

British Business Awards 2018

10 Year Anniversary

InterContinental Beijing Sanlitun | 15th November 2018

Gala Dinner Sponsorship



- The British Business Awards is an awards programme organised by the British Chamber of Commerce in China to recognise and promote excellence in innovation, enterprise and endeavour, in the British business community in China. Established in 2008, the awards programme is held every two years. 2018 marks the 10 year anniversary of the awards.
- Through eight categories, and this year, a special 10th anniversary award, the Awards showcase organisations and individuals who are achieving outstanding results and who demonstrate the highest level of commitment to Sino-British trade and investment relations in a variety of disciplines in China.
- The highlight event of the Awards is the Awards Ceremony Gala Dinner, which will take place in November 2018. Over 400 guests are expected to attend including finalists, judges, captains of industry and entrepreneurs. During the evening, the 2018 Award winners will be announced and invited on stage to accept their award.

1. Entrepreneur of the Year Award
2. Sustainability Award
3. Education Institutional Partnership of the Year Award
4. Innovation Award
5. Chinese Investor in the UK Award

6. Belt & Road Initiative Award
7. Inspiring Women Award
8. British Company of the Year Award
9. 改革开放- 40 Years of Reform Award



What do you get?

- Your company at the **forefront of the UK business community in China** and **maximum exposure** at this event
- **Creative input** into the evening's proceedings
- **Speaking opportunity to over 400 guests**, including finalists, judges, captains of industry and entrepreneurs
- **Online promotion** – dedicated British Business Awards website which receives 15,000 visitors per year, your logo and website link will have prominent positioning. Promotion through BritCham and CBBC websites and networks
- **Extensive advertising** in relevant business media channels including through BritCham, CBBC, CBI and PR partners
- Print coverage in **Focus magazine** (readership 20,000 people)
- **Corporate table** to entertain guests or colleagues (value TBC RMB)
- **Prestige** as a key supporter of a signature Chamber event

Who will be there?

- **Senior representative of British Embassy in China**
- Senior representatives of **major UK companies in China**
- The **chair and management** of the **British Chamber of Commerce in China** and **China-Britain Business Council**
- **400 guests** from all walks of business



GOLD SPONSORSHIP: RMB 50,000 (ex VAT)

Personal engagement at the VVIP table

- 2 company representatives on VVIP table with HM Ambassador
- 1 complimentary corporate table to entertain guests or colleagues (value 11,000 RMB)
- Acknowledgement by Chair of the British Chamber of Commerce in China in opening remarks
- Key stakeholder introductions on the evening

Wide promotion at signature event

- Logo around the venue (entrance banner, stage backdrops, invites, seating plans)
- Full-page advertisement in event programme
- Products or marketing materials displayed onsite
- Place promotional materials and gifts in all gift bags

Pre-event...

- Logo and company introduction on www.cbcc.org (12,000-15,000 users per month in China and UK) and www.britishchamber.cn (5,000 per month) with links to your company website
- Logo in Chamber/CBBC newsletters (4,000 recipients per week) and social media channels (e.g. WeChat, 3,500 followers)
- Logo on media partners' and supporting partners' mailshots and advertisements

Post-event...

- Post-event professional video
- Acknowledgement in post-event report in FOCUS, the monthly magazine of the Chamber/CBBC circulated to 6,000 businesses and organisations in China and the UK (estimated readership 20,000)
- EDM's announcing winners and thanking sponsors



SILVER SPONSORSHIP: RMB 25,000 (ex VAT)

Personal engagement

- 1 complimentary corporate table to entertain guests or colleagues (value RMB 11,000)
- Acknowledgement by Chair of the British Chamber of Commerce in China in opening remarks

Promotion at signature event

- Logo around the venue (entrance banner, stage backdrops, tickets, seating plans)
- Half-page advertisement in event programme
- Products or marketing materials displayed onsite
- Place promotional materials and gifts in all gift bags

Pre-event...

Logo on www.cbcc.org (12,000-15,000 users per month in China and UK) and www.britishchamber.cn (5,000 per month) with links to your company website

- Logo in Chamber/CBBC newsletters (4,000 recipients per week) and social media channels (e.g. WeChat, 3,500 followers)
- Logo on media partners' and supporting partners' mailshots and advertisements

Post-event...

- Acknowledgement in post-event report in FOCUS, the monthly magazine of the Chamber/CBBC circulated to 6,000 businesses and organisations in China and the UK (estimated readership 20,000)



Corporate Table: RMB (TBC)

A ready-made platform to entertain business associates, guests or staff. Our corporate package, including a priority table booking, lets you enjoy the evening in style:

- Company logo on the seating plan
- Branded plaque in the centre of the table
- Branded name cards for guests
- Company gifts on your table
- Priority table location

Sponsorship opportunities for individual BBA Awards also available

Please contact Andrew.Whitestone@britishchamber.cn +86 (0) 10 8525 111 ext. 704

