

SPONSORSHIP POLICY

Founding Principles	2-4
Events Sponsorship	5
Media Sponsorship	6
APPENDIX ONE: Aussie Drinks	7-11
APPENDIX TWO: Great Australian Ball	12-13
APPENDIX THREE: Australia Day	14 - 15
APPENDIX FOUR: In Kind Support	16-17
Government Support	18

FOUNDING PRINCIPLES

- i. AustCham Shanghai is a voluntarily formed organisation which exists by and for its members and must represent the interests of all its members even-handedly and transparently
- ii. The commercial interests of AustCham Shanghai Corporate members will sometimes conflict
- iii. AustCham Shanghai will be completely open and fair in accepting and managing sponsorship from members (AustCham Shanghai Corporate member priority basis) and from time to time when appropriate from non members
- iv. Because of the above factors the policy is one which is not motivated only, or necessarily by normal commercial considerations and in some circumstances the application of the policy may actually result in AustCham Shanghai forgoing a commercial benefit or sponsorship opportunity
- v. Sponsorship can only be accepted if it appropriately and clearly meets the established best interests of AustCham Shanghai membership
- vi. AustCham Shanghai holds as a priority the even-handed and transparent management of all matters relating to sponsorship, and the responsibility to effectively handle and acknowledge sponsors' contributions.
- vii. AustCham Shanghai is committed to achieving highly cost effective outcomes using the resources it has at its disposal from any source including sponsorship.

1 Members Interests and Non Members Interests

- i. AustCham Shanghai may seek sponsorship from members and non-members for **Chamber events or projects** on an *ad hoc* basis as decided by the Board of Directors.
- ii. However in the first instance AustCham Shanghai corporate members will be notified of any sponsorship opportunity before others, in line with general AustCham Shanghai policy which always considers membership interests as a priority.
- iii. As noted above, sponsorship from members will be accepted in preference to, but not to the exclusion of sponsorship from non-members.
- iv. In principle sponsorship from appropriate non-members will only be accepted when the Board of Directors determines that it is in the best interests of AustCham Shanghai, is not in conflict with the interests of members, and in particular when sponsorship from members does not satisfy the objectives of the Board of Directors for a particular function.

2 Notification of Sponsorship Opportunities

- i. All members will be notified at the same time in the same way (website notice, email and/or fax flyer) by the AustCham Shanghai Secretariat of any sponsorship opportunity. Notification will contain reference to this policy on sponsorship which will be publicly available.

- ii. In seeking sponsorship for any purpose AustCham Shanghai will set clear guidelines and time limits for the submission of expressions of interest and finalise in writing a commitment to each sponsor outlining the tangible benefits to be received, and do everything possible to deliver the promised benefits.

3 Managing Conflicting Interests of Members

- i. Where the commercial interests of members conflict (e.g. two possible sponsors from the same industry area), those members interested will be encouraged to provide sponsorship without any requirements for exclusivity.
- ii. When a conflict arises and more than one offer *of equal value* has been received AustCham Shanghai Board of Directors will take the view that any member(s) offering sponsorship on a cooperative non-exclusive basis will be accepted and those requiring exclusivity will be refused.
- iii. In such case that an offer received is the only offer, and it requests exclusivity, provided the offer is suitable in other ways (level of and appropriateness of support offered) the offer may be accepted. That is, an offer may achieve de facto exclusive sponsorship rights for an event, if related matters are settled equitably.

4 Sponsorship Exclusivity

- i. From time to time, in order to raise a sufficient level of sponsorship support, AustCham Shanghai Board of Directors may decide to identify a particular event or project as open to sponsorship exclusivity. Offers of sponsorship will then be received on a clearly outlined, competitive tendering basis. A suitable highest bid will be decided by the Board of Directors on terms which have been evenhandedly and transparently notified to all members and which result in a type and level of support of identifiable benefit to broader membership.

