



# AUSTCHAM SHANGHAI SPONSORSHIP PACKAGE

2022

Boost Your Brand Values  
with AustCham Shanghai



5,000+  
attendees



100+  
events  
every  
year





# AustCham Shanghai Major Events



**Oct**  
Corporate Golf Day  
**Nov**  
Melbourne Cup  
**Nov**  
FMCG Showcase  
**Nov**  
Australia Food and  
Hospitality  
**Dec**  
Community Awards Gala  
**Monthly**  
Aussie Drinks

**Jan**  
Australia Day  
**Apr**  
Health and Wellness  
Activation  
**May**  
Graduation Celebration  
**Jun**  
Sports Diplomacy  
Suzhou  
**Jul**  
Aussie Summer BBQ  
**Sep**  
Great Aussie Ball



# AustCham Shanghai Events

AustCham Shanghai holds a series of events, targeting a variety of stakeholders in the Australia China relationship.

Each event provides an opportunity for brand exposure and sponsorship for our member businesses. Sponsorship opportunities are available for the listed events.

# Sponsorship Types and Benefits



**Naming Sponsor**  
TBD

**Gold Sponsor**  
30,000 RMB

**Silver Sponsor**  
20,000 RMB

## Corporate Benefits

Tickets (TBD per event)

✓

✓

✓

Naming rights to the event

✓

On stage speaking opportunity

✓

Priority seating

✓

✓

Watermark logo on event photos

✓

Professional photos of your company table (or booth/tent) at the event

✓

✓

✓

## Onsite Acknowledgment

Logo featuring on backdrop, banner and holding slides

Prominent

Large

Medium

Company information in holding slides

Prominent

Large

Medium

Logo displayed in electronic and print programs of the event

Prominent

Large

Medium

Verbal acknowledgment

✓

✓

Opportunity to present raffle prizes

✓

✓

✓

## Digital Marketing

Company logo on ticketing page

Prominent

Company logo and information featuring in event promotion and recap across AustCham Shanghai's digital platforms: WeChat (6,500+ followers), LinkedIn (5,600+ followers), website and newsletter

✓

✓

✓



## Benefits

- Logo included into Event Posts sent out 3x a week on Wechat, 3x in total on LinkedIn
- Logo included into table toppers
- Verbal thanks and acknowledgment by MC
- Display booth inside the event (table provided; materials constructed by sponsors) to promote sponsors
- Inclusion of company flyer into gift bag
- Professional photos of your product and attendees at the event
- Inclusion of product into event video
- Company name included into the menu

If you'd like to discuss the sponsorship benefits and audience of AustCham Shanghai Events, please reach out to [anna-may.isbey@austchamshanghai.com](mailto:anna-may.isbey@austchamshanghai.com).



# Food and Beverage Sponsorship

# Aussie Drinks



**1 month**  
3,500 RMB

**2 months**  
3,0300 RMB / month

**4 months**  
2,900 RMB / month

## Pre Event

Logo and mention of sponsor in the flyer

✓

✓

✓

Company profile featuring in event content across AustCham Shanghai's digital platforms

✓

✓

## At Event

Logo on event stubby holders and coordination of purchase and delivery

✓

✓

✓

Verbal acknowledgement

✓

✓

✓

Company logo, information and WeChat QR code on holding slides

✓

✓

✓

Free tickets for Aussie Drinks

3

4

5

Company flyer on tables at event

✓

✓

Pull up banner at entrance

✓

## Post Event

Company staff featured and mentioned in event recap photos

✓

✓

✓

Photos of event guests with company branding featured in event recap

✓

✓

Company staff and branding included in WeChat channel video

✓







# Past Sponsors and Partners







# Contact Us

AustCham Shanghai is committed to engaging with our members, sponsors and guests and their business needs. If you have specific requirements or requests related to event sponsorship and brand exposure, contact our team today to discuss further. Limited sponsorship opportunities available.

Contact us for more information about sponsorship  
[anna-may.isbey@austchamshanghai.com](mailto:anna-may.isbey@austchamshanghai.com)  
[www.austchamshanghai.com](http://www.austchamshanghai.com)