

上海英国商会  
BritCham  
Shanghai

virgin atlantic

Virgin Atlantic  
Great British Day Out

virgin atlantic

BritCham  
Shanghai

# 2024 Virgin Atlantic Great British Day Out

SAT

11am – 5pm, 25<sup>th</sup> May 2024

The British International School Shanghai Puxi





### When & where

11am – 5pm, Saturday 25<sup>th</sup> May 2024

The British International School Shanghai Puxi

(111 Jinguang Road, Huacao Town, Minhang  
District, Shanghai)

### 2500 – 3500

**attendees** joining from diverse communities, including ex-pats and local families, businesses, schools, charity organisations, and many more

**70+ British and international brands** showcasing their great products, services, as well as plenty of delicious yummy flavours to entertain your appetite!

### 10 interactive & performance Zones,

ranging from Luxury Transport, F1 in Schools Competition Finals, Sports Experience, STEM Activities, Health & Wellbeing interactions and lucky draw prizes!

### 10+ media and community partners

spread out the word and tell the wonderful community stories



Open with your WeChat and watch the video

## 2024 British Day in media

30+ media, community partners and social media influencers

Featured 2023 coverages:

[VIDEO: A Very British Day in Shanghai](#)

[活动预告 | 这周六，来上海英国日玩!](#)

[邀你体验英伦文化! Bring Family and Friends to The Great British Day Out!](#)

[5.20 上海英国日 | 沉浸式体验英伦文化，现场精彩活动不容错过!](#)

[上海英国日: 520, VITA校友会带你梦回英国!](#)



### Key Media & Community Partners in 2023



shanghai **WOW!**

**Brits Abroad**  
—Shanghai—

Shanghai  
**mamas**

**菁**  
jingkids 上海

SHANGHAI  
**that's**

**VITA**  
STUDENT  
ALUMNI

**University of**  
**Southampton**

The  
**xpatriate**  
Center

**Spotlight**  
聚焦上海

**City**  
News  
Service



## Featured Zones – Family & Kids friendly

### Sports Zone

10+ sports for children and adults to try & experience including football, martial arts and many more

### STEM Zone

Interactive areas for science & engineering activities

### Tennis Tournament

### Health & Wellbeing Zone

A zone space promoting mental & physical health & wellness including wellness puppets, yoga & puppies

### F1 in Schools





## Featured Zones – Gathering multiple leisure & fun experiences

### Main Stage

Feature band, lucky draw, bagpiper performance, etc.



### Picnic Area

Experience wonderful afternoon tea time with sunshine, fun activities and lots of laughter



### Retail & Education



### Food & Beverage

A selection of UK - UK-inspired dishes & UK Chefs including Indian Curry, Pizza, Fish & Chips & Afternoon tea



### Virgin Atlantic Upper Class Lounge



### Luxury Transport



# Map of the area



- 1. **Main Stage:** Speeches, Live Band with British music, Performances, Awards Ceremonies, Lucky Draws
- 2. **F&B Area A** (with electricity)
- 3. **Picnic Area**
- 4. **Sports Zone**
- 5. **Luxury Transport**
- 6. **Retail & Education**
- 7. **STEM**
- 8. **F1 in Schools Pit Lane**
- 9. **F1 in Schools BritCham Cup Race Day**
- 10. **Play Zone**
- 11. **Health & Wellbeing Zone**
- 12. **Virgin Atlantic Upper Class Lounge**
- 13. **Tennis Tournament**
- 14. **F&B Area B** (with electricity)



**'Sports, Summer Camp, Corporate team building & STEM Experience' Activity Provider**



**Member Price:** RMB 6,000\* (early-bird price); RMB 7,000\* (standard price)

**Non-member Price:** RMB 9,000\* (early-bird price); RMB 10,000\* (standard price)

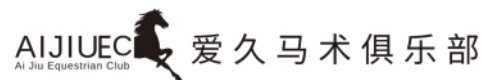
**Each Booth Owner enjoys**

- An **independent area** including two 3mx3m standard tents, 2 tables and 2 chairs in the relative Zone
- Showcase and offer free interactive experiences & trials to gain new clients
- Sell merchandises, products, summer camp packages, etc.
- Branding on physical and online map
- Inclusion in social media event posts
- Any promotions & offers included in post-event social media posts
- Donate prize(s) to the raffle for additional exposure

