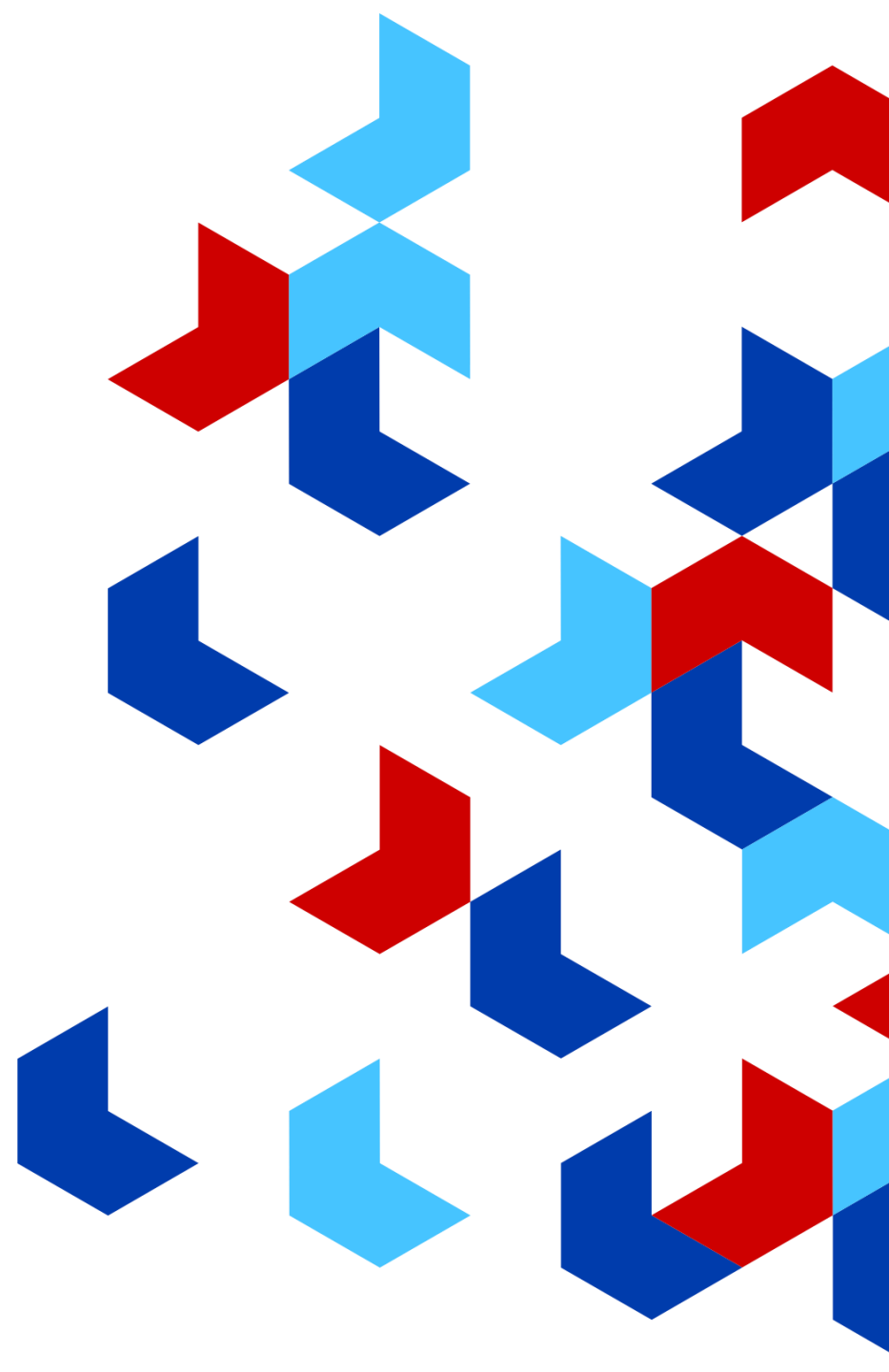




BritCham Shanghai

2026

Partnership Opportunities



2026 Highlights in Numbers

Membership

30%+

growth in membership
over the past three years

Activities

200+

activities (incl. Chamber
and Committee events
and meetings) attracted
8,000+ audience

Community

6,000+

registered participants
and **100+** organisations
and vendors support the
Fortnum & Mason's Great
British Day Out,
celebrating culture and
community.

