上海英国商会
BritCham
Shanghai

2026 Great British Day Out

10:30 am – 5:30 pm
Saturday, 17 October 2026
The British International School Shanghai Puxi

THE BRITISH
INTERNATIONAL SCHOOL
SHANGHAI, PUXI
A NORD ANGLIA EDUCATION SCHOOL

2025 British Day Highlights

Photo recap of 2025 British Day
- 2025 Great British Day pictures

News recap of 2025 British Day
- 2025 Great British Day pictures

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

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



















The 2026 Edition

BritCham Shanghai's flagship **community event** returns - building on the success of 2025's **6,000+** registered guests

A Full Day of Experiences

Live music and performances, Badminton tournament, Health & wellness activities, STEM experiences, Lucky draw prizes, Food & drink, Networking

70+ British & International Brands

Discover leading brands across food & beverage, retail, education, automotive, lifestyle, professional services, health & wellbeing and more

Sat, 17 Oct

@ The British International School Shanghai Puxi

Badminton & Football Tournaments

10:00 – 17:00

Great British Day Out

10:30 – 17:30

10+ Interactive Experience Zones

Main Stage, VIP Lounge, Picnic, F&B, International Zone, Education Fair, Busking Area, Health & Wellbeing, Kids Activity, Luxury Auto & Retail, Corporate Badminton & Football Tournaments

NEW for 2026

Education Hall

Connecting education providers with families, students and professionals through expert insights, engaging presentations and direct connections.

Busking Area

A lively performance space with intimate, spontaneous performances that surprise and delight.

International Zone

Celebrate the diverse cultures that make Shanghai an international city — bringing together international and local cultural experiences.

Be Part of BritCham Shanghai's Largest Community Activity

Sponsors & Partners

- **Maximum visibility** at BritCham's **largest** community event
- **Access to avg. 5,000 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 avg. 5,000 audience 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 vibes, music, games, and community bonding
- Promote wellness and team spirit under your corporate banner

2026 Featured Zones



Main Stage

Live bands, cultural performances, lucky draws and headline entertainment throughout the day

New

Busking Area

A lively performance space with intimate, spontaneous performances that surprise and delight





VIP Lounge

Step into the VIP Lounge at The Great British Day – an exclusive hospitality space for sponsors, partners and invited guests

New

Education Hall

Meet leading schools, universities and education providers in one dedicated showcase





International Zone

Celebrate the diverse cultures that make Shanghai an international city — bringing together international and local cultural experiences

New

Badminton & Football Tournaments

Join 30+ corporate teams compete in a day of friendly competition and team spirit



2026 Featured Zones

Food & Beverage

Discover a delicious selection of British favourites and international flavours





Health & Wellbeing

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

Kids' Activity Zones

Indoor and Outdoor areas for bouncing castles, sports experience, interactive games





