

# The 2020 Women's Economy Summit Sponsorship Package

**Event Date: 21-23 October 2020**



# Sponsorship Benefits

- ▶ **Showcase** your corporate support for diversity and inclusion initiatives.
- ▶ **Enhance** recruitment and community outreach.
- ▶ Allow women in your company to benefit by **participating and learning** from the challenging and meaningful programs.
- ▶ Gain **visibility** for your leaders and brand.
- ▶ **Opportunity** to reach women leaders in corporations, women business owners and women consumers.
- ▶ Participate as **speaker or panelist** to help women learn and grow.

# Sponsorship Levels

<b>Title Sponsor</b>	<b>165,000 RMB</b>
<b>Platinum Sponsor</b>	<b>110,000 RMB</b>
<b>Gold Sponsor</b>	<b>70,000 RMB</b>
<b>Silver Sponsor</b>	<b>45,000 RMB</b>
<b>Session Sponsor</b>	<b>25,000 RMB</b>
<b>CSR Supporter</b>	<b>15,000 RMB</b>

# Sponsorship level & Benefits

	Title Sponsor (165,000 RMB)	Platinum Sponsor (110,000 RMB)	Gold Sponsor (70,000 RMB)	Silver Sponsor (45,000 RMB)	Session Sponsor (25,000 RMB)	CSR Supporter (15,000 RMB)
<b>Pre-event Benefits</b>						
Prime exposure as Sponsor with logo placement in all relevant event publicity and marketing materials	√	√	√	√	√	√
Company logo and link to company website on event website	√	√	√	√	√	√
Company logo in event e- newsletters, WeChat promotional article and email blasts	√	√	√	√		
<b>Event Access</b>						
All Day Passes (including workshops)	10	8	5	3	2	1
All Day Passes (including workshops and fireside chat)	5	4	3	2	1	
Reserved seat(s) at dinner on 23rd	5	4	2			
Company logo displayed during summit	√	√	√	√	√	
Printed company logo displayed during dinner on 23rd	√	√				

# Sponsorship level & Benefits

	Title Sponsor (165,000 RMB)	Platinum Sponsor (110,000 RMB)	Gold Sponsor (70,000 RMB)	Silver Sponsor (45,000 RMB)	Session Sponsor (25,000 RMB)	CSR Supporter (15,000 RMB)
<b>Brand Visibility/On-site Benefits</b>						
Recognition as Sponsor in the Welcome Speech	√	√	√	√	√	√
Highlighted as Sponsor in Program Book	√	√	√	√	√	√
10% discount on additional print and digital media purchases through the year from AmCham	√	√	√	√	√	√
Company logo displayed on virtual backdrop	√	√	√	√		
Company logo display at dinner on 23rd	√	√	√	√		
Ad in program book	2 pages	1 page	1 page	1/2 page		
AmCham Quarterly Editorial	√	√	√			
CSR related publicity on the AmCham website, WeChat and LinkedIn	√	√				
Promotional video during the event (max 30sec)	√	√				
One-page Welcome letter in program book	√					
Keynote speaker opportunity	√					
Speaker opportunity	√	√	√			
Opportunity to interview with media outlets	√					

# Official Strategic Partner and Title Sponsor

## 165,000RMB

### Pre-event Benefits

- ❖ Prime exposure as **Title Sponsor** with logo placement in all relevant event publicity and marketing materials
- ❖ Company logo and link to company website on event website
- ❖ Company logo in event e- newsletters, WeChat promotional article and email blasts

### Event Access

- ❖ 10 All Day Passes (including workshops)
- ❖ 5 All Day Passes (including workshops and fireside chat)
- ❖ 5 Reserved seats at dinner on 23rd
- ❖ Company logo displayed during summit
- ❖ Printed company logo displayed during dinner on 23rd

### Brand Visibility/On-site Benefits

- ❖ Recognition as **Title Sponsor** in the Welcome Speech
- ❖ Highlighted as Title Sponsor in Program Book
- ❖ 10% discount on additional print and digital media purchases through the year from AmCham
- ❖ Logo displayed on virtual backdrop
- ❖ Company logo display at dinner on 23<sup>rd</sup>
- ❖ 2 pages ad in program book
- ❖ AmCham Quarterly Editorial
- ❖ CSR related publicity on the AmCham China website, WeChat and LinkedIn
- ❖ Promotional video during the event (max 30sec)
- ❖ One-page Welcome letter in program book
- ❖ Keynote speaker opportunity
- ❖ Speaker opportunity
- ❖ Opportunity to interview with media outlets

# Platinum Sponsor

## 110,000RMB

### Pre-event Benefits

- ❖ Prime exposure as **Platinum Sponsor** with logo placement in all relevant event publicity and marketing materials
- ❖ Company logo and link to company website on event website
- ❖ Company logo in event e- newsletters, WeChat promotional article and email blasts