Over RMB 60,000 raised
at the Shanghai Nights
year-end party to support
the charity organisation –
RDA Shanghai.

Marketing & Communications

17,730+

WeChat followers (**17%**
increase)

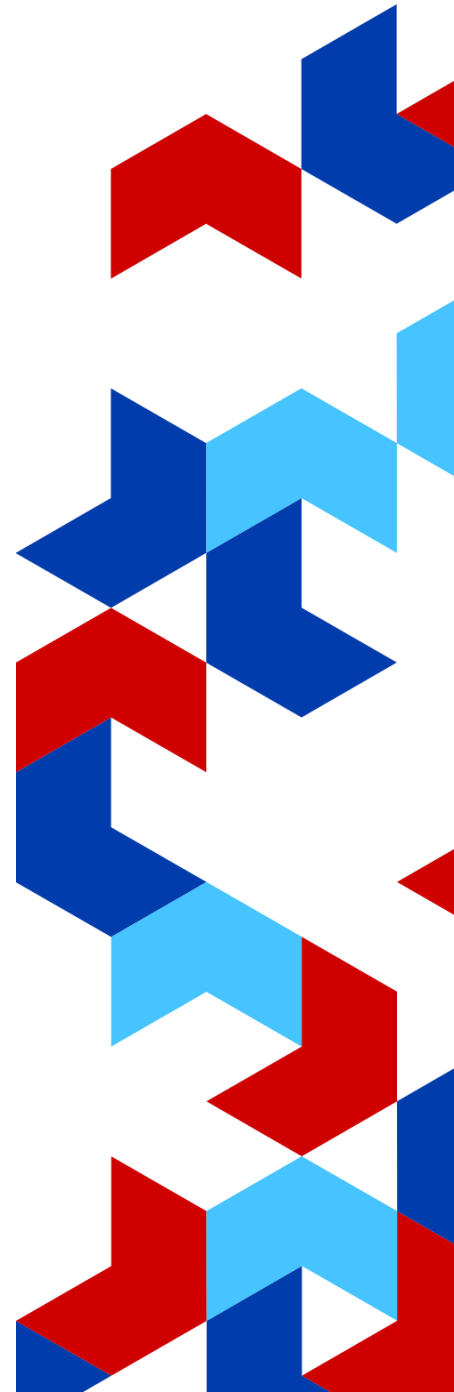
5,880+ LinkedIn
followers (**8%** increase)

27 videos published on
WeChat Channel, reaching
15,000+ viewings

50+ media mentions

2026 Flagship Programmes

FEB – JUN	<u>Sustainability & Innovation Awards</u>
MAY	<u>Great British Sports Day</u>
JUN	<u>British Ball</u>
AUG	1915 Club Dinner
SEP	<u>Government Dinner</u>
OCT	<u>Great British Day Out</u>
DEC	Christmas & Year-end Celebrations



About the Awards

A flagship, national awards programme

organised by the BritCham Shanghai, recognising excellence in sustainability, ESG leadership, and innovation across corporates, NGOs, and individuals operating in China.

High credibility and expert governance,

supported by a world-class judging panel of 24 senior experts from finance, sustainability, industry, academia, and civil society, ensuring rigour, fairness, and international best practice.

Strong scale and diversity of participation:

the 4th edition attracted **112 applications**, spanning **20+ cities across China**, with organisations headquartered in 11 countries, across a wide range of industries and organisation sizes.

