



上海英国商会
BritCham
Shanghai

2024 St. Andrew's Ball in Shanghai

SAT 30 NOV 2024
Pudong Shangri-La Shanghai

2024 St. Andrew's Dance in Ningbo

FRI 29 NOV 2024
InterContinental Ningbo

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

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
- Black-tie Gala Ball of fun-filled **Scottish tradition**
- Business **gains 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

About the St. Andrew's Dance

- First time bring Scottish-themed event outside Shanghai
- Buffet dinner & Ceilidh Dance night to attract 300+ guests
- A night of fun-filled **Scottish tradition**
- Business **gains exposure** and engage with the international and alumni community in Ningbo and nearby cities
- **Corporate hospitality** for valued clients and staff



Sponsorship Opportunity

Sponsorship Opportunity



**BritCham website and external channels (23,000+ subscribers across WeChat, LinkedIn, EDM) and media partners' channels*

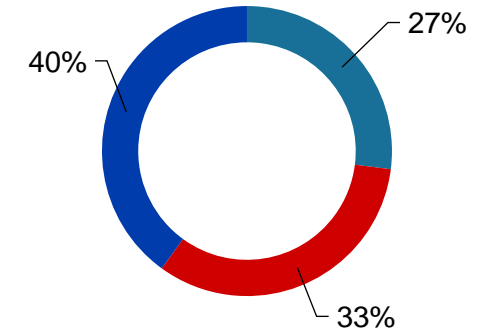
Be part of the 2024 St. Andrew's Ball and St. Andrew's Dance to build your brand within the British Community across Shanghai and Zhejiang Province

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

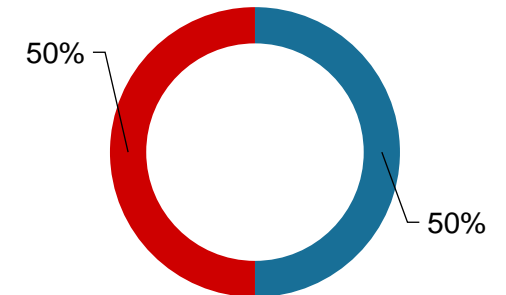
Who are you targeting

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, Zhejiang and abroad.

■ MD/VP/GM/CXO ■ Manager
■ Director/Head



■ Male ■ Female



Sponsorship Opportunity

Title Sponsor

Platinum Member & Previous Sponsor: RMB 55,000
Member: RMB 60,000
Nom-member: RMB 65,000

All prices are exclusive of 6% VAT taxes.

Extra 15% discount if the brand sponsors both the Shanghai and Ningbo events.

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)
- Announcement (once) in Chamber newsletter on signing the sponsorship (company intro included)

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
- One EDM promotion opportunity to be used within 6 months after the event*
- One WeChat promotion opportunity to be used within 6 months after the event*

* Content to be provided by the Sponsor.

At the Event

- Complimentary tables for guests at the event (2 tables, 20 tickets in total)
- VVIP seating
- On-site logo exposure (Photo point, Table Stands, Stage Backdrop, Slides)
- Integrated marketing opportunities through hotel foyer display, table gifts option, video playing, etc.
- Opportunity to put promotional brochures to goodie bags
- Verbal recognition at the event

Sponsorship Opportunity

Gold Sponsor

Platinum Member & Previous

Sponsor: RMB 35,000

Member: RMB 40,000

Nom-member: RMB 45,000

All prices are exclusive of 6% VAT taxes.

Extra 15% discount if the brand sponsors both the Shanghai and Ningbo events.

Pre-Event

- General Logo exposure (event page, WeChat, LinkedIn, EDM, media partners platform, e-ticket, posters)
- Announcement (once) in Chamber newsletter on signing the sponsorship (company intro included)

At the Event

- Complimentary tables for guests at the event(1 tables, 10 tickets in total)
- VVIP seating
- On-site logo exposure (Photo point, Table Stands, Stage Backdrop, Slides)
- Integrated marketing opportunities through hotel foyer display, table gifts option, video playing, etc.
- Opportunity to put promotional brochures to goodie bags
- Verbal recognition at the event

Post Event

- Company logo in post-event article
- One WeChat promotion opportunity to be used within 6 months after the event - content to be provided by the Sponsor



Entertainment Sponsor

**Platinum Member & Previous
Sponsor:** RMB 25,000
Member: RMB 30,000
Nom-member: RMB 35,000

All prices are exclusive of 6% VAT taxes.

Extra 15% discount if the brand sponsors both the Shanghai and Ningbo events.

Sponsorship Opportunity

Pre-Event

- General Logo exposure (event page, WeChat, LinkedIn, EDM, media partners platform, e-ticket, posters)
- Announcement (once) in Chamber newsletter on signing the sponsorship (company intro included)

At the Event

- Logo shown on the screen during the sponsored performance
- Complimentary four (4) tickets for guests at the event
- VIP seating
- General on-site logo exposure (Photo point, Table Stands, Stage Backdrop, Slides)
- Opportunity to put promotional brochures to goodie bags
- Verbal recognition at the event

Post Event

- Company logo in post-event article



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
- 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 e-tickets
- Logo displayed on banners at the ballroom entrance and stage
- Verbal recognition at the event
- Company logo in post-event article

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

Prizes Sponsor

Minimum gift value of RMB 2,000

- Company logo and prize description in the event promotion
- 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

** BritCham Shanghai reserves the right to place the prizes in lucky draw or silent auction based on market value and popularity.*





Sponsors for the past five years





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