



AustCham Shanghai 2011 Sponsorship

**Join Us** Get Involved

Use AustCham Shanghai events to reach key decision makers in both the Australian and Chinese market. Attendees at AustCham Shanghai events, representing a dynamic and diverse cross-section of industries, are your potential clients and customers – the people you need to know. Events are scheduled on a weekly, bi-monthly, quarterly and annual basis.



**Do you have a message to deliver?** AustCham Shanghai is an excellent channel to promote your products and services. Often the first contact point for people entering Shanghai and Greater China, AustCham Shanghai events are a vital hub for information exchange and communication. Additionally events are key networking and information gathering opportunities for anyone seeking current information and news about businesses, events and issues in China.

AustCham Shanghai Event Sponsorship is an opportunity available exclusively to AustCham Shanghai member companies. This document is indicative of sponsorship value and descriptions of AustCham Shanghai 2011 events. Sponsorship call outs will be emailed to all Members of the Chamber approximately 2 months prior to each major event.

**Communicate your message to:**

- | People doing business in China
- | People interested in business in China
- | AustCham Shanghai members and non-members
- | Australians in business in the region and in Australia

**Benefits vary for each event, and may include:**

- | Premium Corporate recognition and hospitality level
- | Complimentary tickets
- | VIP table location and priority booking
- | Your company logo displayed at events
- | Print, electronic and online acknowledgement, including event fliers, posters, AustCham Shanghai website, event materials and media.

To discuss your 2011 Sponsorship plan, please contact:  
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## 2011 Events Sponsorship



### Every Week Aussie Drinks Central

**Aussie Drinks Central** is a weekly gathering of people who are interested in business networking and meeting socially, organised by AustCham Shanghai. Highlights throughout the Aussie Drinks Central program include Australia Day (Jan), ANZAC Day (March), Industry themed nights, Great Australian Summer BBQ (June, August), NRL & AFL Grand Final nights (Sep), Ladies nights, Christmas Dinner (Dec), Aussie/Kiwi BBQ's and other events through the calendar.

**Scheduling:** Weekly (Friday evenings 6pm – 9.30pm)

**Guests:** Approximately 60 – 100



#### Indicative Sponsorship levels\*

**Raffle:** Minimum RMB600 per prize

**Lucky Door:** RMB 200 – 600 prize value

**Beer & Wine Sponsorship:** Annual agreement

**Venue Sponsorship:** Annual agreement

**Benefits may include:** Verbal, Electronic and Onsite accreditation, including a co-hosting opportunity.

\*Indicative sponsorship values are based on 2010 sponsorship rates and part inclusions. These may change from year to year dependent on specific requirements of the event.

## Regular Events Industry Committees

**Industry Committees** allow our members access to industry-specific and technical information. These interactive groups meet regularly to discuss topical issues, developments and share knowledge and expertise. Open to AustCham Shanghai Corporate, Associate Corporate and Small Business members only.

Speakers from AustCham Shanghai member companies, along with representatives from Chinese and Australian private and governmental agencies share pre-market information, insights and intelligence on critical industry issues.

#### Groups available for Sponsorship:

1. Construction and Property
2. Education and Training
3. SME Working Group
4. Transport and Logistics
5. Financial Services

**Scheduling:** Monthly, bi-monthly and quarterly

**Guests:** Approximately 30 – 60 per session



#### Indicative Sponsorship levels\*

**Yearly IC Sponsorship:** RMB5,000 Annual Agreement

**Benefits include:** Logo exposure on each event invitation, website, event banners plus marketing collateral on registration table of each of the events.

\*Indicative sponsorship values are based on 2010 sponsorship rates and part inclusions. These may change from year to year dependent on specific requirements of the event.

## January

### Australia Day Family BBQ

**Australia Day** is a family day with in true Australian style; a sensational BBQ lunch featuring Australian steaks and sausages, and a gourmet dessert buffet with special Australian deserts, including Pavlova and lamingtons. All-day kids activities and special showbags make for a relaxing break from Shanghai, and a great day for the whole family.