5 Naming Rights Sponsorship

- i. AustCham Shanghai as an organisation will not accept any sponsorship proposals for naming rights of the Chamber itself.
- ii. AustCham Shanghai will not normally grant total naming rights to any sponsor in relation to any event or project, but in the light of the proceeding points various degrees of branding acknowledgement and material recognition may be achieved by sponsors from time to time as negotiated on a case by case basis.

6 Sponsorship Proposals from Members

- i. From time to time, AustCham Shanghai corporate member companies may offer on their own initiative a particular type of sponsorship and possibly a related suggestion for a program event or other items of broad interest and value to membership, i.e. not purely a commercial selling exercise by the enterprise.
- ii. Any such offer will be considered on its merits by Board of Directors, and if of perceived benefit and interest to members, and not likely to be able to be delivered to members

otherwise by AustCham Shanghai, and not clearly against the interests of or unfairly competing with members generally (even possibly of any single member) Board of Directors may decide to accept this offer. Normally no more than 2 such events will be held in a normal membership program year, nor more than 1 by any such key sponsoring company.

- iii. Such offers will only be accepted from AustCham Shanghai Corporate member companies. (Refer relevant section of Program Planning Policy).

7 Sponsorship Proposals from Non-Members

- i. Generally, sponsorship proposals from non-members are not accepted. Sponsorship is an exclusive privilege of AustCham Shanghai membership.
- ii. Sponsorship proposals from non-members will definitely not be accepted when the company offering the sponsorship was previously a member of AustCham Shanghai but is no longer a current (paid up) member.
- iii. Sponsorship proposals from non-members may be accepted under the following circumstances. Each proposal will be assessed on a case by case basis by the Board of Directors and the Marketing & Membership Manager:
 - o When the organisation offering the sponsorship is an Australian non-profit organisation in the arts and cultural area. For example, if the Sydney Dance Company was performing in Shanghai and has some free tickets to give away, these could be accepted as Aussie Drinks raffle prizes.
 - o When the organisation offering the sponsorship is offering an in-kind product or service that could not be replicated by any member company for a one-off, special event where all funds raised go to charity like the Great Australian Ball. For example, this could include:
 - Goods/services that have been identified by AustCham Shanghai as supporting or tying in with the theme of the evening. For example, Hasbro Australia sponsoring Star Wars figures for the Sci-Fi themed Great Australian Ball.
 - Goods/services that have been identified by AustCham Shanghai as necessary to deliver an extra special element to the event. For example, fireworks or a marquee for an outdoor event.

8 Review of the Sponsorship Policy

- iv. AustCham Shanghai values its relationship over years with its many generous sponsors. AustCham Shanghai Corporate members' comments and suggestions regarding any aspect of sponsorship policy and its administration can be addressed to Board of Directors at any time for consideration.

EVENTS SPONSORSHIP

AustCham Shanghai offers an annual calendar of high-profile events that attracts significant community interest. From time to time events or activities which AustCham Shanghai organises:

- may require added resource support provided through sponsorship, and / or
- may be of a type which AustCham Shanghai corporate members in particular consider an attractive vehicle for corporate promotion through sponsorship, and / or
- may be of a type (particularly when proceeds are to be used for charitable community outreach) AustCham Shanghai corporate members wish to support.

These activities offer members a number of opportunities to be involved as:

- Cash Sponsors
- In Kind Sponsors – donating services in kind e.g. printing, logistics, design, event management etc
- Raffle Prize Sponsors
- Live Auction Prize Sponsors
- Silent Auction Prize Sponsors

Benefits offered to sponsors include the following:

- Alignment with AustCham Shanghai's reputation
- Corporate hospitality and networking opportunities
- Complimentary tickets
- Crediting and branding on printed publicity
- Crediting and branding on online publicity
- Crediting and branding across venues
- Product sampling
- Promotional displays

CURRENT EVENTS OFFERED FOR SPONSORSHIP

Aussie Drinks events currently offered for sponsorship

Regular Events

- Aussie Drinks Networking Events (40 events per year)

Annual Events

- Australia Day BBQ – January
- Australia Day Aussie Drinks – January
- ANZAC Day Aussie Drinks – April
- The Great Australian Aussie Drinks BBQ – July / August / September
- Aussie Drinks Christmas Dinner – December
- Great Australian Ball – September
- Golf Day – June
- Australia China Business Forum (Bi-annual event) – October
- Property Expo – November/December

EVENTS THAT COULD BE OFFERED FOR SPONSORSHIP



- Australian Consular Briefings – twice per year
- AustCham Shanghai AGM – June
- Working Group Meetings/Evening events – monthly/bi-monthly



MEDIA SPONSORSHIP

From time to time, AustCham Shanghai may decide to enter into an agreement with a media organisation for the increased promotion of a particular event or activity.