Picnic Area

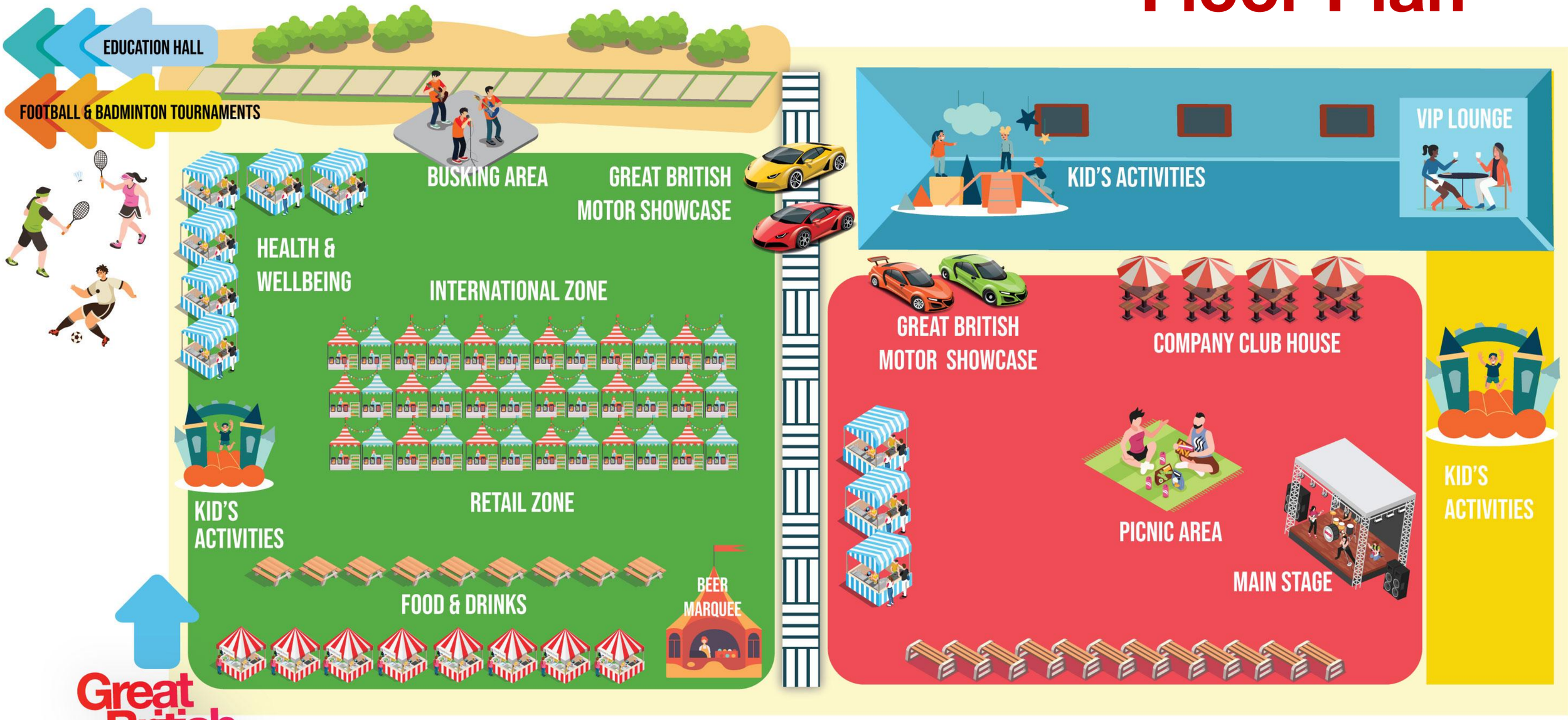
A relaxed outdoor space where families, friends and the wider community can slow down, enjoy good company

Great British Motor & Retail Showcase

Explore innovative products, lifestyle brands and services from British and international exhibitors



Floor Plan



Great British Entrance Day Out

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Sponsorship Opportunities

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上海英国商会 BritCham Shanghai

Main Sponsorship Benefits

Great British Day Out

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 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

Previous Sponsors & Partners

virgin atlantic

FORTNUM &MASON EST 1707

a2 MILK COMPANY

Berkeley Group

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ASIAN TIGERS · AMR Relocation Service · CROWN RELOCATIONS · CIRCLE HARMONY 圆和医疗 · JIAHUI HEALTH 嘉会医疗 · 和睦家医疗 · Parkway 百汇医疗 · YOSEMITE CLINIC · abacare · LE CORDON BLEU · 67 PALL MALL · Spotlight · City News Service · that's · Evaa. · The Expatriate Center · IA · GREEN CITY · elg · RENEWAL · BSC · 绿色光年 · IHG HOTELS & RESORTS

Main Sponsorship Benefits

Title Sponsor

Member: RMB 120,000*

Non-member: RMB 150,000*

*All prices are exclusive of 6% VAT taxes

- Headline Branding across all event materials
- 1 zone's exclusive naming right*
- Tailored photography and video creation
- 4 corporate booths in a prime location
- 1 badminton team free of charge
- 10 VIP Lounge tickets
- Main stage speech & performance slot
- Education Hall speaking slot
- Recognition in key speeches
- Award presenter

