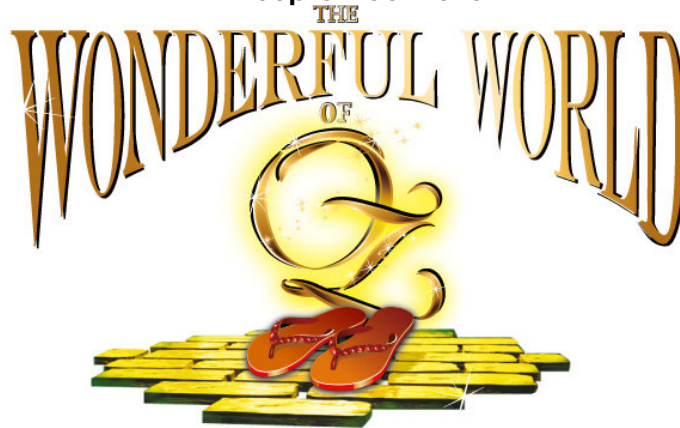


AUSTCHAM SHANGHAI NOTICE OF GAB XV 2010 SPONSORSHIP OPPORTUNITY  
PRIORITY NOTICE TO AUSTCHAM SHANGHAI MEMBERS

**The Great Australian Ball XV 2010**

11<sup>th</sup> September 2010



**SHANGHAI'S ANNUAL SELL OUT PARTY NIGHT TO REMEMBER**

AustCham Shanghai's Annual Ball has a reputation in Shanghai that has crazed fans and guests lining up at the AustCham Shanghai office hours before ticket sales, similar to that of a Rock Star's concert! It's a fabulous night out for all with an inspired Australian twist.

It is also a fantastic opportunity for corporate hospitality, client entertaining and fabulous corporate brand recognition opportunities. It is an evening of gourmet food, free flow premium Australian wines, beers and memorable entertainment.

**FOR 14 YEARS A PHENOMENAL COMMUNITY OUTREACH FUNDRAISER**

The Great Australian Ball is Shanghai's major annual community outreach fundraising event, which over the last 14 years has seen more than 2,690,000RMB go directly to PRC community projects and people in need. This year's targeted project for GAB XV will be supporting the **Giving Tree China** which provides migrant and orphaned children with exciting and fun gift bags of new clothes, toys and vital school supplies which will be given to them **before** Chinese New Year.

**THE THEME 2010 – The Wonderful World of Oz, *there's no place like home...***

Close your eyes, tap your heels together three times and think to yourself, there's no place like home." This year's Ball will reignite your belief in all things fairytale and fantastical. Are you the ogre that gets the girl, the fairest in the land or maybe the boy who will never grow up? Whichever magical tale captures your imagination, this Ball will be sure to take you somewhere over the rainbow.

**SPONSORSHIP**

Sponsorship will be welcomed in cash donations and may be considered in other forms of contributions that reduce the costs of the event. All sponsorship offers will be considered in light of the needs of the event and the fundraising outcomes. A balance of priorities will be given to membership interests and fundraising targets.

**SPONSORSHIP PACKAGES (limited places available)**

The following sponsorship packages are available:

<b>Emerald Entertainment Sponsors:</b>	<b>65,000 RMB+</b>
<b>My Precious Platinum Sponsors:</b>	<b>55,000 RMB</b>
<b>Pot of Gold Sponsors:</b>	<b>30,000 RMB</b>
<b>Tin Man Silver Sponsors:</b>	<b>20,000 RMB</b>
<b>Beauty and the Beast Bronze Sponsors:</b>	<b>15,000 RMB</b>
<b>Legendary Live Auction Sponsors:</b>	<b>1,200 RMB minimum gift value</b>
<b>Sleeping Beauty Silent Auction Sponsors:</b>	<b>1,200 RMB minimum gift value</b>
<b>Red Riding Raffle Prize Sponsors:</b>	<b>1,000 RMB minimum total gift value</b>
<b>Yo ho ho and a bottle of rum Alcohol Sponsors:</b>	<b>Details to be discussed</b>
<b>Mystical Media Sponsors:</b>	<b>Details to be discussed</b>

Sponsorship offers that meet our criteria will be accepted on an order of receipt basis. AustCham Shanghai can also work with your company to tailor a special sponsorship package with increased recognition and benefits suited to your requirements.

**EMERALD ENTERTAINMENT SPONSOR – RMB65,000+**  
**(tailored requirements to be discussed upon interest)**

You will be one of only 2 (two) Entertainment Sponsors.

Entertainment Sponsorship packages will be tailored to the entertainment requirements which can be discussed upon interest.

