



上海英国商会
BritCham
Shanghai



共振启新
Legacy in Motion
1915-2025

2025 Great British Day Out & Great British Sports Day

9 am – 6 pm, Saturday, 20 September 2025
Dulwich College Shanghai Pudong



DULWICH COLLEGE
| SHANGHAI PUDONG |
上海浦东德威

2024 British Day Highlights

Photo recap of 2024 British Day

- [Virgin Atlantic Great British Day Out 2024 – BritCham Shanghai](#)
- [2024 Great British Day pictures](#)

Photo recap of 2024 Sports Day

- [2024 Great British Sports Day pictures](#)



Click the image above to relive your memory.

3000 Attendees joining from diverse communities, including ex-pats and local families, businesses, schools, charity organisations, and many more

70+ British & International Brands showcasing their great products, services, as well as plenty of delicious yummy flavours to entertain your appetite!

30+ Media & Community Partners spread out the word and tell the wonderful community stories

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

Key Media & Community Partners in 2024



110th Anniversary Special Edition

BritCham Shanghai's largest ever event with an anticipated
5,000 attendees

Bigger & Better

This year's event will also be supported by our "Great British Sports Day" with anticipated 20 teams 7v7 football tournament & 40 teams mixed doubles badminton tournament

70+ British and International Brands

showcasing products, services, experience, as well as plenty of delicious flavours to entertain your appetite

Sat, 20 Sept

**@ Dulwich College Shanghai
Pudong**

Great British Sports Day

09:00 – 16:30

Great British Day Out

11:00 – 18:00

All Day Entertainment

Professional bands
K12 - Battle of Bands
Free fitness and yoga sessions
Free sports and games experience
Lucky Draw including free flights & hotel stays
STEM Racing Open Day
Luxury VIP Lounge

10 Interactive & Performance Zones

From Main Stage & Picnic to Luxury Transport, STEM Racing open day, Sports Experience, STEM Activities, Health & Wellbeing interactions and more

38+ Media and Community Partners

spread out the word and tell the wonderful community stories

Be Part of Something Bigger

Sponsors & Partners

- Maximum visibility at BritCham's **largest ever** community event
- Access to 5,000+ **high-quality audience**: British, international, and Chinese professionals and families
- **Strong digital and on-site branding** across 110th anniversary campaign
- **Opportunity to activate brand** through creative on-site experiences
- **Community goodwill**: support for cultural exchange, health, and education

Booth Owners

- Access to 5,000+ attendees in **one day** — the biggest community event in BritCham Shanghai's history
- **Highly engaged audience**: a mix of British, international, and Chinese professionals, families, and students
- **Increased on-site foot traffic** from dual-attraction format
- **Ideal platform for brand promotion and product sampling** in a festival-like, relaxed environment
- **Celebrate with the community** while driving business leads and networking organically

Corporates

Team Building through Sports

- Join **7-a-side Football or Badminton Tournament** – perfect for staff engagement
- Promote wellness and team spirit under your corporate banner

Corporate 'Company Clubhouse' – A Day of Reward and Relationship Building:

- Book a **branded tent** to host staff, families, or VIP clients
- Treat your team to a full day of British picnic vibes, music, games, and community bonding
- Raise your corporate profile by associating with BritCham's 110th anniversary celebration

What's New in 2025

STEM Racing Open Day

*Launch of STEM Racing
new competition (Formerly
known as F1 in Schools)*



Battle of Bands (K12 Version)

*Celebration of music, talent,
and British culture as
international school bands
take the stage*



Company Clubhouse

*A branded tent to host
staff teambuilding or
entertain clients & guests*



Corporate Sport Day

*Team up for 7-a-side
Football Tournament and
Badminton Tournament*



2025 Featured Zones

Main Stage

Feature bands, K12 Battle of Bands competition, lucky draw, bagpiper performance, etc.



Picnic Area

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



STEM Racing (supported by F1)

Discover the ultimate interdisciplinary challenge for students aged 9-19



Food & Beverage

A selection of UK & International cuisine with UK chef, including Indian Curry, Pizza, Fish & Chips, Afternoon tea



VIP Lounge

Step into the VIP Lounge at The Great British Day – a refined retreat designed for distinguished guests and partners.



2025 Featured Zones

7-A-Side Football & Badminton Tournaments

Join 60+ corporate teams for football and badminton games.



