

Virgin Atlantic Great British Day Out

SAT 20th May
Wellington College International Shanghai

Featuring:

Live Band & Performances/ Sporting Activities & Games/
Food & Beverage/ Arts & Performing/ Interactive Experiences/
Competitions & Awards/ CSR Support/ Lucky Draw Prizes



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, summits, after-hours social activities, high-level VIP visits, gala balls, sports tournaments, and Awards.



About the British Day

Starting from 2023, the Chamber presents British Day – a bigger and wider platform for businesses to connect with partners and clients, and a fun day for families and individuals.

- Promoting UK businesses* and British soft power
- Featuring an array of British foods and beverages
- Engaging with BritCham and the international community in Shanghai
- Promoting UK-China business cooperation success and cultural exchange
- Opportunity for Brits and UK alumni to re-experience Britain in Shanghai
- Fun activities for families
- Supporting a range of charity organisations

**For example: Retail, Automotive, Education, Leisure/ Travel, Lifestyle, Healthcare, Professional Services, Real Estate, Technology, etc.*

A “GREEN” EVENT

Minimising our impact on the environment, the event promotes sustainability and advocates for all vendors and attendees to make sustainability an active commitment on the day itself.

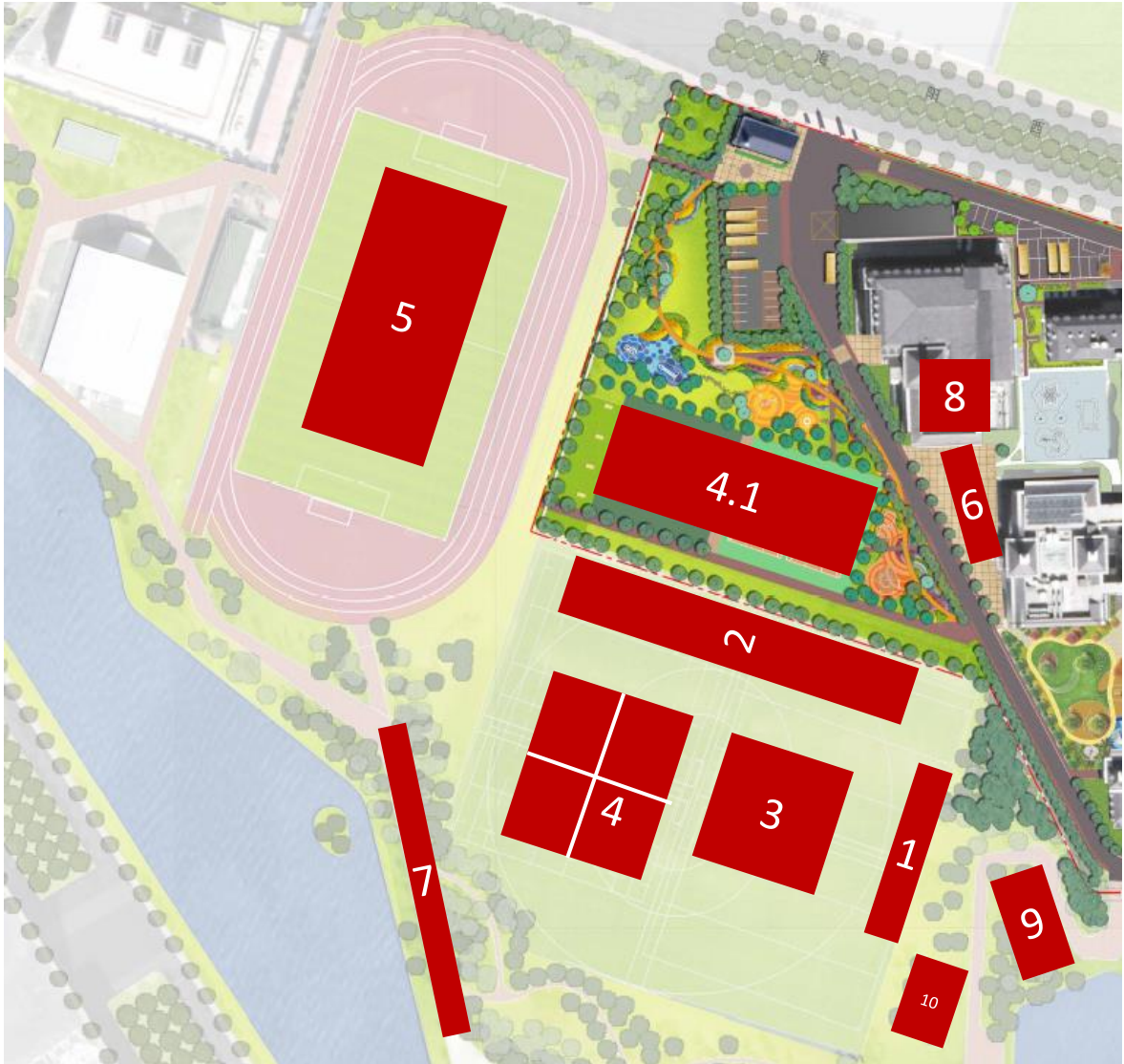
THE AUDIENCE

The inaugural British Day targets 2,500+ attendees include:

