

# 2019 China Social Impact Awards

7<sup>th</sup> November 2019

## Awards Sponsorship



In 2017 the British Chamber established the China CSR Awards to recognise and celebrate the achievements of companies to further social good, environmental sustainability, inclusion and diversity. The Awards proved to be a great success with over 80 companies entering the contest, and over 200 people attending the awards ceremony.

With this in mind, and on the back of the hugely successful 2018 British Business Awards, the British Chamber of Commerce in China is proud to launch the 2019 China Social Impact Awards.

The 2019 China Social Impact Awards will expand the scope and encourage more companies to take part. Influenced by the UNDP's 17 Sustainable Development Goals, companies will compete for 7 different awards. Each award will be available to companies in two categories, Corporate and SME. The winners will be selected by an independent judicial panel. While over 250 guests sit and enjoy a gala dinner, the winner of each award will be announced and invited onstage to receive true recognition for the incredible work they have done making this world a better place.

## The Awards

- 1. Environmental Impact Award**
- 2. Empowerment of Women Award**
- 3. Poverty Alleviation Award**
- 4. Equality in Education Award**
- 5. Employee Engagement Award**
- 6. Community & Culture Award**
- 7. Universal Healthcare Award**

# China Social Impact Award Sponsor

## Major Benefits

- 1 complimentary corporate table
- Company representative invited to present award
- **12 month exclusive naming rights to one** of the China Social Impact Awards
- Your company name and logo on all CSIA materials
- **Presentation of the named category award** to the winner at the Gala Dinner
- **Online promotion** – dedicated CSIA website showcasing your logo and website link will have prominent positioning. Promotion through BritCham and event partner websites and networks
- **Dedicated CSI Awards social media campaign** on BritCham social media
- **Extensive advertising** in relevant business media channels including through BritCham and associated event partners
- **Direct mailing** to over 10,000 subscribers through BritCham readership
- **Logo on all marketing materials** produced in relation to the China Social Impact Awards



## Wide Promotion at Signature Gala Dinner

- **Logo around the venue** (entrance banner, stage backdrops, tickets, seating plans)
- Your Company and logo in **all communications** regarding your award category
- **Advertisement** in CSIA programme
- **Products or marketing materials** displayed onsite
- **Place promotional materials** and gifts in all gift bags
- **Inclusion of a write-up and logo** of the sponsor to be included in the commemorative booklet produced for the event



## Pre-Event...

- **Logo and company introduction** on [www.britishchamber.cn](http://www.britishchamber.cn) with links to your company website
- **Complete promotion** through dedicated event website
- **Logo in Chamber newsletters** (8,000 recipients per week) and on social media channels (e.g. WeChat, 10,000 followers)
- **Custom built professional video** of event category promoted through all media channels
- **Logo on media partners' and supporting partners' mailshots** and advertisements

## Post-Event...

- **Post-event professional video**
- **Acknowledgement** in BritCham and event partner social media posts
- **EDM's** announcing winners and thanking sponsors

## Cost-efficient Sponsorship

Item	Estimated Value	Notes
Advertisement	30,000 RMB	<ul style="list-style-type: none"> <li>- Dedicated pre and post article in BritCham Magazine</li> <li>- Advertisement in partner media outlets</li> </ul>
PR	10,000 RMB	<ul style="list-style-type: none"> <li>- Dedicated press release post event</li> <li>- Regional press releases</li> </ul>
Chamber Print Marketing	5,000 RMB	<ul style="list-style-type: none"> <li>- Flyers</li> <li>- Event tickets and event brochure</li> <li>- Pull up banners</li> </ul>
Digital Marketing- British Chamber/ partner Chamber Website and Multiple EDM's	80,000 RMB	<ul style="list-style-type: none"> <li>- Advertisement on Chamber and event partner websites</li> <li>- Permanent promotion on CSIA website</li> <li>- 8 dedicated EDM towards the CSIA &amp; sponsors</li> <li>- 10 dedicated WeChat posts to CSIA pre and post-event</li> </ul>
Multiple Events Promotion	20,00 RMB	<ul style="list-style-type: none"> <li>- Sustainability Summit (September)</li> <li>- Judges meeting</li> <li>- Gala Dinner</li> </ul>
Hospitality – Host a table of 10 at the Gala Dinner (Priority seating) and meet VIP's	25,000 RMB	<ul style="list-style-type: none"> <li>- Speaker recognition and award specific video sponsored by your company</li> <li>- Award presentation by you</li> </ul>
Valuable Networking	15,000 RMB	<ul style="list-style-type: none"> <li>- Regular networking with senior judges and senior UK company management</li> <li>- VIP access during the Gala Dinner</li> </ul>
Post-Event Promotion	30,000 RMB	<ul style="list-style-type: none"> <li>- Professional event video</li> <li>- Advertisement and link to your company on CSIA website for 8 months post-event</li> </ul>

***Sponsorship opportunities for the Gala Dinner also available***

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