

# Tianjin Culture Night

--American Business in China White Paper Delivery Meeting  
&

2018 AmCham China Tianjin Government Appreciation Reception

4:30—8:30PM, June 7 - the St. Regis Tianjin



AmCham China, Tianjin will be hosting a series of events on **June 7** to help members find more opportunities in Tianjin and make the connections needed to succeed. The activities include the delivery meeting for our annual White Paper and the 2018 Tianjin Government Appreciation Reception featuring Tianjin's developing identity as a place for business and culture.



The **White Paper** is one of AmCham China's signature products and codifies members' collective insights on China's current business climate while setting our official position on the high-priority issues that affect the American business community in China. It also serves as a year-on-year assessment of the progress made on policies and regulations affecting our members in 20 industries and is a key platform for discussion and engagement with the Chinese and US governments.



This year's government appreciation reception will focus on **culture and history** of Tianjin. Members will be briefed on recent developments in Tianjin's cultural industry, and notified of key investment opportunities. This event will highlight the local government's efforts to invest resources to promote Tianjin as a cultural hotspot, and give members insight into how the government plans to attract more investors and tourists to Tianjin.



The delivery meeting and reception is the Tianjin chapter's signature event and represents the chance to create meaningful dialogue with the Tianjin Government as well as other key stakeholders important to us.



### **Key highlights:**

- VIP meeting with **Tianjin Vice Mayor** (only open for sponsors and invited guests)
- Invitation to **U.S. Ambassador** to attend (subject to confirmation)
- AmCham China Chairman **William Zarit** and other members of the AmCham Board of Governors
- AmCham China President **Alan Beebe**
- Release of the Annual “white paper” to various government entities and local members

We will be finalizing the agenda in the coming week but wanted to give everyone a chance to “**save the date**” as well as consider sponsoring this year's program. This year's sponsorship levels include:

## **This year's sponsorship packages include:**

Exclusive Platinum Sponsor: RMB50, 000-- Limit exclusively to one company

Golden Sponsor: RMB25, 000-- Limit to four companies

Silver Sponsor: RMB15, 000

Table Sponsor: RMB10, 000

### **Exclusive Platinum Sponsor—RMB50, 000**

#### **Media Coverage and Free AD:**

- One Full Regular Page AD in AmCham Monthly Magazine (Values RMB 20,000)
- One EDM(e-Newsletter) to target group (valued RMB10,000)

#### **Pre-event Benefits:**

- Prime exposure with logo placement in all relevant event publicity and marketing materials
- Company logo and website link on event page of AmCham Website
- Inclusion in event e-newsletters, email blasts and WeChat promotions

#### **Event Access:**

- VIP meeting access for two representatives
- Four seats at the VIP table of Appreciation Dinner
- Two tables with 10 seats each (AmCham China reserves one seat per table for a government official)
- 8 spots reserved for exclusive Tianjin City Tour

#### **Brand Visibility/On-site Benefits**

- Recognition as Exclusive Platinum Sponsor in the Welcome Speech
- Keynote speaker opportunity (less than 5 mins)
- 2 min time-slot for a promotional video to be played at the event

- Prime table position near stage and VIP table
- Company logo and name on table sign in Premier Seating Area
- Company logo on stage backdrop
- Promotional backdrop next to the registration table (size: 2.4m x 1.8m)
- Opportunity to offer gift item in visitor welcome packages
- Company name mentioned in post-event write-up in AmCham Monthly magazine, Weekly Bulletin and Tianjin Wechat account, plus logo inclusion

## **Golden Sponsor—RMB25, 000**

### **Media Coverage and Free AD:**

- One EDM(e-Newsletter) to target group (valued RMB10,000)

### **Pre-event Benefits:**

- Prime exposure with logo placement in all relevant event publicity and marketing materials
- Company logo and website link on event page of AmCham Website
- Inclusion in event e-newsletters, email blasts and WeChat promotions

### **Event Access:**

- VIP meeting access for one representative
- Two seats at the VIP table of Appreciation Dinner
- One table with 10 seats (AmCham China reserves one seat per table for a government official)
- 4 spots reserved for the exclusive Tianjin City Tour

## **Brand Visibility/On-site Benefits**

- Recognition as Golden Sponsor in the Welcome Speech
- Keynote speaker opportunity (less than 5 mins)
- Prime table position near stage and VIP table
- Company logo and name on table sign in Premier Seating Area
- Company logo on stage backdrop
- Promotional backdrop next to the registration table (size: 1.2m x 1.8m)
- Opportunity to offer gift item in visitor welcome packages
- Company name mentioned in post-event write-up in AmCham Monthly magazine, Weekly Bulletin and Tianjin Wechat account, plus logo inclusion

## **Silver Sponsor—RMB15, 000**

### **Pre-event Benefits:**

- Exposure with logo placement in all relevant event publicity and marketing materials
- Company logo on event page of AmCham Website
- Inclusion in event e-newsletters, email blasts and WeChat promotions

### **Event Access:**

- VIP meeting access for one representative
- One seat at the VIP table of Appreciation Dinner
- One table with 10 seats (AmCham China reserves one seat per table for a government official)
- 2 spots reserved for the exclusive Tianjin City Tour

### **Brand Visibility/On-site Benefits**

- Recognition as Silver Sponsor in the Welcome Speech
- Company logo and name on table sign
- Company logo on stage backdrop
- Promotional backdrop next to the registration table (size: 1.2m x 1.8m)
- Company name mentioned in post-event write-up in AmCham Monthly magazine, Weekly Bulletin and Tianjin Wechat account, plus logo inclusion

## **Table Sponsor—RMB10, 000**

### **Pre-event Benefits:**

- Exposure with logo placement in all relevant event publicity and marketing materials
- Company logo on event page of AmCham Website
- Inclusion in event e-newsletters, email blasts and WeChat promotions

### **Event Access:**

- VIP meeting access for one representative
- One seat at the VIP table of Appreciation Dinner
- One table with 10 seats (AmCham China reserves one seat per table for a government official)

### **Brand Visibility/On-site Benefits**

- Recognition as Table Sponsor in the Welcome Speech
- Company logo and name on table sign
- Company logo on stage backdrop
- Promotional backdrop next to the registration table (size: 1.2m x 1.8m)
- Company logo included in post-event write-up in AmCham Monthly magazine, Weekly Bulletin and Tianjin Wechat account

### **Individual Tickets \*:**

Cardholding members pay in advance: RMB 600

Cardholding members pay at door: RMB 650

Employees of member companies: RMB 650

Non-member: RMB 1,100

\*AmCham China will arrange the seating for individual ticket buyers.