

# **AmCham China, Tianjin Annual General Meeting and 2019 Winter Holiday Party**

## **Sponsorship Plan**



# Event Introduction

AmCham China, Tianjin will hold its **2019 Annual Appreciation Reception** as well as the **23rd anniversary** of Tianjin Office on **December 6**.

Established in 1996 and merged into AmCham China in 2008, AmCham Tianjin is a non-partisan, not-for-profit organization dedicated to supporting and promoting the business success of its members. The Tianjin Chapter draws its strength from members located in Tianjin, and its programs and events are developed for and by the Tianjin business community.

AmCham China Tianjin has given small- and medium-sized enterprises, large multinational companies, entrepreneurs and individuals a platform to grow their operations and success in China.

We will also take this opportunity to announce the Chairman and members of our 2019 Executive Committee, make summary of the year of 2018 and introduce the future plan for 2019.

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**Date:** December 6, Thursday

**Venue:** Renaissance Tianjin Lakeview Hotel

**Format:** Standing Dinner Buffet

**Pax:** 300-400

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## Participants come from:

- AmCham Tianjin member companies
- AmCham China Chairman, President, Board of Governors
- Tianjin Municipal Government Officials
- US. Embassy in Beijing
- Representatives from other chambers and business organizations
- Media ...







Christmas Choir Performance



Christmas Tree Lighting



Tasty Food and Beverage



Lucky Draw

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# Sponsorship Plan

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## **Exclusive Platinum Sponsor (Limit exclusively to one company):**

**Donation:** Cash RMB50, 000

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

- Company name appears on the event title and listed as co-host of the event.
- 4 times wechat promotion on AmCham Tianjin's wechat account

**Tickets:** 40 tickets reserved for sponsor

### **Exposure at the event:**

- Company logo will be displayed on the main event backdrops, tickets and invitations with prime position.
- Area to place two roll up banners, no bigger than 1.2m\*2m each
- One corporate booth to display company's products / brochures
- Marketing information included in goodie bags
- Speech by the representative of the sponsor at the dinner
- Company's advertising video will be played during the appreciation dinner 1 time. (Video no longer than 5 mins)

### **Pre- and post-event exposures:**

- Company logo will be displayed on the event posters.
  - Company name and logo will be shown in the post event write ups and magazines
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# Golden Sponsor:

**Donation:** Cash RMB25, 000

**Media Coverage and Free AD:**

2 times wechat promotion on AmCham Tianjin's wechat account

**Tickets:** 15 tickets reserved for sponsor

**Exposure at the event:**

- Company logo will be displayed on the main event backdrop and invitations with prime position.
- Area to place two roll up banners (banners made by sponsor) at banquet
- One corporate booth to display company's products at dinner venue
- Marketing information included in goodie bags
- Speech by the representative of the sponsor at the dinner

**Pre- and post-event exposures:**

- Company logo will be displayed on the event posters.
  - Company name and logo will be shown in the post event write ups and magazines.
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# Silver Sponsor:

**Donation:** Cash RMB15, 000

**Tickets:** 10 tickets reserved for sponsor

## **Exposure at the event:**

- Company logo will be displayed on the main event backdrop and invitations with prime position.
- Area to place one roll up banner (banners made by sponsor) at banquet
- Marketing information included in goodie bags

## **Pre- and post-event exposures:**

- Company logo will be displayed on the event posters.
  - Company name and logo will be shown in the post event write ups and magazines.
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## Community Sponsor:

**Donation:** Cash RMB5, 000

**Tickets:** 5 tickets reserved for sponsor

**Exposure at the event:**

- Company logo will be displayed on the main event backdrop and invitations.
- One corporate booth to display company's products at dinner venue

**Pre- and post-event exposures:**

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

## In-kind / Prize Sponsor

**Donation:** In-kind or prize value over RMB500

**Exposure:**

Company logo will be displayed on the main event backdrop, invitations and post event write ups.

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For more information on sponsorship, please call AmCham China, Tianjin office at 022-23185072, or send an e-mail to [amandahe@amchamchina.org](mailto:amandahe@amchamchina.org).

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