



BRITISH CHAMBER OF COMMERCE
GUANGDONG 广东英国商会



2019 Shenzhen British Day Sponsorship package

2019年深圳英国日赞助方案



Outline



BRITISH CHAMBER OF COMMERCE
GUANGDONG 广东英国商会

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1.

Event Introduction

活动简介

Event Introduction 活动简介

- British Day in Shenzhen celebrating British culture
- Aims to provide the guests a relaxing day
- Fun activities, music, prizes and great food & drink
- Locals and other nationalities are all invited
- 自2010年起，英国日就已经成为广东省年度活动中的重要一环。在即将举行的深圳英国日，我们不但邀请珠三角的英籍朋友，也欢迎当地和其他国籍的朋友一起参与，活动当天来宾们将有机会体验到最纯正的英国食物，参与到多个活动游戏，英国乐队现场演唱震撼全场，与我们一起共享欢乐与阳光！



Event Details 活动详情

Time 时间	Saturday, 16th March 2019 2019年3月16日周六
Venue 地点	Shekou International School 深圳蛇口国际学校
Price 票价	TBC



Event Highlights 活动亮点

- **Great British Music**

- Live performances from local British and international rock bands
- A classic British music playlist to entertain you throughout the day

- **Fantastic prizes and competitions to be won!**

- Lucky draw – a chance to win some great prizes from our sponsors
- Dress to impress – the Best British Costume Competition with prizes
- Mini Car-Pull – test your strength by pulling a full-sized car!

- **British cultural activities**

- Including a Bagpipe performer and traditional British dances
- Stalls showcasing British products and items of interest
- Sports and games to enjoy

- **Delicious food**

- Classic British dishes, including Fish & Chips, cakes, tea and more!
- A selection of great British drinks including beers, ciders and Gin
- A line up of great international foods to fulfil your appetite





2.

Event Review

精彩回顾







3. Sponsorship Packages

赞助方案

Sponsorship Packages 赞助方案

Diamond Sponsor 钻石赞助商	Member 会员	RMB 50,000
	Non-Member 非会员	RMB 60,000
Gold Sponsor 黄金赞助商	Member 会员	RMB 20,000
	Non-Member 非会员	RMB 30,000
Silver Sponsor 白银赞助商	Member 会员	RMB 10,000
	Non-Member 非会员	RMB 18,000
Prize Sponsor 奖品赞助商	Members Only 仅限会员	Products/Services > RMB 5,000 产品/服务 > 人民币 5,000元

*Note: All prices are exclusive of 3.36% VAT taxes. 以上所有的价格均不含3.36%增值税。

Diamond Sponsor 钻石赞助商

Logo Display (LARGE)

- EDM posts (more than 8,000 subscribers)
- BritCham WeChat posts (more than 6,000 followers)
- Media coverage
- Tickets
- Backdrop
- Event brochure
- Post-event video

Promotional Opportunities

- Full page advertisement in event brochure
- Promotional booth (2x)
- Pop-up banner on site (2x)
(Maximum 180x80cm, provided by sponsors)
- Post-event report and media coverage
- Wechat highlights

Verbal Recognition & Speech

- Special recognition in MC opening speech
- Sponsor speech (2 minutes)

Complimentary Tickets

- Tickets (x30)

公司商标露出 (大号)

- 电子宣传海报 (8000余订阅者)
- 商会微信推送 (6000余粉丝)
- 媒体合作伙伴宣传
- 门票
- 活动背景板
- 活动手册
- 活动视频

宣传机会

- 活动画册内全页彩页广告版面
- 宣传摊位 (2个)
- 2个现场易拉宝 (不超过180x80厘米, 由赞助商提供)
- 新闻稿发布以及媒体合作伙伴报道
- 微信推文植入公司介绍

口头鸣谢及致辞

- 主持人口头特别鸣谢
- 赞助商代表开幕致辞(2分钟)