Kids & STEM Zone

Interactive areas for bouncing castles, science & engineering activities



Retail & Education Zone

Discover a variety of creative products and services from international providers



Health & Wellbeing

Recharge your body and mind with relaxing activities like yoga. A space to pause, breathe, and experience the benefits of healthy living.

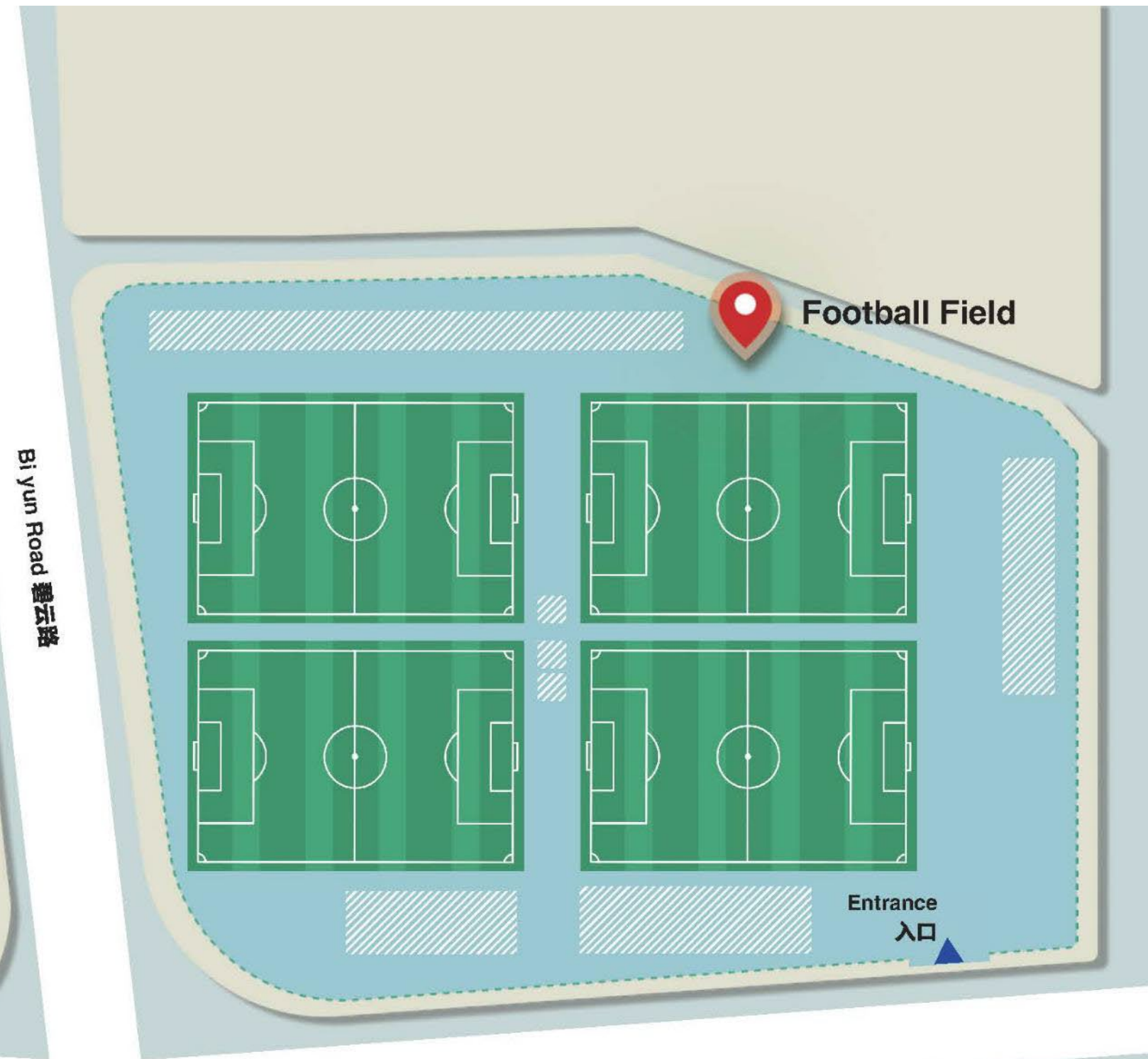
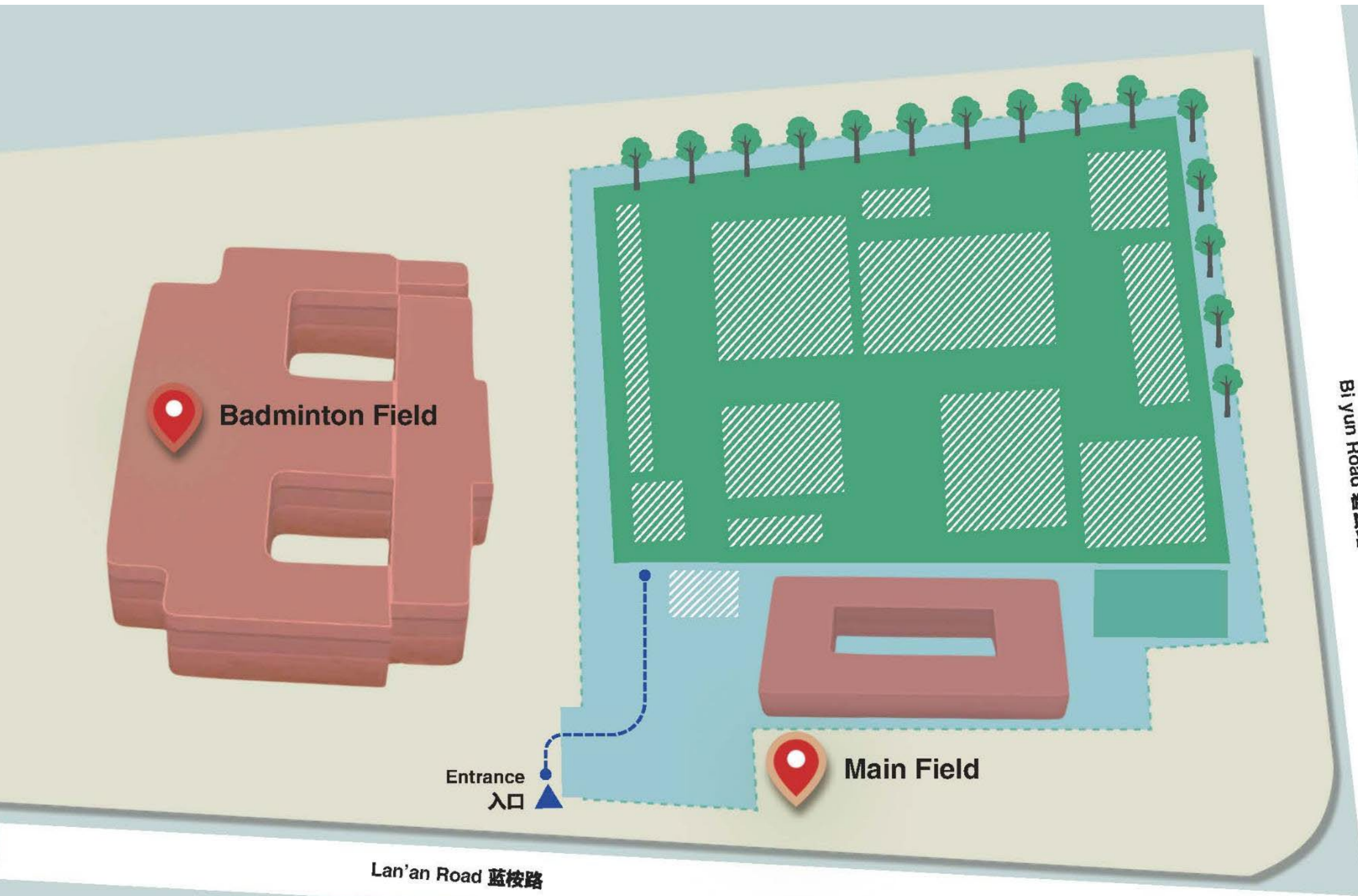