Each proposal or situation will be assessed on a case by case basis by the Executive Director and the Marketing & Membership Manager considering the best result for members.

Benefits to AustCham Shanghai may include:

- Tapping into greater reach and audience of publication or media outlet
- Complimentary advertising space (print, radio, television or website)
- Guaranteed editorial or photo coverage
- Insert into a publication or newspaper

Benefits to the media organisation may include:

- Alignment with AustCham Shanghai's reputation
- Corporate hospitality and networking opportunities
- Complimentary tickets
- Crediting and branding on printed publicity
- Crediting and branding on online publicity
- Crediting and branding across venues
- Product sampling
- Promotional displays

APPENDIX ONE: Aussie Drinks SPONSORSHIP BENEFITS

Aussie Drinks Beer Sponsor

Description of Sponsorship

The Aussie Drinks Beer sponsor typically provides beer for the Aussie Drinks Networking events at a heavily discounted or complimentary price. The beer sponsor also donates prizes regularly for Aussie Drinks events.

Benefits Received by Sponsor

Verbal Accreditation

- Verbal thank you from the stage on the night by the Aussie Drinks host
- Company representative introduced to attendees and invited to draw the raffle prize(s) if applicable (i.e. if sponsoring a prize) on the night

Print Accreditation

- Colour **company logo and accreditation as “Beer Sponsor” on the Aussie Drinks flier** available from the AustCham Shanghai office and at all AustCham Shanghai events including Aussie Drinks itself

Electronic Accreditation

- Written acknowledgement on **one e-mail announcements as “Beer Sponsor”** to the full AustCham Shanghai mailing list members **with a link to the event notice** on the AustCham Shanghai web site.
- Written acknowledgement as **“Beer Sponsor” on the event notice** on the AustCham Shanghai web site.

On Site Accreditation

- Colour company logo and accreditation as “Beer Sponsor” on **individual page of slideshow** on the evening **or Company advertisement** (advertisement must be submitted to AustCham Shanghai for prior approval)
- Company **logo displayed on menu stands**
- Opportunity to provide printed material at Aussie Drinks front desk for collection by those attending.
- Opportunity to provide a representative at reception to request business cards from attendees and promote the sponsor’s goods or services.
- Opportunity to have branded stubby holders for use of Aussie Drinks patrons on the night (holders to be provided at the sponsor’s expense)

Aussie Drinks Alcohol/Wine Sponsor

Description of Sponsorship

The Aussie Drinks wine/alcohol sponsor typically provides wine/alcohol for the Aussie Drinks Networking events at a heavily discounted price. The wine/alcohol sponsor also donates prizes regularly for Aussie Drinks events.

Benefits Received by Sponsor



Verbal Accreditation

- Verbal thank you from the stage on the night by the Aussie Drinks host
- Company representative introduced to attendees and invited to draw the raffle prize(s) if applicable (i.e. if sponsoring a prize) on the night

Electronic Accreditation

- Written acknowledgement on one e-mail announcements as “Wine Sponsor” to the full AustCham Shanghai mailing list members with a link to the event notice on the AustCham Shanghai web site.
- Written acknowledgement as “Wine Sponsor” on the event notice on the AustCham Shanghai web site.

On Site Accreditation

- Colour company logo and accreditation as “Alcohol-type Sponsor” on individual page of slideshow on the evening or Company advertisement (advertisement must be submitted to AustCham Shanghai for prior approval)
- Company logo displayed on menu stands
- Opportunity to provide printed material at Aussie Drinks front desk for collection by those attending.
- Opportunity to provide a representative at reception to request business cards from attendees and promote the sponsor’s goods or services.