Platinum Sponsor

Member: RMB 88,000*

Non-member: RMB 108,000*

All prices are exclusive of 6% VAT taxes

- 1 zone's exclusive naming right*
- 2 free booths in a prime location
- Main stage branding right & performance slot
- 8 VIP Lounge tickets
- 1 badminton team free of charge
- Education Hall speaking slot
- Recognition in key speeches
- Award presenter

Gold Sponsor

Member: RMB 58,000*

Non-member: RMB 73,000*

All prices are exclusive of 6% VAT taxes

- 1 zone's exclusive naming right*
- 2 free booths at high traffic area
- 1 badminton team free of charge
- 4 VIP Lounge tickets
- Recognition in key speeches
- Award presenter

Co-Zone Sponsor

Member: RMB 30,000*

Non-member: RMB 38,000*

All prices are exclusive of 6% VAT taxes

- 1 co-zone's branding right*
- 2 free booths in the applicable Zone
- 4 VIP Lounge tickets
- Recognition in key speeches

More information on Zone opportunities, please refer to following pages

VIP Lounge

The Room for Those Who Matter

Exclusive Access | Senior Leaders | Premium Hospitality | Brand Visibility

- **Premium brand presence** — put your brand in the room and gain visibility among senior decision-makers and influential members of the Chamber community
- **Create meaningful connections** — a relaxed, premium setting designed for high-level networking, introductions and relationship building
- **Content opportunity** — potential for a short VIP welcome, hosted networking moment or branded activation
- **Stay comfortable all day** — enjoy a dedicated air-conditioned indoor space, away from the crowds, with drinks and snacks







WHO YOU'LL WELCOME

VIPs from across the British Day community

- Chamber Platinum Members
- Senior representatives from event sponsors and strategic partners
- Invited senior guests and influential members of the international business community

Previous Partners

Education Hall

Learn | Connect | Grow

Education Showcase | Expert Insights | Direct Engagement | Career Pathways

- **A new feature at British Day 2026**, bringing together leading schools, universities, MBA programmes and education providers with families, students and professionals
- **Connect education with careers** — explore topics from K–12 and higher education to skills development, employability and future career pathways
- **Meet & engage** — showcase your institution, programmes and opportunities through corporate booths
- **Share your expertise** — take the stage through short presentation and panel discussion





Thought Leadership Opportunity via

- 15-min presentation
- 45-min panel discussion

Featured Session Topic Examples

K–12 Education

- US vs UK vs IB: Which Education Pathway Is Right for Your Child?

Higher Education

- Vocational vs Traditional Higher Education
- Study Abroad: UK vs US vs other destinations

Employability

- Building career readiness while still studying
- AI & the Future of Work: What Skills Will Young Talent Need?

Busking Area

Small Stage, Big Talent.

Street Vibes | Live Talent | Intimate Performances | Audience Engagement

- **Create a memorable experience** — bring the atmosphere of UK's iconic street performances to life and give visitors something unexpected to discover
- **Put your brand in the moment** — connect your brand with creativity, energy and the distinctly British character of the event
- **Engage, don't just advertise** — create a natural point of interaction as audiences stop, watch, enjoy and share the experience
- **Make it your own** — sponsor performance slots, support emerging talent or create a branded experience that fits naturally within the space

Busking Experience

- Up to 11 slots throughout the day from 10:30 to 16:00
- Intimate and **close-up performances** for example Musical Performances (solo, duos or trios), Magicians and Illusionists, Dancers and more.







Health & Wellbeing

Inspire Better Living

Health | Fitness | Wellbeing | Experiential Engagement

- **Move & Be Active** - fitness, sports, movement and interactive activities for all ages
- **Nourish &** Thrive - discover healthy eating, nutrition and better everyday lifestyle choices
- **Mind & Wellbeing** - explore mindfulness, relaxation, mental wellbeing and ways to create a healthier balance
- **Health & Lifestyle Discovery** - hands-on experiences, demonstrations, expert insights and practical tips for healthier living







Kids' Activity

Play | Discover | Imagine

Indoor & Outdoor | Active Play | Creative Fun | Family Time

- **Outdoor Adventures** - active games, sports challenges, inflatables and hands-on experiences that get children moving and having fun
- **Indoor Discovery** - creative workshops, arts and crafts, interactive learning and quieter activities in a comfortable indoor setting
- **Play & Learn** - a place where fun meets discovery, with activities designed to inspire curiosity, creativity and new skills
- **Something for Every Age** - varied programme designed to engage younger children, older kids and the whole family







International Zone

Around the World, Right Here in Shanghai.

