

The 2018 Tianjin Recycling/educational Challenge (TReC)

Date and time: TReC Challenge Week: May 7th - 11th , 2018

Presentation and awards ceremony: May 18th , 2018

Awarding Venue: TBD

Organizer: AmCham China, Tianjin Environmental and Sustainability Committee

Supporters: Local Ministry of Environmental Protection (MEP)

US Embassy ESTH Department

Prominent environmental NGOs





The Story of TReC

- As the committee was taking off, a discussion began with some of Tianjin's leading international schools about creating a yearly event to promote environmental awareness, and get the students working together on activities related.
- The first TReC event was held in the spring of 2016, hosted by the International School of Tianjin (IST). In that edition, students from IST and Tianjin International School (TIS) together collected over 500kg of recyclable materials, and created numerous works of environmentally themed art.
- Wellington Tianjin joined TReC from 2017 resulting in collection of 395.55 kg of paper, and 65.35 kg of mixed recyclables. The art competition grew to include collages and mixed media works, alongside the photography.





ABOUT TReC 2018

2018 will be the third annual Tianjin Recycling / educational Challenge (TReC) program for Tianjin's leading international schools. This year's program sees the return of the recycling drive, creative challenge, and environmental initiative showcase, and brings in corporate partner crossover from TReC's sister event, TECC.

Don't miss the opportunity to support our youth in their environmental journey, and network with representatives from relevant local and international government departments and prominent environmental NGO's. Take the challenge and help your organization in building a strong green culture. Let's contribute to the community, and do our part for the environment!

Confirmed Participants:

Tianjin International School

Wellington Collage International Tianjin

Caterpillar Tianjin Ltd.

IKEA Distribution (China) Co., Ltd. Tianjin Branch



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Why Participate or Sponsor?

- Only chamber affiliated CSR showcase for Tianjin corporations
- Opportunity to network with representatives from the local Ministry of Environmental Protection (MEP), from the Environment, Science, Technology, Health (ESTH) department of the US embassy, and prominent environmental NGO's
- Help your organization in building a strong green culture
- No better green marketing event for multi-nationals in Tianjin
- Contribute to the community, and do your part for the environment
- Event promotion covers Tianjin, Beijing, Dalian, Shenyang, Wuhan and other major cities in China.



Promotion of the event

- Email distribution to all AmCham membership and friends (Over 8500 contacts)
- AmCham Official Wechat account promotion
- Company logo display on AmCham China website's event page
- Continuous promotion during the competition period in companies and schools
- Media coverage: Local bilingual magazines, AmCham monthly magazine, local newspapers, websites, etc.

The TReC Christening Sponsorship (Limited to 1 Company)

Donation: Cash RMB15000

Media Coverage and Advertisement: One-time Email Direct Marketing (EDM) to all AmCham members (valued at RMB10,000)

Exposure at the event:

- Speech by the representative of the sponsor at the awarding ceremony
- Naming rights for the awards (Name will be engraved on the TReC Trophy)
- Company logo will be printed on event trophies, certificates, signage and souvenirs
- 1 booth to display company's products or brochures at the awarding ceremony

Pre- and post-event exposure:

- Free environmentally themed corporate team building session for up to 10 employees (Value RMB4000)
- Company logo will be displayed on the event posters and advertisements
- Company name and logo will be shown in the post event write ups and magazines

The TReC Navigator Sponsorship (Limited to 4 Companies)

Donation: Cash RMB3000

Exposure at the event:

- Speech by representative of the sponsor at the awarding ceremony
- Company logo will be printed on event backdrop, posters, invitations, and signage
- 1 booth to display company's products or brochures at the awarding ceremony

Pre- and post-event exposure:

- Company logo will be displayed on the event posters and advertisements
- Company name and logo will be shown in the post event write-ups and magazines

The TECC Anchor Sponsorship (sold out)

Donation: Cash RMB1500+ Company Tour for students of participating schools

Exposure at the event:

- Speech by representative of the sponsor at the awarding ceremony
- Company logo will be printed on event backdrop, posters, invitations, and signage
- 1 booth to display company's products or brochures at the awarding ceremony
- Opportunity for crossover environmental challenge with selected school partner

Pre- and post-event exposure:

- Company logo will be displayed on the event posters and advertisements
- Company name and logo will be shown in the post event write-ups and magazines

For detailed information on sponsorship, please e-mail us or call:

Contact: Amanda He, amandahe@amchamchina.org / 022-23185072.

AmCham Signature Events