- Partners & clients of British companies
- Families, alumni, and individuals who are from or interested in the UK

Photos for reference - courtesy of BritCham Guangdong





1. **Main Stage:** Speeches, Live Band with British music, Performances, Awards Ceremonies, Lucky Draws
2. **Main F&B Area** (with electricity)
3. **Picnic Area**
4. **'Join In' Zones** (4.1 for sports like tennis, basketball)
5. **British Day Cup – Kids Football Tournament**
6. **Luxury Transport**
7. **Horse Riding & Kayak**
8. **Art Competition Finalists Indoor Display Area (TBC); VR/ Gaming/ e-Sports (TBC)**
9. **Alumni, Mentor, Career Guidance Area – for 12+ years old (TBC)**
10. **Herb Garden – ESG Area / Art Competition Finalists Outdoor Display Area (TBC)**





Sponsorship Opportunities

Be part of the inaugural British Day in Shanghai and build your brand within the British and international communities across Shanghai.

- Logo exposure on all media channels* and on-site marketing materials
- Advertisement - online and offline
- Exposure on Central Stage
- Naming right for zone/ key activity
- Customised activity
- Tents at high foot traffic location

*BritCham Shanghai website and external channels (20,200+ subscribers across WeChat, LinkedIn, EDM) and media partners' channels

Sponsorship packages

	Title Sponsor	Platinum Sponsor	Gold Sponsor
Prices: RMB M=member*; NM=non-member All prices are exclusive of 6% VAT taxes. *Only applies to Business Memberships	M: 120,000 NM: 150,000	M: 80,000 NM: 100,000	M: 50,000 NM: 65,000
Remarks:	Only 1	Only 2 (exclusive to one brand per business category)	/
Current sponsor(s)		 	 more spots available

Pre-Event

Company name included in the event name (eg. ABC British Day)	<input checked="" type="checkbox"/>	—	—
General Logo exposure (event page, WeChat, LinkedIn, EDM, media partners platform, e-ticket, posters)	Predominant	Large	Medium
Announcement (once) in Chamber newsletter on signing the sponsorship (company intro included)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Introduce company and its booth activity	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Advertisement opportunity (company advert banners inserted into event related WeChat and/or EDM posts with hyperlinks)	All WeChat and EDM posts	Up to 4 WeChat and/or EDM posts	—

Sponsorship packages

Title
Sponsor




Platinum
Sponsor

Gold
Sponsor

At the Event

Company logo/ name incorporated with event on-site main VI		—	—
General Logo display (e-tickets, e-brochure, map, backdrop)	Predominant	Large	Medium
MC recognition throughout the event			
On-stage speech opportunity	Max. 2 mins	Max. 1 min	—
On-stage performance session (Chamber to recommend on behalf/ sponsor to organise itself)			
Naming Right & Prioritized Activity Provider for Zone/ Area	Customised	Customised	Chamber planned Zone/ Area
Advertisement in event e-brochure	 (Full Page)	 (Full Page)	 (Half Page)
Complimentary tickets to the event	50	30	20
Interview opportunity (for Chamber recap video)			

Post Event

Logo in the post-event write-up and review video	Predominant	Large	Medium
One EDM promotion opportunity to be used within 6 months after the British Day - content to be provided by the Sponsor		—	—
One WeChat promotion opportunity to be used within 6 months after the British Day - content to be provided by the Sponsor			—

“Join in” Zone Activity Provider: ***Sports, Arts & Performing, Health & Wellness, Gaming, Luxury Transport, UK Nations, Pets, etc.***

- Provide free* 30-min interactive fun sessions for attendees.
- Can showcase your coaching, summer camp, service, equipment, interactive experience, etc.
- Exclusive to one provider per sub-category** (e.g. skateboard, cricket, musical theatre, sports rehabilitation, golf, tennis, etc.)