Global Culture | Local Discovery | Community Connections

- **A new feature at British Day 2026**, celebrating the diverse cultures that make Shanghai an international city — bringing together international and local cultural experiences for families, communities and visitors to discover
- **International Culture** — working with chambers, cultural organisations and communities to bring authentic experiences from around the world
- **China Meets the World** — creating opportunities to discover and experience Chinese local culture through an international lens.
- **A Global Gathering Place** — a vibrant area designed to encourage visitors to explore, participate and stay







Food & Beverage Zone

Taste | Sip | Gather

Food & Drinks | Social Bar | British Flavours | Global Tastes

- **A vibrant food and social destination** - bring together great food, drinks and a relaxed festival atmosphere — a place for visitors to pause, meet and enjoy the day
- **Taste Britain** - discover British favourites, contemporary food concepts and classic treats
- **Around the World** - experience international flavours and culinary highlights from Shanghai's diverse communities
- **The Social Bar** - a dedicated drinks bar creating a lively gathering point for guests to relax, connect and soak up the festival atmosphere







Picnic Zone

Relax | Unwind | Enjoy

Family Time | Social Space | Stage View

- **A relaxed outdoor space** - where families, friends and the wider community can slow down, enjoy good food and company
- **Bring the spirit of a classic British day out to life** - with a relaxed picnic setting inspired by the tradition of enjoying the outdoors, good food and great company
- **Relax & Recharge** - a natural place for visitors to take a break between activities, recharge and soak up the atmosphere without missing out on the day's entertainment
- **Enjoy the stage view** - with a clear view of the Main Stage, visitors can relax, picnic and socialise while still being part of the action — creating an easy-going space to enjoy performances throughout the day





Great British Motor & Retail Showcase

Discover | Explore | Experience

Iconic Vehicles | Luxury Retail | British Heritage | Lifestyle

- **From Everyday Essentials to Iconic Brands** - explore a diverse mix of British and international brands across the full spectrum of consumer life
- **Products & Retail** - discover fashion, home and living, beauty, technology, automotive and other consumer products
- **Innovation & Lifestyle** - experience new products, ideas, technologies and services that are shaping how people live, work, travel and enjoy life
- **Discover & Engage** - a lively environment designed for visitors to browse, explore, interact with brands and discover products and services that are relevant to their everyday lives





Sports Activities at the 2026 British Day
Corporate Badminton Tournament
Corporate Football Tournament

Corporate Sport | Team Spirit | Community Engagement

High-energy corporate badminton and football tournaments bringing together 30+ teams from across the business community for a full day of competition, connection and team spirit.

- **Own the tournament** — position your brand at the centre of one of British Day's key sporting activities through tournament naming rights and prominent on-court branding
- **Reach an engaged business audience** — put your brand in front of 30+ participating corporate teams, players, colleagues and supporters, with visibility throughout the tournament
- **Build connections through sport** — create a natural platform to engage with companies and professionals in a relaxed, energetic and highly social environment