Aussie Drinks Venue Sponsor

Description of Arrangement

AustCham Shanghai enters into a commercial arrangement with the venue sponsor for the use of the premises for Aussie Drinks. This not a sponsored activity per se. However, the venue sponsor typically provides discounted services and goods on an ongoing basis for AustCham Shanghai members, and donates prizes regularly for Aussie Drinks events.

Benefits Received by Sponsor

Verbal Accreditation

- Verbal thank you from the stage on the night by the Aussie Drinks host
- Company representative introduced to attendees and invited to draw the raffle prize(s) if applicable (i.e. if sponsoring a prize) on the night

Print Accreditation

- Colour company logo and accreditation as “Venue Sponsor” on the Aussie Drinks flier available from the AustCham Shanghai office and at all AustCham Shanghai events including ABC

Electronic Accreditation

- Written acknowledgement on one e-mail announcements as “Venue Sponsor” to the full AustCham Shanghai mailing list members with a link to the event notice on the AustCham Shanghai web site.
- Written acknowledgement as “Venue Sponsor” on the event notice on the AustCham Shanghai web site.

On Site Accreditation

- Company logo displayed on menu stands
- Opportunity to provide printed material at Aussie Drinks front desk for collection by those attending.



Aussie Drinks Raffle Prize Sponsor

Eligibility of Sponsors

Sponsoring an Aussie Drinks event is a privilege reserved only for AustCham Shanghai members.

Format and Number of Events

There are approximately 40 regular and special Aussie Drinks events that can be sponsored each year.

Types of Sponsorship Accepted

- Vouchers for goods in full – e.g. complimentary meals, hotel stays, spa visits, books, equipment.
- Vouchers for discounted purchase or 2-4-1 offers are not accepted (i.e. where purchase is required to access the prize).
- Gifts for personal or home use – for example, DVD players, electronic goods, kitchen equipment.
- Food and drink products - for example, a gift basket with assorted food items, bottles of wine, case of beer etc
- Australian-themed prizes – Australian meat trays, Australian wine
- Shouting a round of drinks (as long as the total cost meets the minimum required amount)
- In-kind sponsorship of equipment (e.g. chairs, tables and umbrellas)

Aussie Drinks has a requirement for full financial accountability at every event, therefore, sponsorship offers which extend the financial accounting requirements beyond one event cannot be accepted.

A sponsor may wish to combine the provision of sponsored benefits with the commercial sale of goods or services. This can be arranged and is negotiated on a case by case basis.

Minimum Sponsorship Value

- Lucky Door Prize Minimum Value: 100RMB
- Raffle Prize Minimum Value: 600RMB
- Auction Prize Minimum Value: 2,000RMB

AustCham Shanghai reserves the right to consider proposed sponsorships on a case by case basis.

Aussie Drinks Prize Sponsorship Benefits

Benefits are calculated according to the value and frequency of the Aussie Drinks sponsorship.

GOOD SPORT SPONSOR: sponsoring 1 – 5 Aussie Drinks Events per calendar year

Verbal Acknowledgement

- Verbal thank you from the stage on the night by the Aussie Drinks host
- Company representative introduced to attendees and invited to draw the raffle prize(s) if applicable (i.e. if sponsoring a prize) on the night.

Electronic Acknowledgment



- Acknowledgement of company name and prize being donated on the event notice on the AustCham Shanghai web site.

On Site Acknowledgment

- Company logo shown as part of general sponsor accreditation slideshow on evening (if event is inside)
- Opportunity to provide printed material at Aussie Drinks front desk for collection by those attending.

YOU LITTLE BEAUTY SPONSOR: sponsoring 6 – 11 Aussie Drinks Events per calendar year

Verbal Acknowledgement

- Verbal thank you from the stage on the night by the Aussie Drinks host
- Company representative introduced to attendees and invited to draw the raffle prize(s) if applicable (i.e. if sponsoring a prize) on the night

Electronic Acknowledgment

- Acknowledgement of company name and prize being donated on the event notice on the AustCham Shanghai web site.