Evolving with global and China-specific trends,

with newly introduced awards: Green Tech & Digital Innovation, Climate Action, and Outbound Investment, reflecting the latest sustainability priorities and market developments.

A high-impact visibility on-line voting platform:

the 2025 Awards generated **over 1.56 million public votes**, delivering significant exposure for finalists, sponsors, and partners across digital and media channels.

2026 Awards

February
Applications Open

23 April
Finalist Announcement

23 June
Awards Summit

Flagship Sustainability Platform

Organised by BritCham Shanghai, the 2026 Awards marks the 4th edition (formerly ESG China Awards) and recognises **excellence, leadership and innovation in sustainability**, while fostering practical dialogue and collaboration between China and UK and international stakeholders.

Key Dates in 2026

26 February	Applications open
March	Knowledge sharing sessions
7 April	Applications close
8-19 April	Judges scoring and shortlisting of finalists
23 April	Finalist announcement event in SH Climate Week
6 May	Finalist interviews start
11 May	Public voting opens
22 May	Finalist interviews conclude
22 May	Public voting concludes
23 June	Summit & Awards Ceremony

* BritCham Shanghai reserves the right to alter the above plan.

2026 Awards

1. Green Tech & Digital Innovation Award
2. Climate Action Award
3. Outbound Investment Award (ERM sponsor)
4. Innovation Award
5. Social Impact Award (with EDU sub-category)
6. Sustainable Supply Chain Award (UNNC sponsor)
7. Partnership Award
8. ESG Leader Award (Individual Award)

* Award 1-3 are new in 2026

2026 Awards



[NEW]

Green Tech & Digital Innovation Award

Developed/ implemented innovative solutions with significant environmental benefits by integrating cutting-edge digital technologies with green technology.



[NEW]

Climate Action Award

Set credible targets, implement action plans, engage stakeholders, and disclose progress transparently, contributing to long-term climate goals and sustainable development.



[NEW]

Sponsor:



Outbound Investment Award

For Chinese companies that have demonstrated outstanding strategy, responsible leadership, and successful practice in expanding overseas.



Innovation Award

Development of innovative solutions, products and technologies - or creative approaches to address environmental, social and governance issues.

2026 Awards



Social Impact Award
[with Education sub-category]

Two sub-categories: one for businesses/NGO's, the other for Education institutions, who have demonstrated a commitment to creating positive social impact through their operations and initiatives.



Sustainable Supply Chain Award

For organisations that embed sustainability into procurement, logistics, supplier engagement, and operational decision-making, contributing to resilient, transparent, and low-carbon supply chains.

Sponsor:



Partnership Award

For organisations, NGOs, academic institutions, and public-sector bodies that have formed exceptional, impactful, and/or innovative partnerships to address sustainability challenges.



ESG Leader Award

For individuals who are driving meaningful progress towards a more sustainable, inclusive, and responsible future and leading impactful initiatives.

The Judging Process

The judging process will be carried out by independent panels – one for each award category. The judges are industry professionals, selected for their expertise in the relevant field.



Step 01

Once the entry date closes, applications are reviewed by the appropriate panel, who will then shortlist five finalists – to be announced at the Finalist Announcement Event.



Step 02

Finalists then progress to an online interview with their respective panel – the results of which will constitute 90% of their final score.



Step 03

An online public vote, which takes place for a period of approximately two weeks.



Finally

The votes are collated, weighted and added to the judges' scores - resulting in an overall final score and single winner for each category.

Previous Judges are from:

- Alibaba
- CDP
- Danish Industry China
- GIZ East Asia
- Global Sustainable Tourism Council
- Hong Kong Institute for Sustainable Development
- Institute of Carbon Neutrality and Circular Economy
- International Institute for Green Finance
- Sedex
- Shanghai Climate Week
- Tsinghua International Innovation Center Shanghai
- And any more...