GREAT British Motor Vehicle Showcase

Aston Martin, Bentley, Triumph, and more – don't miss this opportunity to marvel at these fantastic motors lined up for exhibition!



MAP: 2025 Great British Day Out & Great British Sports Day



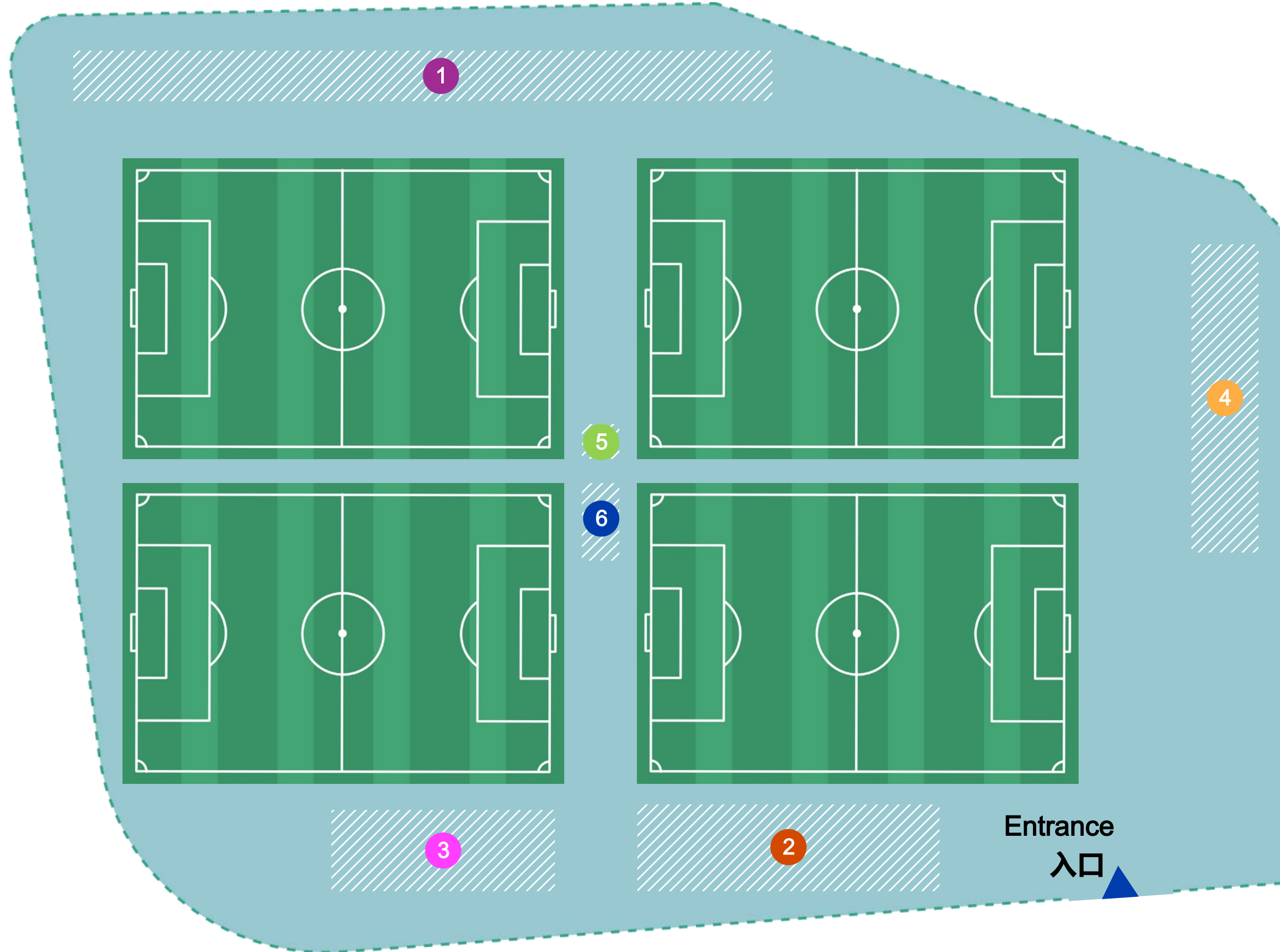
2025 Great British Day Out

*BritCham Shanghai reserves the right to adjust the zones arrangement

Entrance
入口

Lan'an Road 蓝桉路

- 1 Main Stage: Speeches, Battle of Bands, Performances, Awards Ceremonies, Premium Lucky Draws
- 2 F&B Area (with electricity)
- 3 Picnic Area
- 4 Activity Zone
- 5 GREAT British Motor Vehicle Showcase
- 6 Retail & Education Zone
- 7 Indoor Play Area (1/F)
- 8 STEM Racing Schools
- 9 STEM Racing Open Day (1/F)
- 10 Kids & STEM Zone
- 11 Health & Wellness
- 12 VIP Lounge (3/F)
- 13 Company Clubhouse