On Site Acknowledgment

- Company logo shown as part of general sponsor accreditation slideshow on evening
- One company banner displayed at the venue (see notes regarding size of banner)
- Opportunity to provide printed material at Aussie Drinks front desk for collection by those attending.

BRONZE SPONSOR: sponsoring 12 – 23 Aussie Drinks events per calendar year

Verbal Acknowledgement

- Verbal thank you from the stage on the night by the Aussie Drinks host
- Company representative introduced to attendees and invited to draw the raffle prize(s) if applicable (i.e. if sponsoring a prize) on the night
- Company representative invited to deliver up to two minutes of verbal presentation to the attendees at Aussie Drinks event at a time to be agreed in advance.

Electronic Acknowledgment

- Company logo and details of prize being donated on Aussie Drinks event notice posted on the AustCham Shanghai website

On Site Acknowledgment

- Company logo shown on individual page of slideshow on evening
- One company banner displayed at the venue (see notes regarding size of banner)
- Opportunity to provide printed material at Aussie Drinks front desk for collection by those attending.

SILVER SPONSOR: sponsoring 24 – 34 Aussie Drinks events per calendar year

Verbal Acknowledgement

- Verbal thank you from the stage on the night by the Aussie Drinks host
- Company representative introduced to attendees and invited to draw the raffle prize(s) if applicable (i.e. if sponsoring a prize) on the night
- Company representative invited to deliver up to two minutes of verbal presentation to the attendees at Aussie Drinks event at a time to be agreed in advance.

Electronic Acknowledgment

- Company logo and details of prize being donated on Aussie Drinks event notice posted on the AustCham Shanghai website

On Site Acknowledgment



- Company logo shown on individual page of slideshow on evening
- Opportunity to provide printed material at Aussie Drinks front desk for collection by those attending.
- One company banner displayed at the venue (see notes regarding size of banner)
- Opportunity to provide a representative at reception to request business cards from attendees and promote the sponsor's goods or services.

GOLD SPONSOR: sponsoring 35+ Aussie Drinks events per calendar year

Verbal Accreditation

- Verbal thank you from the stage on the night by the Aussie Drinks host
- Company representative introduced to attendees and invited to draw the raffle prize(s) if applicable (i.e. if sponsoring a prize) on the night
- Company representative invited to deliver up to four minutes of verbal presentation to the attendees at Aussie Drinks event at a time to be agreed in advance.

Electronic Accreditation

- Acknowledgement on one e-mail announcement to the full AustCham Shanghai mailing list members with a link to the event notice on the AustCham Shanghai web site.
- Company logo on Aussie Drinks event notice posted on the AustCham Shanghai website

On Site Accreditation

- Company logo shown on individual page of slideshow on evening
- Company logo displayed on menu stands
- One company banner displayed at the venue (see notes regarding size of banner)
- Opportunity to provide printed material at Aussie Drinks front desk for collection by those attending.
- Opportunity to provide a representative at reception to request business cards from attendees and promote the sponsor's goods or services.

APPENDIX TWO: GREAT AUSTRALIAN BALL (2007)

PRINCIPAL SPONSORS (RMB 55,000+)

Highest level of corporate hospitality:

- Opportunity to purchase unlimited tickets at a discounted price
- Complimentary tickets may be included (up to 5 tickets for members or non-members)
- VIP table location and priority booking for up to 20 people (two tables)
- 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
- Most spectacular table decoration

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 and acknowledgement 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 event e-fliers sent to the AustCham Shanghai mailing list
- Your company logo in AustCham Shanghai's E-Cooee News Article
- Your company logo prominently displayed on post-event photo gallery on AustCham Shanghai website

Highest Level of post event exposure:

- Priority access to gift bags for materials/gifts

KEY SPONSORS (RMB 25,000+)

Superior level of corporate hospitality:

