

MELBOURNE CUP SHANGHAI 2017 SPONSORSHIP OPPORTUNITIES

The Shanghai Melbourne Cup is one of the most anticipated daytime events in the Shanghai social calendar. Now in its 19th year, the event offers a unique Australian entertainment experience whilst raising significant funds for charity. Last year, the event hosted over 300 guests and raised over 160,000 RMB for local charity partners.

This year's event is set for Tuesday 7 November at a five-star hotel in Shanghai. The event program features a three-course lunch with free-flow wine and beer, entertainment, raffle, silent auction, fashions on the field, after party, and of course the famous horserace televised live from Melbourne, Australia.

AustCham Shanghai is seeking sponsors for this event, offering your company exposure across a high-value demographic of expatriate and local attendees. Please see below the sponsorship levels and benefits table. There are opportunities for cash and in kind sponsorship. We also welcome any ideas and options for sponsorship that fit with your marketing strategy.

BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
Included tickets (cash sponsorship only)	10	4	2	1
Naming rights for the event (eg. Shanghai Melbourne Cup proudly supported by XX) (cash sponsorship only)	●			
Naming rights to a section of the event (eg Fashions on the Field sponsored by XX)	●			
Company logo displayed in electronic and print programs, on sponsor board, and LED screen	Prominent	Large	Medium	Small
Verbal thanks and acknowledgement by MC	●	●	●	●
One electronic direct mail to AustCham Shanghai's members and contacts (received by more than 5,500 individual email addresses)	●			
Company logo on Melbourne Cup ticketing page	Prominent	Large	Medium	Small
Company logo on AustCham Shanghai's website	Prominent	Large	Medium	Small
Company logo on 2 pre Melbourne Cup e-teasers	Prominent	Large	Medium	Small
Company logo and write-up in an AustCham Shanghai newsletter and wechat post	Large	Medium		
CASH*	¥40,000	¥30,000	¥25,000	¥15,000
IN KIND	¥55,000	¥35,000	¥15,000	¥10,000

* A combination of cash and in kind sponsorship can be arranged, however the In Kind value will be adjusted by dividing the RRP (including VAT) by 1.75.

EG: A hotel donates a prize with a RRP of RMB10,000 (including VAT and service charge). The adjustment is calculated as $RMB10,000/1.75 = RMB 5,714$. Therefore, for the hotel to achieve Platinum Sponsorship (RMB 40,000) it must contribute a further RMB 34,286 in cash.

Note

Expressions of interest must be submitted by **Monday 11th September 2017**. Limited sponsorship opportunities available, first come, first served basis.



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