2025 Great Sports Day

- 7 A-side Football

*BritCham Shanghai reserves the right to adjust the zones arrangement

1 Team Tents

2 F&B Area

3 Dining Area

4 Corporate Booths

5 First Aid Tent

6 Reference Booths



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Sponsorship & Lucky Draw Opportunities

9 am – 6 pm, Saturday, 20 September 2025
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Main Sponsorship Benefits

Recognition

At the forefront of the British and international community in Shanghai

Acknowledgement by the Chamber and government VIP in announcements

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 (Backdrops, Map, Banners)

Tailored introduction of products and services

Engagement

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

Booth at high foot traffic anchor location

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

VIP Lounge Access

Main Sponsorship Benefits

Title Sponsor

Previous Sponsor & Platinum Member:

RMB 100,000*

Member: RMB 120,000*

Nom-member: RMB 150,000*

*All prices are exclusive of 6% VAT taxes



Headline Branding
across all event
materials



4 free booths in a
prime location
(with 1 in VIP
Lounge)



1 football team,
1 badminton team
free of charge



10 VIP Lounge
tickets



Main stage time



3-min speech x2



Recognition in key
speeches



Award presenter

Platinum Sponsor

Previous Sponsor & Platinum Member: RMB 70,000*

Member: RMB 80,000* | Nom-member: RMB 95,000*

All prices are exclusive of 6% VAT taxes



1 zone's naming
right*



2 free booths in a
prime location (with
1 in VIP Lounge)



1 football team,
1 badminton team
free of charge



8 VIP Lounge
tickets



Main stage branding
right



2-min speech



Recognition in key
speeches



Award presenter

Gold Sponsor

Previous Sponsor & Platinum Member:

RMB 50,000*

Member: RMB 60,000*

Nom-member: RMB 75,000*

All prices are exclusive of 6% VAT taxes



1 zone's naming
right*



2 free booths in a
prime location



1 football team,
1 badminton team
free of charge



6 VIP Lounge
tickets



Recognition in key
speeches



Award presenter

Main Sponsorship Benefits



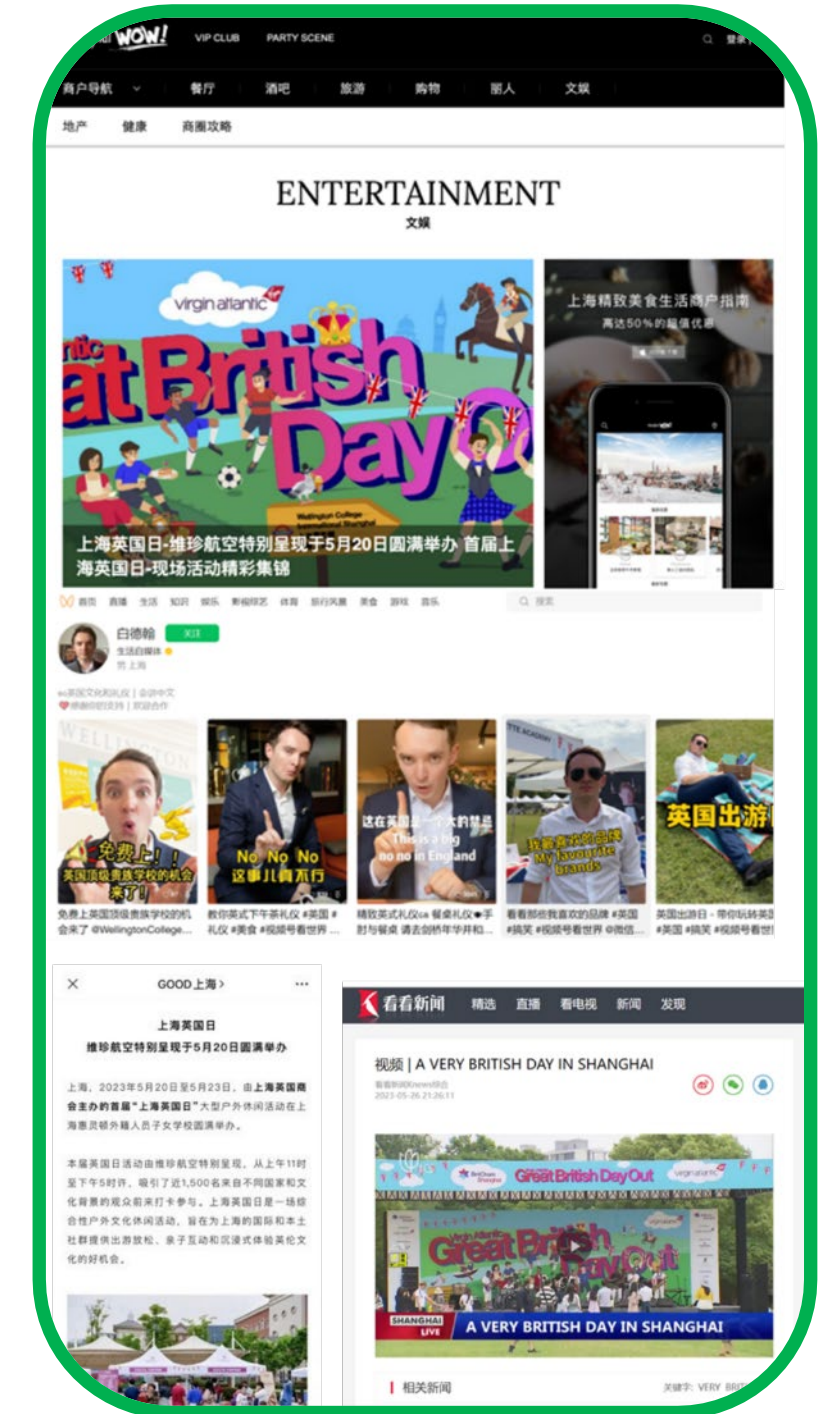
Branding across the event



Stage Time



Awards Presenter



Media Exposure

Zone Overview

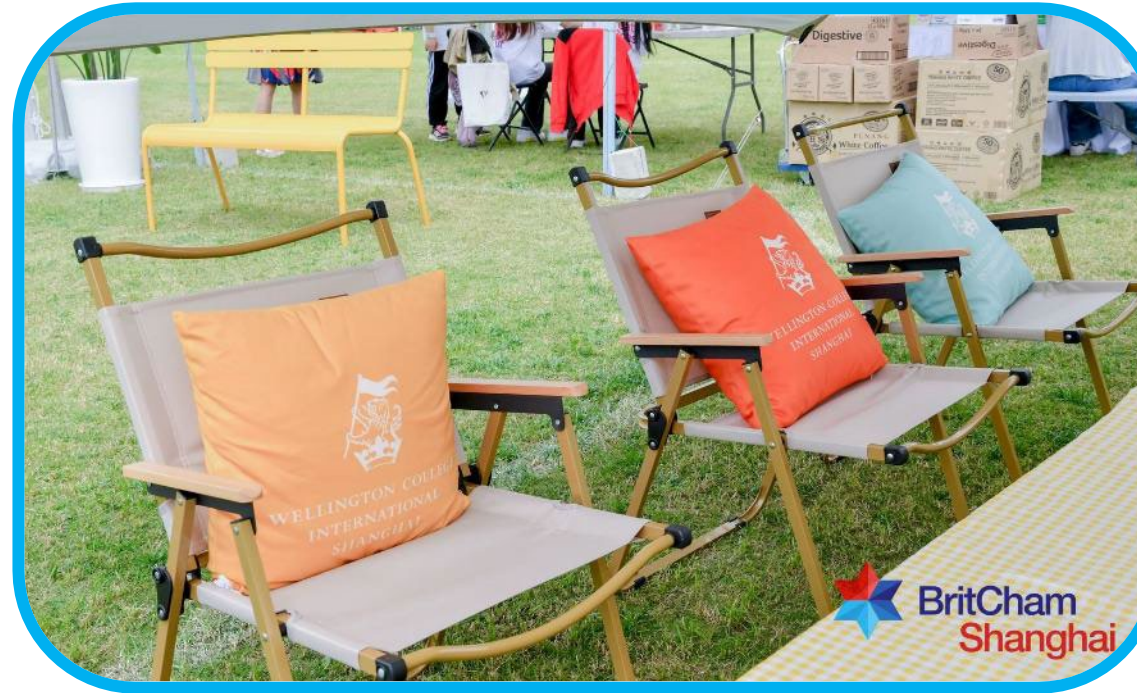
VIP Lounge



Additional benefits at the Event

- VIP Lounge's naming right
- 1 complimentary booth in a prime location
- Ability to tailor and brand within the lounge
- Speech and display space within the lounge

Picnic Area



Additional benefits at the Event

- Picnic area naming right
- 3 complimentary booths in Picnic Zone
- Option to decorate the picnic area with branded blankets, cushions etc.

