



ACBA:10  
AustCham Australia-China Business Awards 2010

# AUSTCHAM AUSTRALIA-CHINA BUSINESS AWARDS 2010-2012

*Celebrating excellence in  
Australian business across Greater China*

**2010 SHANGHAI...**

**2011 HONG KONG...**

**2012 BEIJING...**

This year sees the 18<sup>th</sup> year of the annual AustCham Australia-China Business Awards (**ACBA:10**), created to celebrate excellence in Australian business across Greater China. This awards programme also provides nominees and finalists with high profile recognition for the most outstanding achievers in this arena.

**ACBA:10** is jointly organised by the Australian Chambers of Commerce in Shanghai, Beijing, and Hong Kong & Macau. This year the Awards Ceremony will be held in Shanghai, followed by Hong Kong in 2011 and Beijing in 2012. This important Awards programme is conducted in association with the China-Australia Chamber of Commerce in Guangzhou and supported by the Australian Trade Commission.

**Both one-year and three-year sponsorship packages are now available.**

By participating as either the overall **Awards Naming Rights Sponsor** or as an **Individual Awards Sponsor**, you will have the opportunity to brand your company to benefit from the extensive press and broadcast media campaign on the Australia Network that we are undertaking; and to a wide range of stakeholders including Australian businesses active in China; and importantly, Australian and Chinese Government agencies.

Key dates for ACBA:10 include:

- Closing date for ABCA:10 sponsorship packages – 4 June.
- ACBA:10 nominations open – 14 July.
- ACBA:10 nominations close – 31 August.
- Media Conference announcing ACBA:10 Finalists at the Australian Pavilion – 19 October.
- ACBA:10 Awards Ceremony in Shanghai – 4 November.

The full sponsorship package is available [here](#). For further information about **ABCA:10** click [here](#).



## Naming Rights Sponsorship Opportunities

Naming rights sponsors are being sought for the following award categories in 2010, 2011 and 2012. Sponsorship is also available for a one year period, however the total sponsorship fee is discounted when a company commits sponsorship for three years across the three regions. Sponsorship and support affords you a unique branding opportunity across Greater China that continues for up to six months following the actual awards.

### Sponsorship categories include:

- **Overall Event Naming Rights Sponsor**  
eg. The **[Sponsor name] ACBA:10 Awards**  
One-year commitment and exposure (2010) 400,000rmb  
Three-year commitment and exposure (2010-12) 900,000rmb (300,000rmb payable per year)
- The **[Sponsor name] BUSINESS EXCELLENCE Large Companies (>100 employees)**  
*Recognises an Australian business with 100+ employees that demonstrated the most outstanding performance in Greater China.*  
One-year commitment and exposure (2010) 100,000rmb  
Three-year commitment and exposure (2010-12) 240,000rmb (80,000rmb payable per year)
- The **[Sponsor name] BUSINESS EXCELLENCE SME's (<100 employees)**  
*Recognises an Australian business with fewer than 100 employees that demonstrated the most outstanding performance in Greater China.*  
One-year commitment and exposure (2010) 80,000rmb  
Three-year commitment and exposure (2010-12) 180,000rmb (60,000rmb payable per year)
- The **[Sponsor name] BUSINESS ENTREPRENEURIAL (>50 employees)**  
*Recognises an Australian business with more than 50 employees that demonstrated entrepreneurial excellence in Greater China.*  
One-year commitment and exposure (2010) 80,000rmb  
Three-year commitment and exposure (2010-12) 180,000rmb (60,000rmb payable per year)
- The **[Sponsor name] BUSINESS INNOVATION**  
*Recognises an Australian business whose significant innovation resulted in the successful development of opportunities in Greater China.*  
One-year commitment and exposure (2010) 80,000rmb  
Three-year commitment and exposure (2010-12) 180,000rmb (60,000rmb payable per year)
- The **[Sponsor name] BUSINESS PROMOTION**  
*Recognises a local business in Greater China that achieved excellence in promoting or marketing an Australian product or service.*  
One-year commitment and exposure (2010) 80,000rmb  
Three-year commitment and exposure (2010-12) 180,000rmb (60,000rmb payable per year)
- The **[Sponsor name] SUSTAINABLE DEVELOPMENT – available for 2010 only**  
*Recognises the successful implementation of sustainable development programs and processes by an Australian company in Greater China.*  
One-year commitment and exposure (2010) 80,000rmb



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■ The **[Sponsor name] PEOPLE'S CHOICE AWARD**

*Recognises the Finalist that the Australia-China community believes has contributed most to Australian business across Greater China.*

One-year commitment and exposure (2010)

80,000rmb

Three-year commitment and exposure (2010-12)

180,000rmb (60,000rmb payable per year).

