



Sponsorship Opportunities for BritCham Shanghai General Events 2023



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.



Sponsorship Opportunities

Be part of BritCham Shanghai's events and activities to raise your profile in the wider business community across Shanghai.

- Logo exposure on all Comms channels*
- Event entry
- Marketing opportunity

*BritCham Shanghai website and external channels (as of December 2022: 19,200+ subscribers across WeChat, LinkedIn, EDM)

Note: General Events here NOT include Special projects for example: themed annual social, Gala Balls, Summit, Awards, Festival, etc.

Sponsorship packages	Cash Sponsor Knowledge Exchange Event	Cash Sponsor After Hours Event	Venue Sponsor	In-kind Sponsor
Note: Member price only applies to membership categories of Platinum, Company, Small Enterprise, Start-up, e-Member.	Member Price: RMB 6,000 Non-member Price: RMB 8,000 (exclusive of 6% VAT tax)			Min. Market Value RMB 1,000 per gift
Remarks:			Provision of venue use and light refreshment (coffee, tea and snacks)	Categories: food & beverage supplier; prize for lucky draw
Before the Event				
Logo exposure on event page, WeChat poster and EDM flyer* (*Depending on the time of sponsorship agreement.)	Large	Large	Medium	Medium
At the Event				
Opportunity to sit as a panelist	✓	-	-	-
Marketing opportunity – corporate video	60 seconds	60 seconds	30 seconds	-
Marketing opportunity – display at registration table	✓	✓	✓	✓
Event entries	2	6	2	1 for the top prize sponsor
Discount on additional entry tickets	✓	✓	✓	✓
Recognition at event by MC	✓	✓	✓	✓
After the Event				
Logo on event review post or photo gallery	✓	✓	✓	✓
Extra WeChat advertisement via BritCham Shanghai's official WeChat account.	1	2	-	-

2022 Sponsors & Partners

*Including both general events and special events



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

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more details