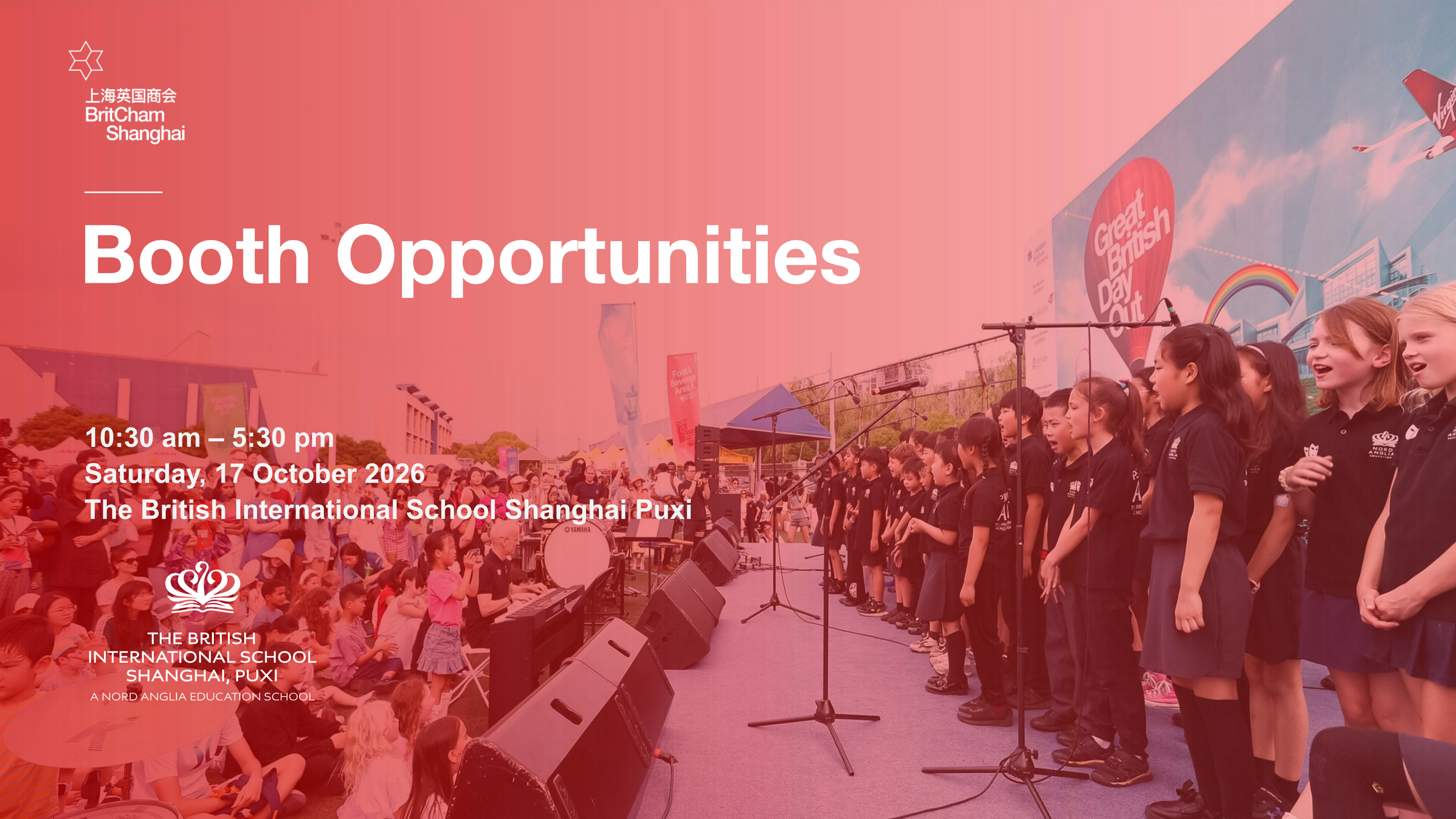






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Booth Opportunities



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Company Clubhouse

Great British Day Out

Your Brand | Your Space | Your Guests

Private Hospitality | Stage Views | Client Hosting | Team Experience

A premium, private space at the heart of British Day — designed around your brand and your guests.

- **Host & impress** — invite clients, prospects and their families for a relaxed day of British hospitality
- **Reward your team** — create a memorable team-building experience away from the office
- **Own the experience** — tailor your clubhouse's look, feel, branding and F&B offering
- **Stay close to the action** — enjoy an exclusive stage view with dedicated space

A premium hospitality experience that brings your brand, clients and team together.