**An ultra premium corporate recognition and entertainment level**

- **6 complimentary ball tickets** (member or non-member)
- VIP table location and priority booking for up to 20 people
- Special evening gift for your guests on the night
- Professional photographs taken of your table guests on the night with complimentary photographs provided after the event

**Highest level of on-site acknowledgement**

- Your company logo displayed on your table (for full table bookings only)
- Full page company advertisement in prime location in Ball program (Inside front and back pages)
- Opportunity to present prize
- Your company logo prominently displayed in Ball program
- Your company logo displayed on plasma screens during the evening
- Verbal thanks and acknowledgement given by the MC

**Highest level of print, electronic and online acknowledgement**

- Your company logo on Ball ticket and ticket wallet
- Your company logo prominently displayed on event fliers and posters
- Your company logo on event information on AustCham Shanghai website
- Your company logo on two pre ball E-Teasers
- Your company logo on event e-fliers sent out to the AustCham Shanghai mailing list
- Your company logo and write up in an AustCham Shanghai’s E-Cooeee Newsletter

**Highest level of post event exposure**

- Priority access to show bags for materials/gifts

## **MY PRECIOUS PLATINUM - Starting from RMB55,000 (Tailored requirements to be discussed upon interest)**

You will be one of only 2 (two) platinum sponsors.

### **A premium corporate recognition and hospitality level**

- **5 complimentary ball tickets** (member or non-member)
- VIP table location and priority booking for up to 20 people
- Special evening gift for your guests on the night
- Professional photographs taken of your table guests on the night with complimentary photographs provided after the event

### **Highest level of on-site acknowledgement**

- Your company logo on sponsorship boards at event
- Your company logo displayed on your table (for full table bookings only)
- Full page company advertisement in Ball program
- Your company logo prominently displayed in Ball program
- Your company logo displayed on plasma screens during the evening
- Verbal thanks and acknowledgement given by the MC

### **Highest level of print, electronic and online acknowledgement**

- Your company logo on Ball ticket and ticket wallet
- Your company logo prominently displayed on event fliers and posters
- Your company logo on two pre ball E-Teasers
- Your company logo on event information on AustCham Shanghai website
- Your company logo on event e-fliers sent out to the AustCham Shanghai mailing list
- Your company logo in an AustCham Shanghai's E-Cooee News article

### **Highest level of post event exposure**

- Priority access to show bags for materials/gifts

## **POT OF GOLD SPONSOR (RMB 30,000+)**

You will be one of only 3 (three) gold sponsors.

### **An excellent corporate recognition and hospitality level**

- **3 complimentary ball tickets** (member or non-member)
- Superior table location and priority booking for up to 20 people (two tables)

### **Excellent level of on-site acknowledgement:**

- Your company logo on sponsorship boards at event
- Your company logo displayed on your table (for full table bookings only)
- Your company logo in Ball program
- Your company logo displayed on plasma screens during the evening
- Verbal thanks and acknowledgement given by the MC

### **Excellent level of print, electronic and online acknowledgement**

- Your company logo on ticket wallet
- Your company logo on event fliers and posters
- Your company logo on event information on AustCham Shanghai website
- Your company logo on event e-fliers sent out to the AustCham Shanghai mailing list

**Highest level of post event exposure**

- Priority access to show bags for materials/gifts

**TIN MAN SILVER SPONSOR (RMB 20,000+)**

You will be one of only 5 (five) silver sponsors.

**A great corporate recognition and hospitality level**

- **1 complimentary ball ticket** (member or non-member)
- Priority booking for up to 10 people (one table)

**Great level of on-site acknowledgement**

- Your company logo on sponsorship boards at event
- Your company logo in Ball program
- Your company logo displayed on your table (for full table bookings only)

**Great level of print, electronic and online acknowledgement**

- Your company logo on ticket wallet
- Your company logo on event fliers and posters
- Your company logo on event information on AustCham Shanghai website
- Your company logo on event e-fliers sent out to the AustCham Shanghai mailing list

**Highest level of post event exposure**

- Priority access to show bags for materials/gifts

**BEAUTY AND THE BEAST BRONZE SPONSOR (RMB 15,000+)**

You will be one only (5) bronze sponsors.