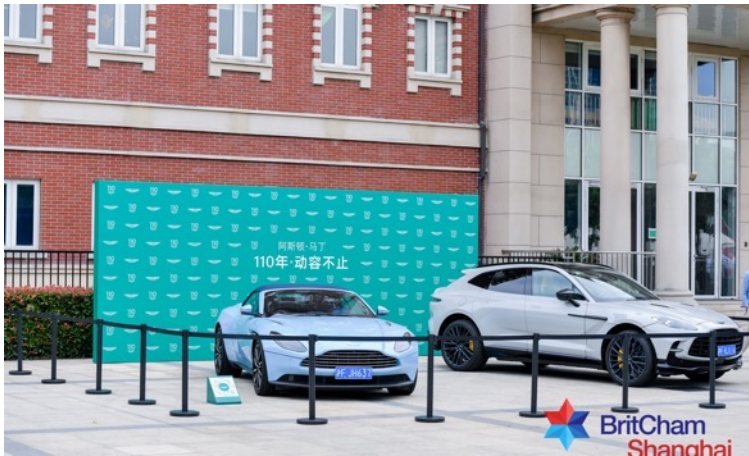
**Highlights**

- Promotion through the BritCham Shanghai network including all major UK International and Bi-Lingual Schools across East China
- Exposure to 250 company members plus a greater network
- Meet corporate decision makers and International & Bi-Lingual schools parents and teachers

*TOP Sports & Experience brands supported by 2023 British Day*



## GREAT British Motor Vehicle Showcase



**Member Price:** RMB 6,000\* (early-bird price);  
RMB 7,000\* (standard price)

**Non-member Price:** RMB 8,000\* (early-bird price);  
RMB 10,000\* (standard price)

### Each Space includes

- Showcase area for two vehicles in high footfall locations
- Allocation of two tickets to Virgin Upper Class Lounge at discounted fee
- Space in additional Vehicle showcase interaction tent area (next to upper class lounge)
- Sell merchandise, products & sign up guest for test drives
- Branding on physical and online map
- Inclusion in social media event posts
- Any promotions & offers included in post-event social media posts
- Donate prizes to the raffle for additional exposure

### Highlights

- Promotion through the BritCham Shanghai network including all major UK International and Bi-Lingual Schools across East China
- Exposure to 250 company members plus a greater network
- Meet corporate & hotel decision makers, returning alumni from leading UK Universities and International & Bi-Lingual schools parents





## Food & Beverage Booth



**Member Price:** RMB 2,000\* (early-bird price); RMB 2,500\* (standard price)

**Non-member Price:** RMB 2,500\* (early-bird price); RMB 3,000\* (standard price)

*Notes: Booth owner must provide all cutlery, equipment and obtain all appropriate licensing and certification.*

### Each Booth Owner enjoys

- Enjoy an **independent tent** (3m x 3m), 3 table, 2 chairs, **with electricity**
- Sell a range of hot and cold food plus alcoholic & non-alcoholic beverages \*products to be agreed
- Sell merchandises, vouchers & products.
- Inclusion in social media event posts
- Any promotions & offers included in post-event social media posts
- Donate prize(s) to the raffle for additional exposure

### Highlights

Promotion through the BritCham Shanghai network including all major UK International and Bi-Lingual Schools across East China

Exposure to 250 company members plus a greater network

Meet corporate & hotel decision makers, returning alumni from leading UK Universities and International & Bi-Lingual schools parents

*TOP F&B brands supported by 2023 British Day*

Aden



BLACK  
ROCK



## Corporate Booth



**Member Price:** RMB 3,000\* (early-bird price); RMB 3,500\* (standard price)

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

*Notes:*

- Booth owner 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.

