

A soccer match in progress. The image shows a soccer ball on the grass in the center. In the foreground, the lower legs and feet of two players are visible, one on the left and one on the right, both wearing dark socks and cleats. In the background, a player in a red jersey is running. The scene is set on a grassy field with a stadium wall in the distance. The entire image has a warm, reddish-orange tint.

# Great British Sports Day 2026 – 30 May

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A flagship BritCham Shanghai event combining sports, community and business networking, with strong brand visibility for sponsors.

# Benefits of Sponsorship

High-profile brand exposure to a large and diverse business audience. Opportunities for **team-building, community engagement** and **brand activation**.

Direct engagement with **around 1,000 attendees**, including senior decision-makers. On-site brand presence throughout the event environment.

**Sports:** Football, Badminton...

**Community Activities:** Charity booths, F&B booths, Bouncy Castle, Kids Activities



# Team Recruitment | [See previous event highlights](#) → [Photos, teams and key moments](#)

## 7-a-side Football

Member: RMB 4,455\*  
Non-member: RMB 6,575\*

- Team of 7 (max for 12), including lunch vouchers for the team.
- For member' team, players should be **member company's full-time staff only**.
- Due to the limited number of football teams, the priority goes to Chamber members. Therefore, non-members' registrations will be approval required.

*\*All prices above are inclusive of 6% VAT taxes.  
All payments are non-refundable.*

## Badminton

Member: RMB 730\*  
Non-member RMB 945\*

- Team of TWO, including 2 lunch vouchers for the team.
- For member' team, players should be **member company's full-time staff only**.
- Due to the limited number of badminton teams, the priority goes to Chamber members. Therefore, non-members' registrations will be approval required.

*\*All prices above are inclusive of 6% VAT taxes.  
All payments are non-refundable.*

## MORE Team Sports

- More team sports to be announced soon.

Previous  
Sponsors



# Booth Opportunities | See previous event highlights → [Photos, teams and key moments](#)

## Corporate Booth

Member: RMB 1,590\*  
Non-member: RMB 2,650\*

- Corporate booth at high traffic areas
- A booth includes 1 tent, 1 IBM table, 2 chairs, no electrical power

*\*All prices above are inclusive of 6% VAT taxes.  
All payments are non-refundable.*

## Car Display Showcase

Member: RMB 3,710\*  
Non-member: RMB 5,300\*

- Car Display Showcase at high traffic areas
- A display showcase includes 2 tents, 2 IBM tables, 4 chairs, no electrical power

*\*All prices above are inclusive of 6% VAT taxes.  
All payments are non-refundable.*

## MORE Booth Opportunities

### Previous Sponsors



# Sponsorship Opportunities | See previous event highlights → [Photos, teams and key moments](#)

## Title Sponsor

Member: RMB 45,000\*  
Non-member: RMB 60,000\*

- Only ONE exclusive slot
- Event naming rights
- Brand exposure across Chamber communication\*\* channels
- Brand exposure across on-site materials (backdrop, trophies, medals, volunteer & referee T-shirts)
- Free entry of the sport teams
- Corporate booths at high traffic areas

\*All prices above are exclusive of 6% VAT taxes. All payments are non-refundable.

\*\*32,000+ subscribers across WeChat, LinkedIn, e-Newsletter

## Zone Sponsor

Member: RMB 10,000\* to RMB 25,000\*  
Non-member: RMB 20,000\* to RMB 35,000\*

- ONE zone branding right (e.g. Football or Badminton Tournament)
- Brand exposure across Chamber communication\*\* channels
- Brand exposure across on-site materials (backdrop, trophies, medals, volunteer & referee T-shirts)
- Free entry of one sport team (corresponding to zone)
- Corporate booth at high traffic areas

\*All prices above are exclusive of 6% VAT taxes. All payments are non-refundable.

\*\*32,000+ subscribers across WeChat, LinkedIn, e-Newsletter

## Referee Sponsor

Member: RMB 10,000\*  
Non-member: RMB 15,000\*

- 1 free vendor booth, brand exposure on backdrop and volunteer & referee T-shirts,
- Two badminton team entries or credit

\*All prices above are exclusive of 6% VAT taxes. All payments are non-refundable.



Previous Sponsors

# Sponsorship Opportunities | [See previous event highlights](#) → [Photos, teams and key moments](#)

## More Sponsorship Opportunities Cash and In-kind

- Photography & Videography
- Prizes for sports teams
- Kid activities
- First-Aid

Previous  
Sponsors



# Chamber contact:

## Team Registration:

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## Sponsorship opportunities:

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