- Opportunity to purchase unlimited tickets at a discounted price
- Complimentary Ball tickets may be included (up to 3 tickets for members or non-members)
- Preferential table location and priority booking for up to 20 people (two tables)
- Superior table decoration

Superior level of on-site acknowledgement:

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

Superior level of print, electronic and online acknowledgement:

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

MAJOR SPONSORS (RMB 15,000+)



Excellent level of corporate hospitality:

- Complimentary Ball tickets may be included (up to 1 ticket for member or non-member)
- Priority booking for up to 20 people (two tables)
- Special table decoration

Excellent level of on-site acknowledgement:

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

Excellent level of print, electronic and online acknowledgement:

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

LIVE AUCTION PRIZE SPONSORS (RMB 1,000+)

Excellent level of on-site acknowledgement:

- Your company logo and thanks with description of prize and photo in menu/program
- Your company logo displayed on plasma screens during the live auction
- Verbal thanks and acknowledgement given by the MC

SILENT AUCTION PRIZE SPONSORS (RMB 1,000+)

Excellent level of on-site acknowledgement:

- Your company logo and thanks with description of prize and photo in menu/program
- Your company logo and description of prize on silent auction prize displays
- Your company logo displayed on plasma screens during the evening

RAFFLE PRIZE SPONSORS (RMB 1,000+)

Excellent level of corporate hospitality:

- Your company logo and thanks with description of prize and photo in menu/program
- Your company logo displayed on plasma screens during the evening

APPENDIX THREE: AUSTRALIA DAY BBQ (2008)

MARQUEE SPONSORSHIP

AustCham Shanghai in proudly hosting this annual Australia Day family event is increasingly facing the very real costs in winter in holding such a major event for the growing Australian community. AustCham Shanghai is generously supported each Australia Day by the business community. This year for the first time a **member company** offering the necessary major financial support for providing the marquee and heating will be granted naming rights and other benefits of the marquee.

Details of how this applies to individual companies can be discussed.

ESTIMATED COST: RMB12,000. Benefits will include marquee naming rights, for example 'The XXX Marquee', external signage and balloons inside the marquee printed with sponsor logo.

Cash or In-Kind Sponsorship of Children's Ticket or Activities

DETAILS: Cost per child RMB 130 (inclusive of food) and last year around 80 children attended. We will arrange activities such as: indoor games/activities, arts and craft, magic shows, face painting or some outdoor ball games, football or cricket.

ESTIMATED COST: Example: 80 children @ RMB 130 per head = RMB 10,400. This sponsorship could be a total sum paid for by one company OR 5 groups of children split amongst 5 sponsors (or 2 or 3, etc.).

Cash or In-Kind Sponsorship of Raffle and Door prizes

DETAILS: AustCham Shanghai will be hosting raffle draws at both events (all proceeds go directly to a chosen appeal) with the major prizes at the BBQ (determined by value of prize) being drawn by the Australian Consul General. Examples from previous years include: a year's supply of Aussie beer, a round of Australian themed drinks, hotel stays, well being packages, wines, home appliances, dinners and travel vouchers.

ESTIMATED COST: The minimum value for a raffle prize is RMB 600 (up to 12 prize positions available for the two events) and the minimum value for a lucky door prize (up to four prize positions available for the two events) is RMB 100.

Cash or In-Kind Sponsorship of Children's Show Bags

DETAILS: Each child attending on the day will be given a complimentary show bag (priority to pre-registered names to assist preparation). We are looking for children-friendly food products and other "kiddie" things, e.g. key rings, pens, hats, stickers, Australian flags, chocolates etc

ESTIMATED COST: Item cost x approx. 80 -100 children attended last year (as a guide only)

Cash or In-Kind Sponsorship of Transportation

DETAILS: AustCham Shanghai will provide a bus service to the Australia Day Family BBQ, to move people to the venue at an estimated cost of 60RMB a head.