### You can

- Enjoy an **independent tent** (3m x 3m), 1 table, 2 chairs
- Showcase your product, service, equipment, etc.
- Organise your product launch, CSR activities, sampling & e-commerce displays, cross-border shopping, etc.
- Sell merchandises, vouchers & products.
- Inclusion in social media event posts
- Any promotions & offers included in post-event social media posts
- Donate prize(s) to the raffle for additional exposure

### Highlights

- Promotion through the BritCham Shanghai network including all major UK International and Bi-Lingual Schools across East China
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TOP Corporate Booths supported by 2023 British Day

wework 中国





## Recognition

*At the forefront of the British and international community in Shanghai*

**Acknowledgement** by the Chamber and/or government VIP in announcements, videos, etc.;

**Stage Time** (speech, performance);

**Promotion** via Chamber channels and media partners.

## Branding

*Wide promotion pre-, post- and during event, combining online and offline opportunities*

**Naming Right** for activity zone;

**Brand Exposure** throughout the event (Gate, Backdrop, Map, Tickets);

**Tailored introduction** of products and services.

## Engagement

*High-level engagement with targeted audience, potential clients and VIPs*

**Booth** at high foot traffic anchor location (starting from 2 tents);

**Special introduction** to senior business leaders, VIP guests and Media partners;

Virgin Atlantic **Upper Class Lounge Access**;

### Platinum Sponsor

**Platinum Member Price:** RMB 60,000\*  
**Member Price:** RMB 70,000\*  
**Non-member Price:** RMB 80,000\*

#### Allocation x Two

LARGE - Logo exposure on all social and traditional event related pre & post media

TWO FREE WeChat post (one for British day & one general) + sponsor announcement in Chamber newsletter

TWO Zones Branding Rights

3-MINUTE On-Stage Speech, FULL PAGE AD in Event E-Brochure & MC mentioned throughout

ONE On-Stage Performance slot or brand thereof

FOUR x VIRGIN UPPER CLASS Lounge tickets (complimentary afternoon tea, bubbles, wine, Beer & Pimm's) \*preferential rate additional tickets available

TWENTY x VIP Express Lane Entry Tickets

### Gold Sponsor

**Platinum Member Price:** RMB 40,000\*  
**Member Price:** RMB 50,000\*  
**Non-member Price:** RMB 60,000\*

#### Allocation x Three

MEDIUM - Logo exposure on all social and traditional event related pre & post media

ONE FREE WeChat post (promoting British day involvement) + SPONSOR ANNOUNCEMENT in Chamber newsletter

ONE Zone Branding Rights

HALF PAGE AD in Event E-Brochure & MC mentioned throughout

ONE On-Stage Performance slot or brand thereof

TWO x VIRGIN UPPER CLASS Lounge tickets (complimentary afternoon tea, bubbles, wine, Beer & Pimm's)

TEN x VIP Express Lane Entry Tickets

### Title Sponsor (confirmed)



### Entertainment Sponsor

**Platinum Member Price:** RMB 25,000\*  
**Member Price:** RMB 30,000\*  
**Non-member Price:** RMB 40,000\*

#### ALLOCATION x Two

ONE On-Stage Performance slot or brand thereof

SMALL - Logo exposure on all social and traditional event related pre & post media

SPONSOR ANNOUNCEMENT in Chamber newsletter

QUARTER PAGE AD in Event E-Brochure & MC mentioned throughout



## Lucky Draw Sponsor

Donate gift(s)\*, each gift at a min. market value at RMB 500 (no preconditions)

SMALL - Logo exposure on all social and traditional event related pre & post media

TWO Express Lane Entry Tickets

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

## Community & Media Partner

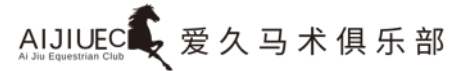
Promote British Day via various communication channels

SMALL - Logo exposure on all social and traditional event related pre & post media

TWO VIRGIN UPPER CLASS Lounge tickets

## Luck Draw, Media and Community Partners in 2023

(Partial)





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