Only Four Available

Member Price:
RMB 15,000*

Non-member Price:
RMB 20,000*

Facilities include:

- One 5m x 5m tent
- One cooling fan
- Private area with 4 beach chairs
- 4 x IBM tables & 4 chairs
- 2 cocktail tables & 2 umbrellas
- Tent branding

Note:

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

Previous Partners

REGAL LONDON

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Automotive Display / Interactive Engagement Booth

Your Space | Your Experience | Your Audience

Brand Visibility | Interactive Experiences | Product Showcase | Customer Engagement

- **Create an interactive experience** — bring your brand to life through free activities, demonstrations, trials, games or experiences that encourage visitors to stop, participate and engage
- **Showcase what you offer** — promote products, merchandise, summer camps, courses, memberships, services and other offerings directly to your target audience
- **Extend your reach** — gain visibility through branding on the physical and online event map, with additional exposure through prize contributions and selected event communications

Turn your booth into an experience — and every interaction into an opportunity.







Member Price:
RMB 6,000*

Non-member Price:
RMB 8,000*

Facilities include:

- Two standard tents (3m x 3m), 2 table, 4 chairs
- Additional private area in front of the tents for activity or vehicles display

Extra Set of 1 table & 2 chairs: RMB 150 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 license in China.*

Corporate Booth

Your Brand | Your Space | Your Opportunity

Private Hospitality | Stage Views | Client Hosting | Team Experience

- **Showcase your brand** — put your products, services and brand story directly in front of a diverse British Day audience
- **Create your own experience** — launch a new product, run a CSR initiative, offer sampling, create an e-commerce showcase or introduce cross-border shopping opportunities
- **Connect & convert** — engage visitors face-to-face, generate leads, promote special offers and sell merchandise, vouchers and products directly on-site
- **Drive additional exposure** — donate prizes to the event raffle and put your brand in front of an even wider audience through the event programme







Member Price:
RMB 3,500*
RMB 5,000 for two booths

Non-member Price:
RMB 4,500*
RMB 7,000 for two booths

Facilities include:
- One standard tent (3m x 3m), 1 table, 2 chairs

Extra Set of 1 table & 2 chairs: RMB 150 per set.

Notes:
- *All prices are exclusive of 6% VAT taxes*
- *Booth owner may sell products if the company has retail license in China.*

Food & Beverage Booth

Serve | Sell | Enjoy

Food & Drink Sales | High Footfall

- **Sell to a ready audience** — offer hot food, alcoholic and non-alcoholic beverages directly to British Day visitors, with products agreed in advance
- **Maximise your presence** — operate from a dedicated branded space designed to attract visitors and encourage them to stop, eat, drink and enjoy
- **Extend your visibility** — benefit from inclusion in selected event social media posts, with additional exposure available through raffle prize contributions











Member Price:
RMB 2,500*

Non-member Price:
RMB 3,500*

Facilities include:
- One standard tent (3m x 3m), 2 table, 2 chairs,
- Electricity

Extra Set of 1 table & 2 chairs: RMB 150 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.*

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 200
(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.)*