## Sponsorship Benefits

All sponsors receive the following benefits:

### Branding and Profile

- Award naming rights for 2010-12.
- First right of refusal for sponsorship in 2012-15.
- Year-long profile throughout Greater China on ACBA website and individual (3) AustCham websites.
- VIP seating at Awards Ceremony Head Table (if desired).
- Listing throughout promotional materials (print and electronic).
- Display of company name and logo in the Australian Pavilion during Shanghai World Expo 2010 at a media conference to announce the ABCA:10 finalists.
- Display of company name and logo during the Awards Ceremony.

### Media and Promotions

- Company logo placement in a television promotion to be screened on the Australian Network, up to 120 times per month over a three-month period.
- Recognition of sponsorship on all media releases issued in Greater China and Australia.
- *Australia-China Connections* magazine will be following the Awards program and has committed to highlighting the finalists and winners in a special report.
- Company profile with credit and photographs in all participating (3) AustCham newsletters in the months leading up to and following the event.

### On the Night

- Company logo placement in event footage.
- Company logo placement on the Awards Ceremony program and menu.
- Complimentary invitation for one company representative at a VIP Table with a guest [2 people].
- One complimentary table (10 people) for Business Excellence (Large Companies) Award Sponsor.
- Five complimentary tickets (same table) for all other Business Award Sponsors.
- Recognition as an Award sponsor by the MC.
- Stage presence during the Award presentation.
- Priority booking for additional places at the Award Ceremony.

### Post Awards

- Year-long profile on the ACBA website.
- Photos of Awards Ceremony.
- Company mention in the Australia China Connections Magazine post-event article.

AustCham will also consider special branding requests from sponsors.

**Please note that Overall Event Naming Rights Sponsorship is subject to additional benefits that will be discussed on application.**



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## **In-kind Sponsorship Opportunities**

AustCham is also seeking to partner with a number of companies interested in providing in kind sponsorship to support the Awards Ceremony, including companies that provide **beverages, air travel, accommodation, audio visual support, media coverage** and so on. We will recognise these sponsors by adding their logos to promotional flyers, the Awards website and the event program. In-kind sponsors will also be mentioned by the MC during the Awards Ceremony.

## **Key Events**

### **Australian Pavilion Media Conference**

**ACBA:10** finalists for all categories will be announced at a Media Conference on **19 October 2010** in the VIP area of the **Australian Pavilion** at Shanghai World Expo 2010. Australian and Chinese media will be present, and sponsors will obtain VIP access to this event receiving maximum exposure at no extra cost.

### **Gala Awards Ceremony**

Winners of the **ACBA:10** will be announced at a gala Awards Ceremony in Shanghai on **Thursday 4 November 2010**. Many high-ranking and high-profile guests are invited to attend the Awards Ceremony each year, and sponsors are asked to nominate a special guest they would like to be invited. The **ACBA:10** Awards Ceremony will be attended by Australian Ambassador His Excellency Dr Geoff Raby, all China-based Australian Consuls General and Austrade Senior Trade Commissioners.

## **Media Relations**

The prestigious Australia-China Business Awards attract significant media coverage in Greater China, Australia and throughout the Asia Pacific region.

**The Australia Network** will be the broadcast media sponsor for **ACBA:10** and sponsors will have the opportunity to receive company logo placement during approximately 360 television promotions in the lead up to the event. The Australia Network is Australia's international television channel, beaming 24/7 to more than 44 countries across Asia, the Pacific and Indian subcontinent.

*Australia-China Connections* magazine will be following the Awards program and has committed to highlighting the finalists and winners in a special report. This Magazine receives coverage in China, Australia, Hong Kong and through Austrade offices and airlines.

Sponsors receive substantial coverage in AustCham communication in Shanghai, Beijing, and Hong Kong & Macau from the opening of nominations on 7 July to the gala Awards Ceremony in November. In addition, each Chamber will promote the Awards to relevant media within its jurisdiction.