Great British Sports Day

7 A-side Football &
Mixed Doubles Badminton



Additional benefits at the Event

- 7v7 Football & Mixed Doubles Badminton area naming rights
- Branding on winning trophies and medals
- Support presenting the trophies
- 1 complimentary booth in each area
- Branding on referee t-shirts

Mini-Zone & Referee Sponsorships

Mini-Zones: Indoor Play, Health & Wellness, Automotive & STEM

Member Price:

RMB 18,000* (early-bird price); RMB 22,000* (standard price)

Non-member Price:

RMB 22,000* (early-bird price); RMB 25,000* (standard price)

Benefits

- 1 Zone naming right
- 2 standard booths in zones' prime location & 1 in main vendor area or corporate sports area
- Activities within the zone
- Ability to tailor and brand within the zone
- 2 VIP Lounge tickets

Note: All prices are exclusive of 6% VAT taxes



Referee & Judges Sponsor

Member Price:

RMB 18,000* (early-bird price);
RMB 22,000* (standard price)

Non-member Price:

RMB 22,000* (early-bird price);
RMB 25,000* (standard price)

Benefits

Logo exposure on referees & judges T-shirts across football, badminton, Battle of Bands, Mascot tournaments and races, as well as online voting platform.

Note: All prices are exclusive of 6% VAT taxes

Company Clubhouse Opportunities

Member Price:

RMB 10,000* (early-bird price);
RMB 12,500* (standard price)

Non-member Price:

RMB 14,500* (early-bird price);
RMB 16,500* (standard price)

Note:

- All prices are exclusive of 6% VAT taxes

Company Clubhouse Owner enjoys

A stand-alone tent (5m x 5m) in the picnic areas with prime stage views perfect for your team building or client hosting or general community event. Tailor the design, look & feel plus add food & drinks service to make it an extra special experience.

Facilities include:

- Cooling fan
- Private garden area with 4 beach chairs
- 4 x IBM tables & 4 chairs
- 2 cocktail tables & 2 umbrellas
- Tent branding





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Vendor & Branding Opportunities Football & Badminton Team Entry

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Great British Sports Day Activities

Sign up teams for [Great British Sports Day 2025](#)

7 A-side Football Tournament

Member's Team:
RMB 3,975* per team

Non-member's Team:
RMB 5,989* per team

- Max of 12 members per team
- Players should be staff of the company or organisation
- Entry fee includes 12 lunch vouchers
- Includes 2 tents 3x3m with chairs and company branding

Notes:

- *All prices are exclusive of 6% VAT taxes*



Badminton Team

Member's Team:
RMB 588* per team of TWO

Non-member's Team:
RMB 788* per team of TWO

Notes:

- Players should be staff of the company or organisation
- Entry fee includes 2 lunch vouchers

All prices are exclusive of 6% VAT taxes



Company Clubhouse Opportunities

Member Price:

RMB 10,000* (early-bird price);
RMB 12,500* (standard price)

Non-member Price:

RMB 14,500* (early-bird price);
RMB 16,500* (standard price)

Note:

- All prices are exclusive of 6% VAT taxes

Company Clubhouse Owner enjoys

A stand-alone tent (5m x 5m) in the picnic areas with prime stage views perfect for your team building or client hosting or general community event. Tailor the design, look & feel plus add food & drinks service to make it an extra special experience.

Facilities include:

- Cooling fan
- Private garden area with 4 beach chairs
- 4 x IBM tables & 4 chairs
- 2 cocktail tables & 2 umbrellas
- Tent branding



Activity Zone (Sports, Camps and more)

Sign up booths for [Great British Day Out 2025](#)

Member Price:

RMB 6,000* (early-bird price);
RMB 7,500* (standard price)

Non-member Price:

RMB 8,000* (early-bird price);
RMB 10,000* (standard price)

Extra Set of 1 table & 2 chairs:

RMB 100 per set.

Notes:

- All prices are exclusive of 6% VAT taxes
- Booth owner must advise the Chamber prior to the event on the activities you will be promoting on the day.
- Booth owner may sell products if the company has retail and/ or food license in China.

