



The St. Andrew's Ball 2022

SAT 26 November 2022
Venue TBC

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.

The Chamber continues to host 100+ events with 4,000+ attendees year after year, including roundtables, panels, presentations, after-hours social activities, high-level VIP visits, gala balls, sports tournaments, and national British Business Awards.

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



About the St. Andrew's Ball

- Attracting an average of 350+ 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 British communities in Shanghai
- Corporate hospitality for valued clients and staff
- Support local charity organisations



Sponsorship Opportunities

Be part of the 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 (17,000+ subscribers across WeChat, LinkedIn, EDM) and media partners' channels

Sponsorship packages	Title Sponsor	Corporate 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	-	Brand included in the design of 1 performance programme or photopoint
Before the 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, poster)	Predominant	Large	Medium
Advertisement opportunity (company advert banner to be inserted into event related WeChat/ EDM posts with hyperlinks)	All WeChat and EDM posts	Up to 4 WeChat and/or EDM posts	-
Announcement (once) in Chamber newsletter on signing the sponsorship (company intro included)	✓	✓	✓

At the Event			
Ten-seat corporate table with logo at VIP seating	2 tables	1 table	–
Ball tickets	–	–	2
On-stage speech opportunity	1 min	–	–
Corporate Video during breaks	Max. 120 secs	Max. 60 secs	–
General on-site logo exposure (Photo point, Table Stands, Stage Backdrop, Event Programme, Slides)	Predominant	Large	Medium
Advertisement in event brochure	Full page	Half page	–
Opportunity to put promotional brochures to goodie bags	✓	✓	✓
Extra lucky draw tickets	20	10	2
Verbal recognition at the event	✓	✓	✓
After the Event			
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 e-ticket
- 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 display table
- Verbal recognition at the event
- Opportunity to present the prize
- Tickets at discounted rates

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

English

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

Follow BritCham
Shanghai on WeChat for
more details.