Note: Each step of the scoring and vote collation is overseen by an independent auditor.

Partnership Opportunities

Position Your Brand as a Sustainability & Innovation Leader Align your organisation with credible sustainability leadership through Awards recognition and a speaking opportunity at the Awards Summit*. (*new in 2026)

High-Impact Brand Visibility across A Trusted Awards Platform

Prominent exposure across Awards communications, online voting, on-site branding, and continued post-event recognition.

Engage Directly with Influential ESG Decision-Makers Priority access to judges, finalists, business leaders and NGOs, with on-stage presence and high-value networking opportunities.



Award Sponsorship

Key benefits

- **Brand positioning alongside sustainability leadership**
- **High-profile brand exposure across the Awards ecosystem**

Prominent logo placement and brand visibility across Awards-related communications, online voting platform and on-site materials, promoted through BritCham Shanghai and supporting organisations.

- **Judging panel participation**
- **Thought-leadership visibility at the Summit**

Speaking opportunity at the Summit; dedicated space for a corporate booth (subject to venue layout).

- **Priority access and networking opportunities**

Engagement with judges, business leaders, sustainability professionals, academics and NGOs attending the finalist event and awards summit.

- **On-stage presence**

Opportunity for a senior representative to announce the finalists and present the Awards on stage.

- **Post-event recognition and legacy exposure**

Continued acknowledgement in post-event communications and Awards e-brochure.

Awards Sponsor enjoys all the benefits prestige of Summit Sponsorship

RMB 100,000

BritCham
Platinum Members
Or previous sponsors

RMB 120,000

BritCham Members

RMB 130,000

Non-members

* sponsorship price excluding 6% VAT



Additional noteworthy information:

- The previous editions of the Sustainability and Innovation Awards received avg. 150 applications from both international organisations and local Chinese companies, as well as individuals.
- The online voting platform for the 2025 Awards provided huge exposure for finalists and sponsors, receiving **over 1,556,000 votes.**

Summit Sponsorship

Key benefits

- Ten tickets to the Summit
- Brand exposure on Summit related promotion materials (incl. digital & on-site)
- Access to VIP Lunch
- Speaking opportunity at the Summit
- Corporate booth at the Summit
- Advert in Awards e-brochure
- Thought leadership coverage post-event

RMB 50,000

For BritCham
Platinum Members
Or previous sponsors

RMB 60,000

BritCham Members

RMB 70,000

Non-members

* sponsorship price excluding 6% VAT



Previous
Awards
Sponsors



Insight Partner

Key benefits

- Four tickets to the Summit
- Panel session speaking opportunity at the Summit
- Access to VIP Lunch
- Corporate booth at the Summit
- Advert in Awards e-brochure

RMB 25,000

BritCham Members

RMB 35,000

Non-members

* sponsorship price excluding 6% VAT



Previous
Awards
Sponsors



A soccer match in progress. A soccer ball is in the center of the frame. The legs and feet of players are visible on either side, suggesting a competitive play. The background shows a blurred stadium setting. The overall image has a warm, reddish-orange tint.

Great British Sports Day – 30 May

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, Table Tennis (Ping Pong), Basketball

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



Sponsorship Opportunities | Previous Event in Review

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

*Sponsorship price excluding 6% VAT

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

ZONE SPONSOR

Badminton | Member: RMB 10,000* to RMB 25,000*
Football | 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

MORE OPPORTUNITIES

Cash and In-kind

- **Referee Sponsors** (Member: RMB10,000*; Non-member: RMB15,000*): 1 free vendor booth, brand exposure on backdrop and volunteer & referee T-shirts, Two badminton team entries or credit
- **Booth** (Member: RMB 1,500*; Non-member: RMB 2,500*): 1 tent, 1 IBM table, 2 chairs)
- **Car Display** (Member: RMB 3,500*; Non-member: RMB 5,000*): 2 standard booths
- **Photography & Videography**
- **Prizes for sports teams**
- **Kid activities | First-Aid**

Previous Sponsors



A group of people in elaborate costumes, including a man in a blindfold, a woman in a red dress, a man in a top hat, and a woman in a white dress, posing for a photo at a ball event. The background features a banner for 'BRITISH CHAM SHANGHAI' and '2019 ANNUAL BALL'.

