

WOMEN'S ECONOMY SUMMIT
& WOMEN EMPOWERMENT
AWARDS IN CHINA

2021

Sponsorship Package



AmCham China
中 国 美 国 商 会

SCHS *Asia*
CONSULTING • TRAINING • PROJECT MANAGEMENT

Sponsorship Options

Title Sponsor
RMB 165,000

Platinum Sponsor
RMB 110,000

Gold Sponsor
RMB 70,000

Reception Sponsor
RMB 60,000

Silver Sponsor
RMB 45,000

Lunch Sponsor
RMB 40,000

Table Sponsor
RMB 25,000

CSR Supporter
RMB 15,000

Sponsorship Benefits

- **Align** with a community of dynamic women and a high profile and widely respected signature event;
- **Associate** with the first annual Women Empowerment Awards in China;
- **Boost** visibility, credibility, and exposure for your leaders and brand;
- **Build** long-lasting industry and community relationships;
- **Enhance** recruitment and community outreach;
- **Gain** direct and meaningful access to women leaders in corporations, women business owners, and women consumers;
- **Generate** high-quality, engaging content to drive website and social media traffic;
- **Give** women employees the opportunity to participate in and learn from the challenging and meaningful programs;
- **Participate** as a speaker or panelist to help women learn and grow;
- **Position** your company as a supporter of the economic empowerment of women;
- **Showcase** your corporate support for diversity and inclusion initiatives.

	Title Sponsor (RMB 165,000)	Platinum Sponsor (RMB 110,000)	Gold Sponsor (RMB 70,000)	Reception Sponsor (RMB 60,000)	Silver Sponsor (RMB 45,000)	Lunch Sponsor (RMB 40,000)	Table Sponsor (RMB 25,000)	CSR Supporter (RMB 15,000)
Pre-event Benefits								
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	√	√	√	√	√	√		
Event Access								
All Day Passes (Summit Only)	20	20	10	8	6	5	4	3
Reserved tables at Awards Dinner	2 VIP	2 VIP	1				1	
Printed company logo displayed on tables	√	√	√				√	

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<u>Brand Visibility/On-site Benefits</u>								
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 at Summit	√	√	√	√	√	√		
Company logo displayed at Awards	√	√	√	√	√	√		
Ad in program book	2 pages	1 page	1 page	1/2 page	1/2 page	1/2 page		
AmCham Quarterly Editorial	√	√	√	√				
CSR related publicity on the AmCham China and SCHSAsia WeChat and LinkedIn	√	√						
Promotional video during the event (max 30sec)	√	√						
One-page Welcome letter in program book	√							
Keynote speaker opportunity	√							
Opportunity to interview with media outlets	√							

Official Strategic Partner & Title Sponsor

RMB 165,000

Pre-event Benefits

- ✓ Prime exposure as **Official Strategic Partner & 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

- ✓ 20 All Day Passes (Access to all programs of the Summit, see high-level agenda)
- ✓ 2 VIP Tables at the Awards dinner
- ✓ Printed company logo displayed on tables

Brand Visibility/On-site Benefits

- ✓ Recognition as **Official Strategic Partner & Title Sponsor** in the Welcome Speech
- ✓ Highlighted as **Official Strategic Partner & Title Sponsor** in Program Book
- ✓ 10% discount on additional print and digital media purchases through the year from AmCham
- ✓ Company logo displayed at Summit
- ✓ Company logo displayed at Awards
- ✓ 2 pages ad in program book
- ✓ AmCham Quarterly Editorial
- ✓ CSR related publicity on the AmCham China and SCHSAsia WeChat and LinkedIn
- ✓ Promotional video during the event (max 30sec)
- ✓ One-page Welcome letter in program book
- ✓ Keynote speaker opportunity
- ✓ Opportunity to interview with media outlets

Platinum Sponsor

RMB 110,000

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

- ✓ 20 All Day Passes (Access to all programs of the Summit, see high-level agenda)
- ✓ 2 VIP Tables at the Awards dinner
- ✓ Printed company logo displayed on tables

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
- ✓ Company logo displayed at Summit
- ✓ Company logo displayed at Awards
- ✓ 1 page ad in program book
- ✓ AmCham Quarterly Editorial
- ✓ CSR related publicity on the AmCham China and SCHSAsia WeChat and LinkedIn
- ✓ Promotional video during the event (max 30sec)

Gold Sponsor

RMB 70,000

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

- ✓ 10 All Day Passes (Access to all programs of the Summit, see high-level agenda)
- ✓ 1 Table at the Awards dinner
- ✓ Printed company logo displayed on table

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
- ✓ Company logo displayed at Summit
- ✓ Company logo displayed at Awards
- ✓ 1 page ad in program book
- ✓ AmCham Quarterly Editorial

Reception Sponsor

RMB 60,000

Pre-event Benefits

- ✓ Prime exposure as **Reception 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 (Access to all programs of the Summit, see high-level agenda)
- ✓ * purchase Awards dinner separately

Brand Visibility/On-site Benefits

- ✓ Recognition as **Reception Sponsor** in the Welcome Speech
- ✓ Highlighted as **Reception Sponsor** in Program Book
- ✓ 10% discount on additional print and digital media purchases through the year from AmCham
- ✓ Company logo displayed at Summit
- ✓ Company logo displayed at Awards
- ✓ 1/2-page ad in program book
- ✓ AmCham Quarterly Editorial

Silver Sponsor

RMB 45,000

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

- ✓ 6 All Day Passes (Access to all programs of the Summit, see high-level agenda)
- ✓ * purchase Awards dinner separately

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
- ✓ Company logo displayed at Summit
- ✓ Company logo displayed at Awards
- ✓ 1/2-page ad in program book

Lunch Sponsor

RMB 40,000

Pre-event Benefits

- ✓ Prime exposure as **Lunch 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 (Access to all programs of the Summit, see high-level agenda)
- ✓ * purchase Awards dinner separately

Brand Visibility/On-site Benefits

- ✓ Recognition as **Lunch Sponsor** in the Welcome Speech
- ✓ Highlighted as **Lunch Sponsor** in Program Book
- ✓ 10% discount on additional print and digital media purchases through the year from AmCham
- ✓ Company logo displayed at Summit
- ✓ Company logo displayed at Awards
- ✓ 1/2-page ad in program book

Table Sponsor

RMB 25,000

Pre-event Benefits

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

Event Access

- ✓ 4 All Day Passes (Access to all programs of the Summit, see high-level agenda)
- ✓ 1 Table at the Awards dinner
- ✓ Printed company logo displayed on table

Brand Visibility/On-site Benefits

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

CSR Supporter

RMB 15,000

Pre-event Benefits

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

Event Access

- ✓ 3 All Day Passes (Access to all programs of the Summit, see high-level agenda)
- ✓ Purchase Awards dinner separately

Brand Visibility/On-site Benefits

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

THANK YOU!

AmCham China
中国美国商会

SCHS *Asia*
CONSULTING • TRAINING • PROJECT MANAGEMENT

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