### Event Access

- ❖ 8 All Day Passes (including workshops)
- ❖ 4 All Day Passes (including workshops and fireside chat)
- ❖ 4 Reserved seats at dinner on 23rd
- ❖ Company logo displayed during summit
- ❖ Printed company logo displayed during dinner on 23rd

### Brand Visibility/On-site Benefits

- ❖ Recognition as **Platinum Sponsor** in the Welcome Speech
- ❖ Highlighted as Platinum Sponsor in Program Book
- ❖ 10% discount on additional print and digital media purchases through the year from AmCham
- ❖ Logo displayed on virtual backdrop
- ❖ Company logo display at dinner on 23<sup>rd</sup>
- ❖ 1-page ad in program book
- ❖ AmCham Quarterly Editorial
- ❖ CSR related publicity on the AmCham China website, WeChat and LinkedIn
- ❖ Promotional video during the event (max 30sec)
- ❖ Speaker opportunity

# Gold Sponsor

## 70,000RMB

### Pre-event Benefits

- ❖ Prime exposure as **Gold Sponsor** with logo placement in all relevant event publicity and marketing materials
- ❖ Company logo and link to company website on event website
- ❖ Company logo in event e- newsletters, WeChat promotional article and email blasts

### Event Access

- ❖ 5 All Day Passes (including workshops)
- ❖ 3 All Day Passes (including workshops and fireside chat)
- ❖ 2 Reserved seats at dinner on 23rd
- ❖ Company logo displayed during summit

### Brand Visibility/On-site Benefits

- ❖ Recognition as **Gold Sponsor** in the Welcome Speech
- ❖ Highlighted as Gold Sponsor in Program Book
- ❖ 10% discount on additional print and digital media purchases through the year from AmCham
- ❖ Logo displayed on virtual backdrop
- ❖ Company logo display at dinner on 23<sup>rd</sup>
- ❖ 1 page ad in program book
- ❖ AmCham Quarterly Editorial
- ❖ Speak opportunity

# Silver Sponsor—45,000RMB

## Pre-event Benefits

- ❖ Prime exposure as **Silver Sponsor** with logo placement in all relevant event publicity and marketing materials
- ❖ Company logo and link to company website on event website
- ❖ Company logo in event e- newsletters, WeChat promotional article and email blasts

## Event Access

- ❖ 3 All Day Passes (including workshops)
- ❖ 2 All Day Passes (including workshops and fireside chat)
- ❖ Company logo displayed during summit

## Brand Visibility/On-site Benefits

- ❖ Recognition as **Silver Sponsor** in the Welcome Speech
- ❖ Highlighted as Silver Sponsor in Program Book
- ❖ 10% discount on additional print and digital media purchases through the year from AmCham
- ❖ Logo displayed on virtual backdrop
- ❖ Company logo display at dinner on 23<sup>rd</sup>
- ❖ 1/2-page ad in program book



# Session Sponsor

**25,000RMB**

## Pre-event Benefits

- ❖ Prime exposure as **Session Sponsor** with logo placement in all relevant event publicity and marketing materials
- ❖ Company logo and link to company website on event website

## Event Access

- ❖ 2 All Day Passes (including workshops)
- ❖ 1 All Day Passes (including workshops and fireside chat)
- ❖ Company logo displayed during summit

## Brand Visibility/On-site Benefits

- ❖ Recognition as **Session Sponsor** in the Welcome Speech
- ❖ Highlighted as Session Sponsor in Program Book
- ❖ 10% discount on additional print and digital media purchases through the year from AmCham

# CSR Supporter

**15,000RMB**

## Pre-event Benefits

- ❖ Prime exposure as **CSR Sponsor** with logo placement in all relevant event publicity and marketing materials
- ❖ Company logo and link to company website on event website

## Event Access

- ❖ 1 All Day Pass (including workshops)

## Brand Visibility/On-site Benefits

- ❖ Recognition as **CSR Sponsor** in the Welcome Speech
- ❖ Highlighted as CSR Sponsor in Program Book
- ❖ 10% discount on additional print and digital media purchases through the year from AmCham

# Sponsorship Application Form

Company: \_\_\_\_\_

Title for official receipt: \* \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_ Ext: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Post Address (in Chinese): \_\_\_\_\_

City: \_\_\_\_\_ Postcode: \_\_\_\_\_

\* Official receipt will be provided as required. (Cash donation only, 广告费 Fapiao will be provided as required)

## ***Support Level (please tick one):***

- Title Sponsor – 165,000RMB
- Platinum Sponsor – 110,000RMB
- Gold Sponsor – 70,000RMB
- Silver Sponsor – 45,000RMB
- Table Sponsor – 25,000RMB
- CSR Supporter – 15,000RMB

By signing below, \_\_\_\_\_ agrees to support AmCham China and SCHSAsia 2020 Women's Economy Summit.

The level indicated above and understands that all paid Corporate Support is non-refundable.

AmCham China reserves the right to limit corporate support, determine the suitability of corporate donations of goods and/or services, and allocate and disburse the funds raised by this event.