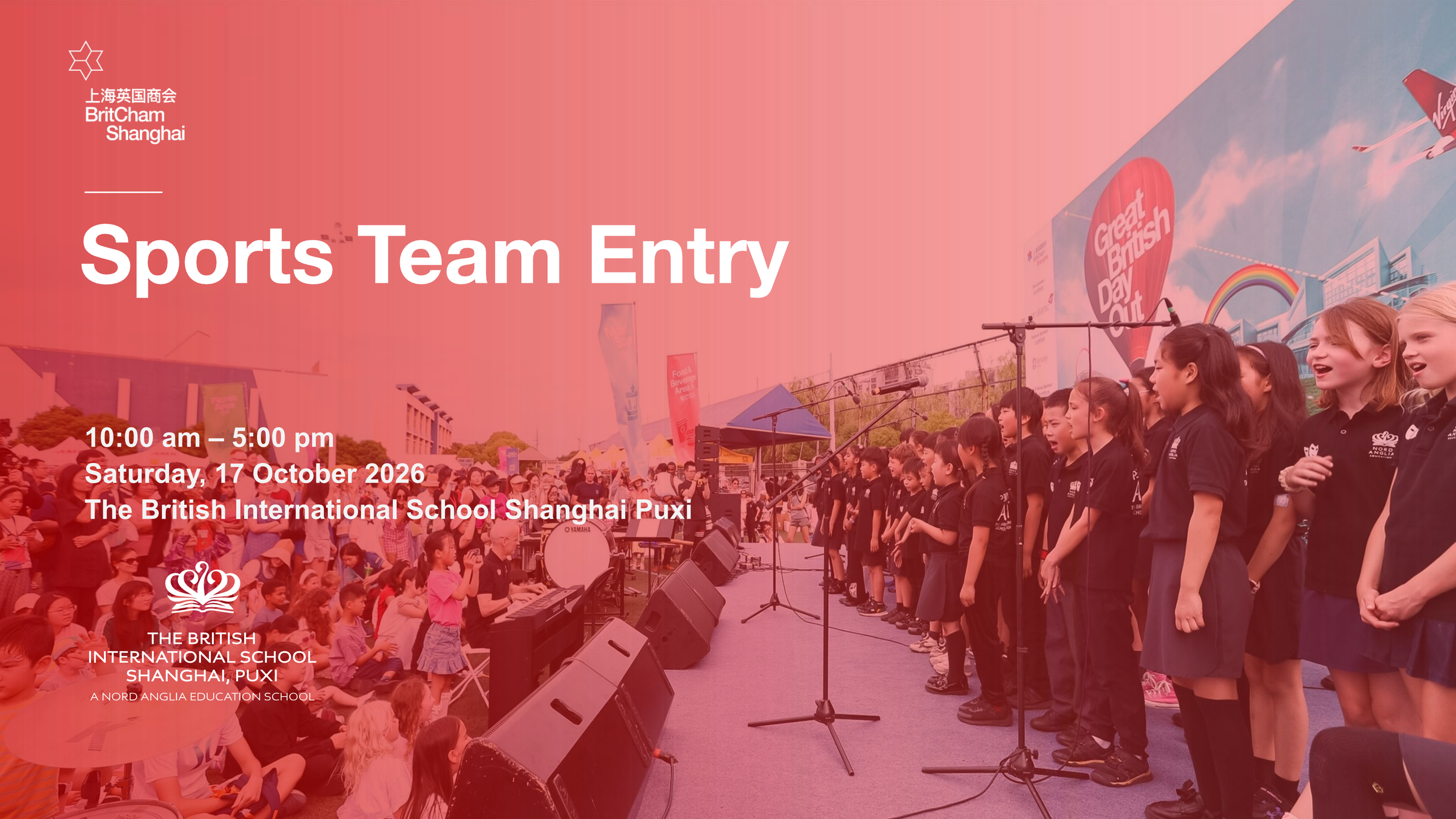
Previous Lucky Draw Sponsors (partial)

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Sports Team Entry

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Corporate Badminton Tournament

Member's Team:
RMB 730 net
per team of TWO

Non-member's Team:
RMB 945 net
per team of TWO

Notes:
- Doubles with no gender restrictions
- Players should be staff of the company or organisation
- Entry fee includes 2 lunch vouchers

Tournament Structure

- **Stage 1:** Round Robin Group Matches
- **Stage 2:** Knockout Competition
  - ✓ Cup Division
  - ✓ Plate Division

Every team is guaranteed multiple matches.







Corporate Football Tournament

Member's Team:
RMB 4,455 net per team

Non-member's Team:
RMB 6,575 net per team

Notes:
- Players should be staff of the company or organisation
- Entry fee includes 12 lunch vouchers

- 7-a-side format
- Maximum 12 players per team

Every team is guaranteed multiple matches.







Platinum & Associate Platinum Members

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BritCham
Shanghai

Great British Day Out

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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.

Follow BritCham Shanghai on WeChat