT taxes. *Only applies to Company Memberships | M: 95,000 NM: 105,000 | M: 35,000 NM: 45,000 | M: 25,000 NM: 35,000 |
| Remarks: | Only 1 availability | — | Logo shown on the screen during the sponsored performance |
| Pre-Event | | | |
| Company name included (incorporated) in the event name | ✓ | — | — |
| Company logo incorporated with event poster design | ✓ | — | — |
| General Logo exposure (event page, WeChat, LinkedIn, EDM, media partners platform, e-ticket, posters) | Predominant | Large | Medium |
| One full-page advert in the event programme | ✓ | ✓ | |
| Announcement (once) in Chamber newsletter on signing the sponsorship (company intro included) | ✓ | ✓ | ✓ |

Sponsorship packages

Title Sponsor

Gold Sponsor

Entertainment Sponsor

At the Event

| | | | |
|--|-----------------------------------|----------------------------------|-----------|
| Complimentary tables for guests at the event | 2 tables (20 tickets in total) | 1 table (10 tickets in total) | 4 tickets |
| VVIP seating | ✓ | ✓ | ✓ |
| General on-site logo exposure (Photo point, Table Stands, Stage Backdrop, Event Programme, Slides) | Predominant | Large | Medium |
| Integrated marketing opportunities through hotel foyer display, table gifts option, video playing, etc. which is aligned with company marketing strategy | ✓ | ✓ | |
| Opportunity to put promotional brochures to goodie bags | ✓ | ✓ | ✓ |
| Verbal recognition at the event | ✓ | ✓ | ✓ |

Post Event

| | | | |
|---|-------------|-------|--------|
| Special coverage including a 120 words company description in post-event article on the Chamber's website | ✓ | – | – |
| Company logo in post-event article | Predominant | Large | Medium |
| One EDM promotion opportunity to be used within 6 months after the St. Andrew's Ball - content to be provided by the Sponsor | ✓ | – | – |
| One WeChat promotion opportunity to be used within 6 months after the St. Andrew's Ball - content to be provided by the Sponsor | ✓ | ✓ | – |



More Sponsorship Opportunities

Wine Sponsor

**Consumption based on final attendee amount
(normally about 400-500 bottles including white & red wine)**

- One complimentary table for 10 guests at the event with company logo displayed on the table
- VIP seating and priority booking
- Company logo displayed on all pre-event promotional material*
- Company logo displayed on Chamber's website with hyperlink to company's website
- Company logo on the event tickets*
- Company logo in the event programme
- Logo displayed on banners at the ballroom entrance and stage
- Verbal recognition at the event
- Company logo in post-event article

Prizes Sponsor

Minimum gift value of RMB 2,000

- Company logo and prize description in the event programme
- Company logo and prize description on the raffle/ silent auction display table
- Verbal recognition at the event
- Opportunity to present the prize if enters top 10 lucky prizes
- Gala Ball Tickets at discounted rates

Please feel free to contact the Chamber to discuss other in-kind sponsorship ideas.

Who are you targeting

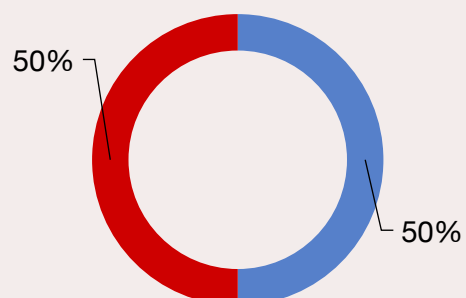
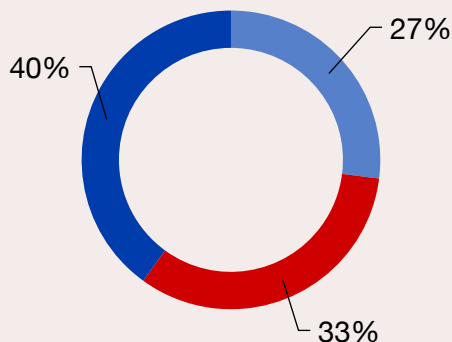
By advertising with the British Chamber, you are targeting an elite group of business professionals who not only represent a diverse range of industries, but wield broad spheres of influence in Shanghai and abroad.

■ MD/VP/GM/CXO ■ Manager

■ Director/Head

■ Male

■ Female



Please email admin@britishchambershanghai.cn to address your interest. A Chamber staff will follow up accordingly on further details.

Note: The Chamber reserves the right to change parts of the programme

Follow BritCham
Shanghai on WeChat for
more details