BRITISH BALL 2026 – 13 June

BritCham Shanghai's most prestigious annual social event, bringing together senior business leaders, partners and invited guests for an evening of celebration, connection and cultural exchange.

British Ball

A Truly Iconic British Celebration

A distinctive British-themed gala celebrating cultural heritage, creativity and tradition, designed to drive engagement and elevate brand association.

Exclusive Client & Stakeholder Engagement

A premium platform to host key clients and partners, strengthening relationships through high-quality networking with senior decision-makers. **Average audience is 300~400.**

High-Impact Brand Visibility in a Flagship Setting

Premium branding opportunities at one of BritCham Shanghai's most prestigious flagship events, delivering strong visibility, recall and sponsor value.



2026 Themes

A Night at the Race

**Ascot Affair
– Hat's the Occasion**



2026 Highlights

A refreshed British Ball experience—where racing culture, creative expression, charity, and high-level networking come together to create a vibrant and engaging night.



Elegant Dress-Up Experience

Black Tie with a creative twist—racing or British-inspired looks, elevated by a Best Dressed Award.



Interactive Charity Racing

A “Simulated Horse Night” experience combining interactive gameplay, social engagement, and charity contribution.



High-Calibre Networking Platform

A curated audience of mid-to-senior professionals, connecting UK-China business leaders, members, and rising talents.



Immersive Gala Experience

A multi-layered evening featuring welcome reception, engagement & entertainment, and a curated dinner.

Engagement Activity



Guests watch horse races on screen and take part in a fun, simulated prediction activity. Points awarded for correct predictions can be redeemed for prizes.

Theme & Mood



Sponsorship Opportunities

TITLE SPONSOR

from RMB 68,000 to RMB 88,000*

Only ONE exclusive slot

- Event naming rights & Final Race naming rights
- Brand exposure across Chamber communication** channels
- Brand exposure across on-site materials (Backdrop, Photo points, Betting slips, Race card)
- Branded instant photo for all guests
- Corporate booth
- Corporate video on screen during breaks
- Royal Enclosure front row tables (20 seats)
- Dedicated Photographer

GOLD SPONSOR

from RMB 45,000 to RMB 70,000*

- Best available race naming rights
- Brand exposure across Chamber communication** channels
- Brand exposure across on-site materials (backdrop, Photo points, Race card)
- Branded themed photo point
- Corporate booth
- Corporate video on screen during breaks
- Royal Enclosure Table (10 seats)

MORE OPPORTUNITIES

Cash & In-kind

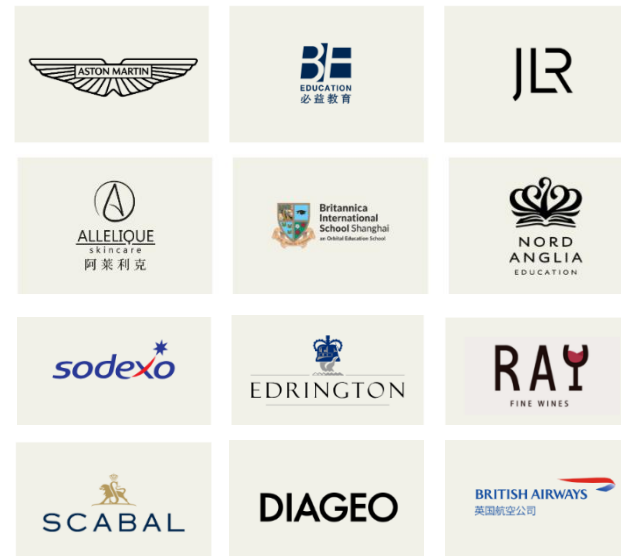
from RMB 10,000 to RMB 35,000*

- Race naming rights
- Entertainment

In-kind sponsorship

- Prize for Best-dressed Awards, lucky draw, auctions and competitions
- Photography and Videography