ESTIMATED COST: Last year total cost RMB 2,500 (as a guide only)

Cash Sponsorship of Balloons and Decorations (Pavilion Area Only)

DETAILS: The lunch area will be decorated with balloons that will be given to the children at the end of the day. Balloons can be red, blue, white OR green and yellow. Balloons could have a corporate logo printed on them at an extra cost to the sponsor, coordinated by AustCham Shanghai. Other decorations include Australian flags and other memorabilia.

ESTIMATED COST: Last year total cost RMB 2,000 (as a guide only)

In-Kind or Cash Sponsorship of Printing and Design



DETAILS: AustCham Shanghai will be producing print and e-fliers, posters, a program and individual name tags/tickets for the day.

ESTIMATED COST: Approx cost from previous years RMB 1,500 (as a guide only).

Cash or In-Kind Sponsorship of Beer and/or Wine

DETAILS: Provision of beer and wine (Australian brands preferred) for adults at the Australia Day Family BBQ event.

ESTIMATED COST: 28 cases of beer (based upon 220 people as a guide only)

AustCham Shanghai reserves the right to estimate the value of any in-kind sponsorship offered.

In-Kind Sponsorship of Medical Stand

DETAILS: Each year a medical facility provides on the ground service during the event in case of any medical accidents or mishaps.

ESTIMATED COST: Staff time only.

RAFFLE PRIZE SPONSOR (RMB 600+)

Excellent level of on-site acknowledgement:

- Your company logo in Australia Day BBQ program
- Verbal thanks and acknowledgement given by the MC

Excellent level of print, electronic and online acknowledgement:

- Your company logo prominently displayed on event fliers and posters
- Your company logo on event emails sent out to the AustCham Shanghai mailing list
- Your company logo prominently displayed on post-event photo gallery on AustCham Shanghai website

BENEFITS OF SPONSORSHIP

Depending on the level of sponsorship, benefits can include the following:

- Company acknowledgment on all electronic publicity and website coverage
- Company acknowledgment on printed fliers, posters, tickets and ticket booking forms for the Australia Day BBQ Lunch
- Company acknowledgment and branding across venue - banners, balloons etc
- Vocal acknowledgement and thanks delivered by the host on the day
- Company representative invited to draw raffle prize (if appropriate)
- Product sampling
- Promotional displays
- Company acknowledgement on AustCham Shanghai photo gallery website after event

APPENDIX FOUR: IN KIND SPONSORSHIP OF AUSTCHAM SHANGHAI

AustCham Shanghai receives ongoing support (in-kind goods or services) from a number of member companies.

ACKNOWLEDGEMENT OF DONATIONS AND IN-KIND SPONSORSHIPS

Up to 999RMB

Written Acknowledgment

- Thank you letter signed by the Chair at time of sponsorship commencement

Electronic Acknowledgment

- Company logo on In Kind Sponsorship page on the AustCham Shanghai website

1,000RMB – 4,999RMB

Written Acknowledgment

- Thank you letter signed by the Chair at time of sponsorship commencement
- Thank you letter signed by the Chair and Secretariat team in December

Verbal Acknowledgment

- Verbal thank you from the Chair at the AustCham Shanghai Annual General Meeting

Electronic Acknowledgment

- Company logo on In Kind Sponsorship page on the AustCham Shanghai website

5,000 – 9,999RMB

Written Acknowledgment

- Thank you letter signed by the Chair at time of sponsorship commencement
- Thank you letter signed by the Chair and Secretariat team in December

Verbal Acknowledgment

- Verbal thank you from the Chair at the AustCham Shanghai Annual General Meeting

Electronic Acknowledgment

- Company logo on In Kind Sponsorship page on the AustCham Shanghai website
- Logo displayed on Sponsorship report at the AustCham Shanghai Annual General Meeting

Corporate Hospitality

- One invitation to attend an Australian Consular Briefing as our guest
- Seated at the head table when attending Australian Consular Briefing

10,000 – 14,999RMB

Written Acknowledgment

- Thank you letter signed by the Chair at time of sponsorship commencement
- Thank you letter signed by the Chair and Secretariat team in December

Verbal Acknowledgment

- Verbal thank you from the Chair at the AustCham Shanghai Annual General Meeting