**A good corporate recognition and hospitality level**

- Priority booking for up to 10 people (one table)

**Good level of on-site acknowledgement**

- Your company name on sponsorship boards at event
- Your company name in Ball program
- Your company logo displayed on your table (for full table bookings only)

**Good level of print, electronic and online acknowledgement**

- Your company name on ticket wallet
- Your company name on event information on AustCham Shanghai website
- Your company name on event e-fliers sent out to the AustCham Shanghai mailing list

**Highest level of post event exposure**

- Priority access to show bags for materials/gifts

## **FUNDRAISING AUCTIONS and RAFFLE SPONSORS**

Fundraising activities at the GAB are one of the main attractions on the night. With everything from live to silent actions, fun interactive activities, and of course the famous raffle. Get involved by donating a prize that will offer you brand awareness and exposure to all the guests on the night.

As these gifts will vary in value, final packages will be negotiated with each donor but will include a selection of these or similar benefits.

- Your company logo in Ball program
- Prize description and image in Ball program
- Your company logo displayed on plasma screens during the live auction
- Verbal thanks and acknowledgement given by the MC
- Naming rights to certain fundraising activities (listed below)

### **“Want to make your mark at the GABXIV?”**

Extra opportunities for your company to have naming rights on below items. These opportunities can be negotiated in tandem with packages outlined or by separate offers.

### **Fundraising Activities**

Interactive games and competitions will run throughout the night with guests attempting to win great prizes by participating in fundraising activities.

### **The Cinderella Best Dressed Awards**

*Mirror, mirror on the wall, who’s the fairest at the Ball?*

The Great Australian Ball Best Dressed Awards; your opportunity to sponsor our famous best dressed awards with a fairytale dress code likely to attract everything from wizards to Willy Wonkers and fairies and frogs. Each year guests devote their time, effort and money to be noticed as the best dressed individual, group or table. Claim the naming rights for your company on this classic activity.

### **Ding Dong the Witch is Dead Bed**

Our annual naughty moment - the GAB Bed - has been with us for as long as we can remember. With prime location and a creative display in the ballroom foyer along with fabulous photo opportunities for guests; seize this opportunity to have your company’s brand and colours splashed across the Ball’s cheekiest display. All ingenious sponsorship ideas will be considered for the bed.

*These special opportunities will be developed in discussion with Samantha Nassar, Membership and Sponsorship Manager.*

## **MAKE YOUR SPONSORSHIP OFFER NOW**

Initial sponsorship replies must be submitted in writing to **Samantha Nassar**, Membership and Sponsorship Manager via [samantha.nassar@austchamshanghai.com](mailto:samantha.nassar@austchamshanghai.com) or fax the attached expression of interest form to: **F: 6248 5580** on or before **Friday 30<sup>th</sup> July, 2010** please.

Alternatively you can **Ph: 6248 8301 Ext 203**

# The Great Australian Ball XV

Annual Community Outreach event: 11<sup>th</sup> September 2010

## Sponsorship Booking Form

Please fax to the AustCham Shanghai on Fax: +86 (21) 6248 5580 by **Friday 30th July 2010.**

### Your Contact Details

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Company: \_\_\_\_\_

Tel: \_\_\_\_\_ Ext: \_\_\_\_\_

Email: \_\_\_\_\_

Sponsorship Level	Tick Box
Emerald Entertainment Sponsor (Max 2 positions)	
My Precious Platinum Sponsor (Max 2 positions)	
Pot of Gold Sponsor (Max 3 positions)	
Tin Man Silver Sponsor (Max 5 positions)	
Beauty and the Beast Bronze Sponsor (Max 5 positions)	
Yo Ho Ho and a bottle of Rum Alcohol Sponsor	
Mystical Media Sponsor	

Fundraising Opportunities	Tick Box
Legendary Live Auction (Minimum value RMB1200 total) Details/Value of prize(s):	
Sleeping Beauty Silent Auction (Minimum value RMB1200 total) Details/Value of prize(s):	
Red Riding Raffle Prize Sponsor (Minimum value RMB1000 total) Details/Value of prize(s):	
The Cinderella Best Dressed GAB Awards	
Ding Dong the Witch is Dead Bed	

### **Customised Sponsorship Packages**

We can also tailor a sponsorship package specifically to your company's individual needs. Please contact **Samantha Nassar** at P: 6248 8301 Ext 203 or e: [samantha.nassar@austchamshanghai.com](mailto:samantha.nassar@austchamshanghai.com) to discuss a customised sponsorship package.

Nb: AustCham Shanghai may accept or refuse the proposed sponsorship donation in accordance with its sponsorship policy and before any decisions are finalised, further discussions will be held with each company. *This exclusive sponsorship opportunity goes first to AustCham Shanghai members only, however AustCham Shanghai reserves the right to approach sponsors outside membership only if there are needs which cannot be met within the membership. Membership offers will have first priority in consideration.*