**Scheduling:** 22nd January 2011

**Guests:** Approximately 250



#### Indicative Sponsorship levels\*

**Sponsorship:** RMB 2,000 – 12,000cash

**Categories include:** Raffle prize, Decorations, Stall Sponsors and Alcohol Sponsorships

**Benefits may include:** Branding on electronic event flyer, printed flyers, tickets and program plus media attention

\*Indicative sponsorship values are based on 2010 sponsorship rates and part inclusions. These may change from year to year dependent on specific requirements of the event.

## April

### 5th Annual Golf Day

Golfers of all levels from AustCham Shanghai member companies enjoy 18 holes, followed by an award ceremony and formal dinner. Key event for Corporate Members and their VIP clients/guests.

**Scheduling:** April 2011

**Guests:** Approximately 100



#### Indicative Sponsorship levels\*

**Platinum:** RMB 25, 000

**Gold:** RMB 15, 000

**Silver:** RMB 10,000

**Categories include:** Prize Sponsors, A-Board Sponsors and Alcohol Sponsors also available

**Benefits may include:** Branding on electronic event flyer, printed flyers, tickets and program. Logo on A-Boards plus media attention

\*Indicative sponsorship values are based on 2010 sponsorship rates and part inclusions. These may change from year to year dependent on specific requirements of the event.

## June

### AustCham Shanghai Annual General Meeting

**The Annual General Meeting** is an opportunity for nominees of corporate member companies to vote and participate in the direction of the Chamber.

**Scheduling:** June

**Guests:** Approximately 80 – 100



#### Indicative Sponsorship levels\*

**Venue Sponsorship:** Provision of venue (boardroom to seat 80 – 100 people, including technical aspects)

\*Indicative sponsorship values are based on 2010 sponsorship rates and part inclusions. These may change from year to year dependent on specific requirements of the event.

## September

### Great Australian Ball XVI

Arguably the highlight of the Shanghai social calendar, this gala event attracts more guests every year. The themed night features premium Australian food, wine and beer, and attracts over 650 guests from across the Shanghai community. Align with this prestigious event and enjoy great media exposure and wide-spread marketing and promotion.

**Scheduling:** 10th September, 2011

**Guests:** Approximately 700



#### Indicative Sponsorship levels\*

**Entertainment:** Tailored

**Platinum:** RMB 55, 000

**Gold:** RMB 30, 000

**Silver:** RMB 20,000

**Bronze:** RMB 15,000

**Categories include:** Auction prize Sponsors, Raffle prizes and In Kind Sponsorship.

Tailored packages can be discussed

**Benefits may include:** VIP table allocation including free tickets, branding on electronic flyer, tickets, printed flyers and program, onsite exposure plus media attention

\*Indicative sponsorship values are based on 2010 sponsorship rates and part inclusions. These may change from year to year dependent on specific requirements of the event.

## November

### Australia China Business Awards 2011 Hong Kong

Since inception in 1993, the AustCham Australia-China Business Awards has been a means of recognising companies that have worked to deliver Australian products or services to the Greater China region.

ACBA is jointly organised by the Australian Chambers of Commerce (AustCham) in Beijing, Hong Kong/Macau and Shanghai.

ACBA: 2011 will be held in Hong Kong and brought to you by AustCham Hong Kong

**Scheduling:** November

**Guests:** Approximately 300 – 400



#### Indicative Sponsorship levels\*

**Receive naming rights to each level of the awards.**

**Venue Sponsor**

**Alcohol Sponsor**

**Benefits of Sponsorship:** Sponsors of ACBA 2011 will benefit from participation in an extensive promotional campaign that reaches media, government and key business decision makers across Greater China and in Australia.

Winners and sponsor acknowledgment of the ACBA will be announced at a black-tie gala presentation dinner in Hong Kong.

\*Indicative sponsorship values are based on 2010 sponsorship rates and part inclusions. These may change from year to year dependent on specific requirements of the event.