Previous Sponsors & Partners



*Sponsorship price excluding 6% VAT

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



Government Dinner - September



上海英国商会
BritCham
Shanghai



共振启新
Legacy in Motion
1819-2023

A landmark occasion

in November, celebrating long-lasting UK–China collaboration with nearly 300 attendees, incl. senior UK & Chinese government officials and top business leaders across key industries — from MNCs to major regional players.

Leverage the milestone to **amplify brand reputation** as a trusted contributor to UK–China relations and a valued partner for government and industry.

Engage directly with **government & industry leaders** incl. UK and Chinese government officials, regional leaders (Shanghai, Zhejiang, Jiangsu, Anhui, Jiangxi), and influential C-suite executives representing diverse sectors critical to UK–China trade.

Top-tier sponsors enjoy exclusive invitations to VIP Reception alongside senior stakeholders to discuss UK–China economic and innovation partnerships.



Sponsorship Opportunities | 2025 Event in Review

TITLE SPONSOR

from RMB 125,000 to RMB 158,000*

- Only ONE exclusive slot
- One seat each at the Head Table & VIP Table with senior-level officials
- Two corporate tables, located near the VIP tables
- Two representatives to join the exclusive VIP reception
- One showcase display in the foyer
- Stage time includes 3-min speech;
- Awards presentation

**sponsorship price excluding 6% VAT*

PLATINUM SPONSOR

from RMB 88,000 to RMB 108,000*

- One seat each at the Head Table & VIP Table with senior-level officials
- One corporate table, located near the VIP table
- One representatives to join the exclusive VIP reception
- One showcase display in the foyer
- Stage time includes 2-min speech;
- Awards presentation

**sponsorship price excluding 6% VAT*

GOLD SPONSOR

from RMB 58,000 to RMB 73,000*

- One seat at the VIP Table
- One corporate table, located near the VIP table
- One representatives to join the exclusive VIP reception
- One showcase display in the foyer

**sponsorship price excluding 6% VAT*

CORPORATE TABLE SPONSOR

from RMB 28,000 to RMB 38,000*

- One corporate table
- One showcase display in the foyer

**sponsorship price excluding 6% VAT*

Previous
Sponsors
& Partners



Great British Day Out

October



Great British Day Out - October

10 Interactive & Performance Zones,

from Main Stage Live Performance, Luxury VIP Lounge, Picnic to Great British Transport, STEM Activities, Health & Wellbeing interactions, Lucky Draw and more

In 2025, we recorded BritCham Shanghai's largest ever event with **6,000 registered audience, 100+ British & International Brands** showcasing products, services, experience

38+ Media and Community Partners

spread out the word and tell the wonderful community stories



Be Part of BritCham Shanghai's Largest Community Activity

Sponsors & Partners

- Maximum visibility at BritCham's largest community event
- Access to 5,000+ high-quality audience: British, international, and Chinese professionals and families
- 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 Chamber's biggest community event
- Highly engaged audience: a mix of British, international, and Chinese professionals, families, and students
- 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

Corporate Hospitality

A Day of Reward and Relationship Building:

- Opportunity to have 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
- Promote wellness and team spirit under your corporate banner

Sponsorship Opportunities | 2025 Event in Review

TITLE SPONSOR

from RMB 120,000 to RMB 150,000*

- Only ONE exclusive slot
- One Zone branding rights
- Headline branding across all materials and productions pre-during and post event
- Main stage speech
- Access to the VIP lounge 10 tickets
- Tailored photography and video creation
- 4 Corporate booths in a prime location