赠票

- 30张活动门票



Gold Sponsor 黄金赞助商

Logo Display (MEDIUM)

- EDM posts (more than 8,000 subscribers)
- BritCham WeChat posts (more than 6,000 followers)
- Media coverage
- Tickets
- Backdrop
- Event brochure
- Post-event video

Promotional Opportunities

- Half page advertisement in event brochure
- Promotional booth (2x)
- Pop-up banners on site (1x)
(Maximum 180x80cm, provided by sponsor)
- Post-event report and media coverage

Verbal Recognition

- Special recognition in MC opening speech

Complimentary Tickets

- Tickets (x20)

公司商标露出 (中号)

- 电子宣传海报 (8000余订阅者)
- 商会微信推送 (6000余粉丝)
- 媒体合作伙伴宣传
- 门票
- 活动背景板
- 活动手册
- 活动视频

宣传机会

- 活动画册内半页彩页广告版面
- 宣传摊位 (2个)
- 1个现场易拉宝 (不超过180x80厘米, 由赞助商提供)
- 新闻稿发布以及媒体合作伙伴报道

口头鸣谢及致辞

- 主持人口头特别鸣谢

赠票

- 20张活动门票



Silver Sponsor 白银赞助商

Logo Display (SMALL)

- EDM posts (more than 8,000 subscribers)
- BritCham WeChat posts (more than 6,000 followers)
- Media coverage
- Tickets
- Backdrop
- Event brochure
- Post-event video

Promotional Opportunities

- Promotional booth (1x)
- Pop-up banners on site (1x)
(Maximum 180x80cm, provided by sponsor)
- Post-event report and media coverage

Verbal Recognition

- Special recognition in MC opening speech

Complimentary Tickets

- Tickets (x10)

公司商标露出 (小号)

- 电子宣传海报 (8000余订阅者)
- 商会微信推送 (6000余粉丝)
- 媒体合作伙伴宣传
- 门票
- 活动背景板
- 活动手册
- 活动视频

宣传机会

- 宣传摊位 (1个)
- 1个现场易拉宝 (不超过180x80厘米, 由赞助商提供)
- 新闻稿发布以及媒体合作伙伴报道

口头鸣谢及演讲

- 主持人口头特别鸣谢

赠票

- 10张活动门票



Prize Sponsor (Members Only) 奖品赞助商 (仅限会员)

Logo Display (SMALL)

- EDM posts (more than 8,000 subscribers)
- BritCham WeChat posts (more than 6,000 followers)
- Event brochure (with prize details)
- Main stage backdrop

Lucky Draw Rounds

Complimentary Benefits

- Tickets (x5)



公司商标露出 (小号)

- 电子宣传海报 (8000余订阅者)
- 商会微信推送 (6000余粉丝)
- 活动手册 (列明奖品明细)
- 主舞台背景板



幸运抽奖



额外赠送

- 5张活动门票



Booth Vendor 摊位供应商

RMB 1500 (Members)

1500元 (会员)

RMB 2500 (Non-members)

2500元 (非会员)

What can you do?

- Sports or games
- Activities
- Crafts or product selling
- F & B



摊位供应商做什么？

- 运动项目或小游戏
- 小活动
- 工艺品或其他产品销售
- 餐饮

What will you get?

- A standard booth with coverage
- Chairs (2x)
- Basic electric system
- Opportunity to decorate your own booth
- Chance to interact with guests

摊位供应商权益？

- 一个带棚的标准摊位
- 椅子 (2把)
- 基本电力设施
- 可装扮自己的摊位
- 同活动参与者互动

* Note:

Due to visitors flow, F & B vendors are strongly recommended to take 2 booths.

* 注：

由于活动现场人流量大，强烈建议餐饮供应商购买2个摊位。





4.

Contact Information

联系方式

Contact Information 联系方式

Interested in sponsoring 2019 BritCham British Day?
如果您感兴趣赞助2019英商英国日，请与我们联系



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BRITISH DAY

THANK YOU