Each Booth Owner enjoys

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



GREAT British Motor Vehicle Showcase

Sign up booths for [Great British Day Out 2025](#)

Member Price:

RMB 6,000* (early-bird price);
RMB 7,500* (standard price)

Non-member Price:

RMB 8,000* (early-bird price);
RMB 10,000* (standard price)

Extra Set of 1 table & 2 chairs:

RMB 100 per set.

Note:

- All prices are exclusive of 6% VAT taxes

Each Space includes

- Showcase area for two vehicles in high footfall locations
- Allocation of two tickets to the VIP Lounge at discounted fee
- Space in additional Vehicle showcase interaction tent area
- Sell merchandise, products & sign-up guest for test drives
- Branding on physical and online map
- Inclusion in social media event posts
- Promotions & offers included in post-event social media posts



Sign up booths for
[Great British Day Out 2025](#)

Corporate Booth

Sign up booths for [Great British Day Out 2025](#)

Member Price:

RMB 3,000* (early-bird price); RMB 4,000* (standard price)

Non-member Price:

RMB 4,500* (early-bird price); RMB 5,500* (standard price)

Multiple tents packages:

- For multiple tents together in the same location, 2nd tent on 50% discount off
- For multiple tents in separate locations 2nd tent on 25% discount off

Extra Set of 1 table & 2 chairs:
RMB 100 per set.

Notes:

- All prices are exclusive of 6% VAT taxes
- Booth owner must advise the Chamber prior to the event on the activities you will be promoting on the day.
- Booth owner may sell products if the company has retail and/ or food license in China.

Opportunities

- Enjoy an independent tent (3m x 3m), 1 table, 2 chairs (multiple tents, extra table/ chairs packages available)
- Showcase your product, service and brand
- Organise your product launch, CSR activities, sampling & e-commerce displays, cross-border shopping, etc.
- Sell merchandises, vouchers & products.
- Inclusion in social media event posts
- Create interactive activities to draw and engage a crowd



Food & Beverage Vendor

Sign up booths for [Great British Day Out 2025](#)

Member Price:

RMB 2,000* (early-bird price);
RMB 2,500* (standard price)

Non-member Price:

RMB 3,000* (early-bird price);
RMB 3,500* (standard price)

Multiple tents packages:

- For multiple tents together in the same location, 2nd tent on 50% discount

Extra Set of 1 table & 2 chairs:
RMB 100 per set.

Notes:

- All prices are exclusive of 6% VAT taxes
- 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), 2 tables, 2 chairs, with electricity (multiple tents, extra table/ chairs packages available)
- 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



Prize Sponsorship Opportunities

Premium Lucky Draw Sponsor

Top 10 Prizes Eligibility:

Donate prize* at a min. market value at RMB 2,500
(no preconditions, products take priority over services)

- Large logo exposure on all social and traditional event related pre & post media
 - On stage give away
 - Recognition in Lucky Draw Speech

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

Lucky Draw Sponsor

Donate prize at a min. market value at RMB 500
(no preconditions)

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

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

Previous Premium Lucky Draw Sponsorship (partial)



STEM Racing

(previously known as F1 in Schools)

- Join Open Day and sign-up teams for new season challenges
- An interdisciplinary **technology challenge** designed for students aged 9-19
- Deeply integrates science, technology, engineering, mathematics (STEM), and business management
- BritCham Shanghai is **regional coordinator** for STEM Racing Challenge in East China





Platinum & Associate Platinum Members

GARRARD
LONDON 1725



pwc



SILVERSTREAM
TECHNOLOGIES

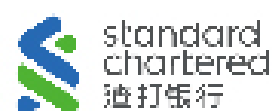
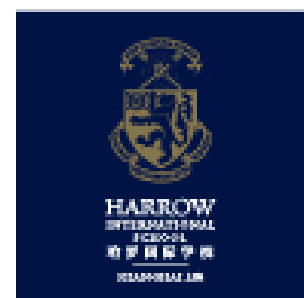


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smiths





Sign up booths for
[Great British Day Out 2025](#)



Sign up teams for
[Great British Sports Day 2025](#)

Chamber contacts:

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Note: Please note that due to venue constraints and on-site setup conditions, certain sponsor and vendor entitlements may be subject to adjustment. BritCham Shanghai reserve the right to make such adjustments, but will ensure full communication with sponsors and vendors in advance.



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