Activity Provider to manage its own area (50 sqm open area including one standard tent of min. 2m x 2m) in the relative Zone

- Member Price: RMB 6,000 (early-bird price); RMB 7,000 (standard price)
- Non-member: RMB 9,000 (early-bird price); RMB 10,000 (standard price)

*If session would be chargeable please enquire with the Chamber team to discuss

**Zone Sponsors have the right of First Refusal or Negotiation

Corporate Booth

The booth includes: 1 tent (min. 2m x 2m), 1 table, 2 chairs

- Member Price: RMB 3,000 (early-bird price); RMB 3,500 (standard price)
- Non-member: RMB 4,500 (early-bird price); RMB 5,000 (standard price)

Booth owner can arrange:

- CSR & Promotional activities
- Product launch, sampling & e-commerce displays, cross-border shopping, etc.

Notes:

- Please note that you must advise the Chamber prior to the event on the activities, sports or games you will be promoting on the day.
- Booth owner may sell products if the company has retail and/ or food license in China.



More Partnership & In-kind Sponsorship Opportunities

Food & Beverage

- Hot Food Catering Partner (exclusive)
- Bar Service Partner (exclusive)
- Product Sponsor (one brand per category for example gin, whisky, grocery, etc.)

Note: Supplier to provide all cutlery, equipment and obtain all appropriate licensing and certification.

Cost: individual packages discussed/ revenue share

Inter School Football Tournament Partner – The British Day Cup

- Tournament organisation & logistics (referees, footballs, etc.)

Arts Competitions

Cost: individual packages discussed

Additional Partnership & Sponsorship opportunities

- **Branding & Design:** provide branding and design service
- **Booth:** provide marquee, tents, tables, chairs and related logistics
- **Photo:** take photos on-site and provide real-time photo browsing solution
- **Video:** take video footages on-site and produce recap video
- **Prize:** donate gift(s)*, each gift at a min. market value at RMB 1,000 (no preconditions)
- **Media:** promote British Day via various communication channels

**The Chamber has the right to distribute prizes in various sessions (eg. lucky draws, competition awards, etc.)*

Potential Benefits

Based on the actual value, the following items can be further discussed

- Logo exposure
- Advertisement opportunity
- Promotional opportunity
- Complimentary tickets

Please feel free to contact the Chamber to discuss other ideas.

Appendix I: **Arts Competitions**

The Arts Competition is open to young artists aged 3 to 12 and consists of two categories:



Plastic Artwork - to celebrate the 50th World Environment Day on 5 June – 2023 Theme ‘Solutions to Plastic Pollution’

- Use plastics found in your daily life to create an art piece
- Bilingual description of the art piece (Max. 200 English words and 400 Chinese characters)
- Size: Max. 100cm (width) x 100cm (height)
- Groups: 6-8 years old | 9-12 years old
- Entry: Team entry (Max. 4 members per team) via schools/ organisations – each school/ organisation can send Max. 5 entries per age group



Drawings/ Paintings – to celebrate World Oceans Day on 8 June

- A drawing that demonstrates ‘The Beauty of the Oceans’
- You have the freedom to create the artwork/ painting using any type of technique or style (e.g.: digital, acrylic, watercolour), the content can either be imaginary or real
- Size: Max. 50cm (width) x 50cm (height)
- Groups: 3-5 years old | 6-8 years old
- Entry: Individual entry via schools/ organisations – each school/ organisation can send Max. 5 entries per age group

Judging Criteria & Judges

- Link to the theme (40%)
- Aesthetics (30%)
- Originality & Creativity (30%)
- Entries will be voted by **British Council** recommended judges

Submission Deadline - 23:59, Friday 12 May

- Drawing/ painting: each entry to submit one picture of the work and Max. two pictures of the drawing process
- Plastic Artwork: each entry to submit Max. two pictures of the art piece, Max. two pictures of the making process and the bilingual description
- All entries will be invited to display the original artwork at the British Day on 20 May

Appendix II: Agenda (Draft)

Time	Main Stage	Zones	British Day Cup (Football)
11:00	/	All Zones open	Football matches start earlier
11:00-11:35	Music		Football matches continue
11:35-11:50	Bagpiping		
11:50-12:00	Welcome Speeches	Zones' break	Football matches break
12:00-13:00	Live Band/ Performance/ Lucky Draw R1	All Zones open	
13:00-14:00	Bagpiping & Ceilidh Dance/ Lucky Draw R2		
14:00-15:00	Live Band/ Performance/ Lucky Draw R3		
15:00-16:00	Village Green Games/ Lucky Draw R4/ Quiz		
16:00-16:30	British Cup & Art Competition Awards Ceremonies		
16:30-17:00	Live Band		
			Football Awards
			/

Let's Connect

Chat with your BritCham Shanghai contact today

or

email admin@britishchambershanghai.cn

to address your interest.

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

Follow BritCham
Shanghai on WeChat for
more details