*sponsorship price excluding 6% VAT

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

PLATINUM SPONSOR

from RMB 88,000 to RMB 108,000*

- One Zone branding right
- Brand exposure across Chamber communication** channels
- Brand exposure across on-site materials (Backdrop, Photo points)
- Main stage branding right
- On-stage Performance Slot
- Access to the VIP lounge 8 tickets
- 2 Corporate booths in a prime location

*sponsorship price excluding 6% VAT

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

GOLD SPONSOR

from RMB 58,000 to RMB 73,000*

- One Zone branding right
- Brand exposure across Chamber communication** channels
- Brand exposure across on-site materials (Backdrop, Photo points)
- Access to the VIP lounge 6 tickets
- 2 Corporate booths at high traffic area

*sponsorship price excluding 6% VAT

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

MORE OPPORTUNITIES

- Mini-zone Sponsor
- Venue Sponsor
- Entertainment Sponsor
- Photography and Videography
- Prizes for lucky draw
- Creative Partner
- First-aid Sponsors
- Booth (tent, table, chairs)
- Kid activities

Previous
Sponsors
& Partners

virgin atlantic

FORTNUM
& MASON
EST 1707

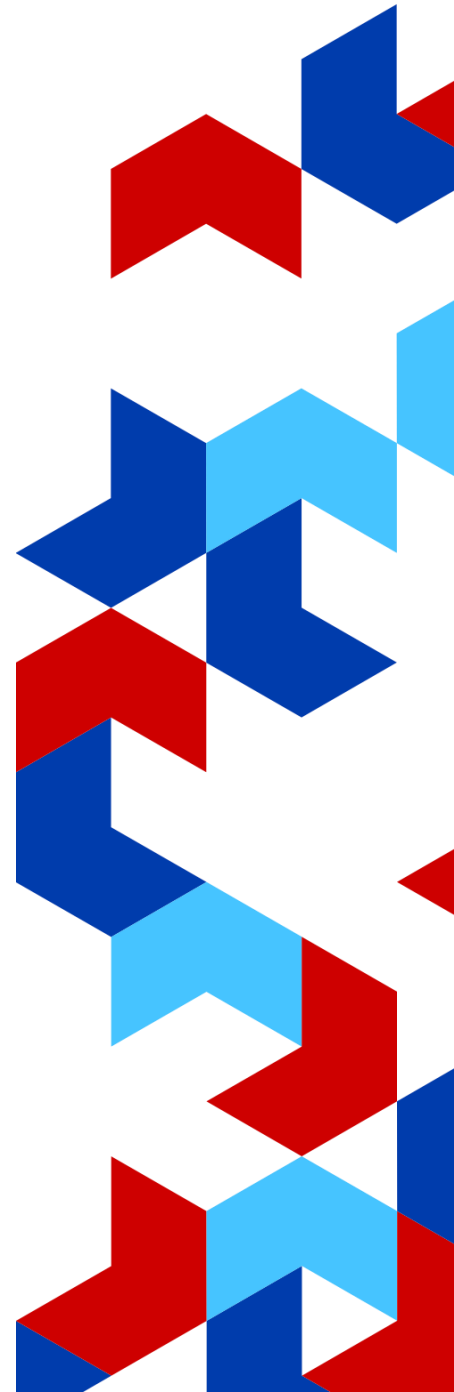


Why Partner with BritCham Shanghai

Being a partner with BritCham Shanghai places your organisation **at the heart of one of the most influential international business communities in East China**. It's not just visibility — it's **access, credibility, and sustained engagement** with the people who shape decisions.

Sponsors benefit from:

- Direct access to senior business leaders and decision-makers
- High-profile exposure through well-established flagship events
- Credibility through association with a respected international chamber
- Year-round brand presence across events, content and community touch points





For more details, please contact:

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*BritCham Shanghai reserves the final right of interpretation regarding the content of the documents.

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