Electronic Acknowledgment

- Company logo on In Kind Sponsorship page on the AustCham Shanghai website
- Logo displayed on Sponsorship report at the AustCham Shanghai Annual General Meeting

Corporate Hospitality

- Two invitations to attend an Australian Consular Briefing as our guest



- Seated at the head table when attending Australian Consular Briefing

15,000 – 19,999RMB

Written Acknowledgment

- Thank you letter signed by the Chair at time of sponsorship commencement
- Thank you letter signed by the Chair and Secretariat team in December

Verbal Acknowledgment

- Verbal thank you from the Australian Consul General at the AustCham Shanghai Annual General Meeting

Electronic Acknowledgment

- Company logo on In Kind Sponsorship page on the AustCham Shanghai website
- Logo displayed on Sponsorship report at the AustCham Shanghai Annual General Meeting

Corporate Hospitality

- Two invitations to attend an Australian Consular Briefing as our guest
- Seated at the head table when attending Australian Consular Briefing

20,000+RMB

Written Acknowledgment

- Thank you letter signed by the Chair at time of sponsorship commencement
- Thank you letter signed by the Chair and Secretariat team in December

Verbal Acknowledgment

- Verbal thank you from the Australian Consul General at the AustCham Shanghai Annual General Meeting

Electronic Acknowledgment

- Company logo on In Kind Sponsorship page on the AustCham Shanghai website
- Logo displayed on Sponsorship report at the AustCham Shanghai Annual General Meeting

On Site Acknowledgment

- One company banner displayed at the AustCham Shanghai Annual General Meeting (see notes regarding size of banner)

Corporate Hospitality

- Two invitations to attend an Australian Consular Briefing as our guest
- Seated at the head table when attending Australian Consular Briefing

ACKNOWLEDGEMENT OF GOVERNMENT SUPPORT

AustCham Shanghai has ongoing partnerships with Australian and New Zealand Government organisations that provide support and services that significantly impact on AustCham Shanghai's membership benefits package.

Australian Consular Briefings Partner

The **Australian Consulate General Shanghai** is AustCham Shanghai's Consular Briefings Partner, providing quarterly briefings exclusively for members. To acknowledge the support of the Australian Consulate General Shanghai, AustCham Shanghai will provide the following:

Corporate Hospitality

- Complimentary membership card for the Australian Consul General and his/her partner (giving complimentary ABC networking events and other membership benefits)
- Complimentary membership card for two nominated staff members (giving complimentary ABC networking events and other membership benefits)
- Member price for all other employees at regular AustCham Shanghai events (excluding ABC Networking* regular events)

Electronic Acknowledgment

- Company logo on In Kind Sponsorship page on the AustCham Shanghai website
- Logo displayed on Partnership report at the AustCham Shanghai Annual General Meeting

On-Site Acknowledgment

- Verbal thanks given at the AustCham Shanghai Annual General Meeting

Written Acknowledgment

- Thank you letter signed by the Chair in December

Fast Track Business Visa to Australia Partner

The **Department of Immigration, Multicultural & Indigenous Affairs, DIMIA (Visa & Immigration Office)** and **Immigration New Zealand** both provide an exclusive fast-track visa service for members to Australian and New Zealand, respectively. To acknowledge the support of these organisations, AustCham Shanghai will provide the following:

Corporate Hospitality

- Complimentary membership card for the Head of the Visa Office (giving complimentary ABC networking events and other membership benefits)
- Complimentary membership card for two nominated staff members (giving complimentary ABC networking events and other membership benefits)
- Member price for all other employees at regular AustCham Shanghai events (excluding ABC Networking* regular events)

Electronic Acknowledgment

- Company logo on In Kind Sponsorship page on the AustCham Shanghai website
- Verbal thanks given at the AustCham Shanghai Annual General Meeting
- Logo displayed on Partnership report at the AustCham Shanghai Annual General Meeting

On-Site Acknowledgment

- Verbal thanks given at the AustCham Shanghai Annual General Meeting

Written Acknowledgment

- Thank you letter signed by the Chair and Secretariat team in December