



Amcham China, Tianjin
Annual General Meeting
&
2021 Winter Holiday Party



Event Introduction

AmCham China, Tianjin will hold its **2021 Annual Appreciation Reception** on **December 8th, 2021.**

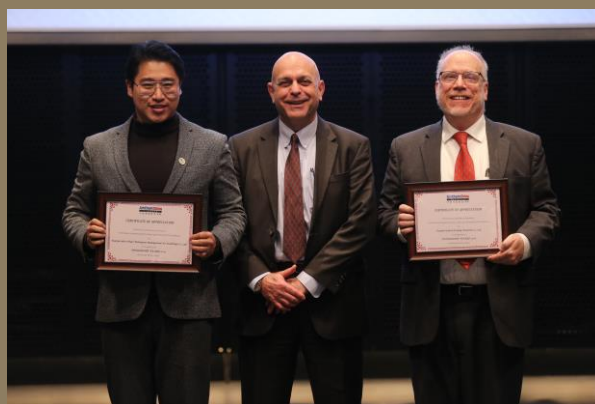
Established in 1996 and merged into AmCham China in 2008, AmCham Tianjin is a non-partisan, not-for-profit organization dedicated to supporting and promoting the business success of its members. The Tianjin Chapter draws its strength from members located in Tianjin, and its programs and events are developed 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 newly elected Executive Committee and introduce the future plan for 2022.

Participants come from:

- ❖ AmCham Tianjin member companies
- ❖ AmCham China Chairman, President, Board of Governors
- ❖ Tianjin Municipal Government Officials
- ❖ Representatives from other chambers & business organizations
- ❖ Local media ...





DATE & TIME: 4:30-9 PM, December 8, 2021

VENUE: Shangri-La Hotel, Tianjin

PAX: 200-250



PROGRAM

4:30 – 5:45 PM Annual General Meeting

(AmCham Tianjin members only)

5:45 – 6:15 PM Refreshments and networking

(AmCham Tianjin members only)

6:15 – 7:00 PM Christmas tree Lighting and Choir Performance

7:00 – 9:00 PM Appreciation Dinner



Sponsorship Plan



This event will also be a good marketing platform to reach out to our membership and community, with the following sponsorship opportunity:

Exclusive Platinum Sponsor:	Cash RMB 50, 000
Golden Sponsor:	Cash RMB 25, 000
Silver Sponsor:	Cash RMB 12, 000
Community Sponsor:	Cash RMB 5, 000
In-kind / Prize Sponsor:	In-kind or prize values over RMB 500



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: 15 tickets reserved for sponsor

Exposure at the event:

- ❖ Company logo will be displayed on the main event backdrops, tickets and invitations with prime position.
- ❖ One corporate booth to display company's products / brochures
- ❖ Marketing information included in goodie bags
- ❖ Speech by the representative of the sponsor at the tree lighting ceremony
- ❖ Company's advertising video will be played during the Annual General Meeting for one 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

Golden Sponsor

Donation: Cash RMB25, 000

Media Coverage and Free AD:

- ❖ 2 times WeChat promotion on AmCham Tianjin's WeChat account

Tickets: 8 tickets reserved for sponsor

Exposure at the event:

- ❖ Company logo will be displayed on the main event backdrop and invitations with prime position.
- ❖ One corporate booth to display company's products / brochures
- ❖ Marketing information included in goodie bags
- ❖ Speech by the representative of the sponsor at the tree lighting ceremony

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



Silver Sponsor

Donation: Cash RMB12, 000

Media Coverage and Free AD:

- ❖ 1 time WeChat promotion on AmCham Tianjin's WeChat account

Tickets: 4 tickets reserved for sponsor

Exposure at the event:

- ❖ Company logo will be displayed on the main event backdrop and invitations with prime position.
- ❖ One corporate booth to display company's products / brochures
- ❖ 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

Community Sponsor

Donation: Cash RMB 5, 000

Tickets: 2 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 / brochures

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.



Gift / Lucky Draw Prize Sponsor

Donation: In-kind or prize value over RMB500

Exposure at the event:

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







**For more information on sponsorship, please call
AmCham China, Tianjin at 022-23185072,
or send an e-mail to
amandahe@amchamchina.org**

Contact person: Amanda He