

AmCham China Northeast Chapter's

Fabulous Mardi Gras

March 11, 2023
Grand Hyatt Dalian



AmCham China Northeast Chapter is bringing something exciting to Dalian, Fabulous **Mardi Gras** - the biggest international gathering of this season.

Mardi Gras – a popular US cultural tradition, based on Carnival, a tradition that dates back thousands of years to pagan celebrations of spring and fertility.



We welcome you to share in spirit of this festival, which is traditionally filled with revelrous parades, colorful costumes, astonishing music and traditional “fais do do” dance.

Experience Mardi Gras like never before!

Program

18:30-19:00	Registration and Cocktails
19:05-19:30	Buffet starts (Live DJ)
19:30-20:10	Opening ceremony
20:15-21:00	Live Jazz Band
21:00-21:40	Lucky Draw
21:40-22:30	Live Jazz Band

* After party at Viva Bar! Grand Hyatt,
drink specials available



Tickets

Price includes:

- ▶ Buffet & free flow drinks (soft drinks, beer, wine)
- ▶ Theme decorated Ballroom at Grand Hyatt Dalian
- ▶ Lucky Draw prize
- ▶ Live Jazz band
- ▶ Parade of sponsors

Early Bird: 590 RMB

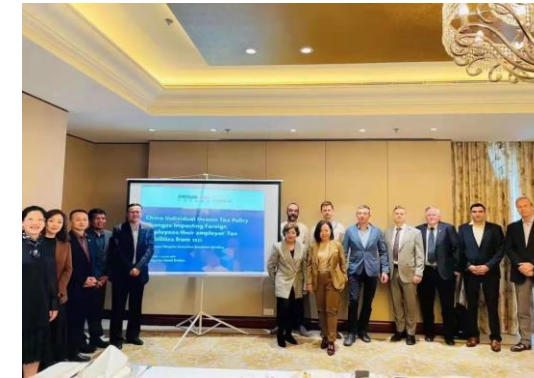
Regular: 760 RMB

Early bird deadline: March 6, 2023

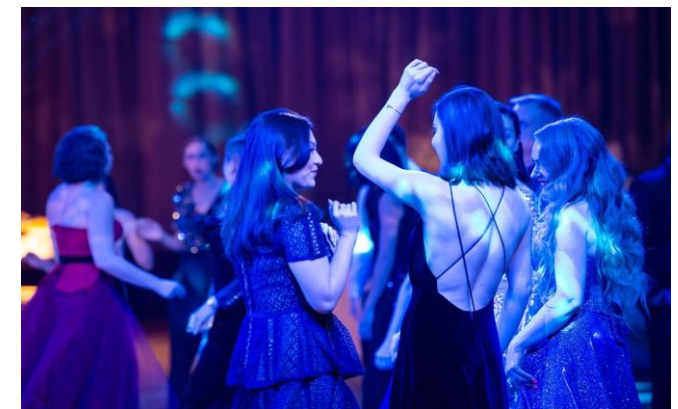


Participants Include

- AmCham China Northeast Chapter's member companies
- AmCham China Chairman, President, and Northeast Executive Committee
- Dalian Municipal Government Officials
- U.S. Consulate General Shenyang Officials
- Representatives from other chambers and business organizations
- Guests from Shenyang, Beijing, Shanghai and other cities



Memories from our previous 2020 Winter Ball



Highlights Gallery: 2020 Winter Ball

AmCham China
NORTHEAST CHINA
中国美国商会·东北

Sponsorship Packages



**King of Carnival
(exclusive): RMB50,000**



**Krewe of Justice:
RMB26,000**



**Krewe of Faith:
RMB12,000**



**Krewe of Power:
RMB6,000**

King of Carnival

RMB 50,000 in cash

(limited exclusively to 2
sponsors)- **SOLD OUT**

* AmCham China Quarterly – AmCham member newsletter with a circulation of 5500 copies on quarterly basis.

A table with 10 seats. (values RMB7,600)

Media Coverage and free AD:

- Company name appears on the event title & listed as co-host of the event.
- Full Page Advertisement of AmCham China Quarterly * in 2023 (values RMB20,000)
- 4 times WeChat promotion on AmCham China Northeast's WeChat account
- One Sponsor Certificate with frame

Exposure before and at the event:

- Recognition of the sponsorship by event Emcees at the opening remarks
- Speech by the company's representative (3 minutes)
- Company logo will be displayed on all marketing materials and the main backdrops, tickets and invitations with prime position.
- Company's advertising video will be played during the event for one time. (Video no longer than 5 mins)
- One float with themed decoration to display company's products/brochures.

Sponsorship Perks:

- Two-night stay in a Deluxe Room with breakfast for 2 people at Grand Hyatt Dalian before 2024

Benefits

Krewe of Justice

RMB 26,000 in cash

* AmCham China Quarterly – AmCham member newsletter with a circulation of 5500 copies on quarterly basis.

Benefits

8

8 tickets to the event. (values RMB6,080)

Media Coverage and free AD:

- Half page advertisement of AmCham China Quarterly * in 2023 (values RMB12,000)
- 2 times WeChat promotion on AmCham China Northeast's WeChat account
- One Sponsor Certificate with Frame

Exposure before and at the event:

- Recognition of the sponsorship by event Emcees at the opening remarks
- Company logo will be displayed on all marketing materials and the main backdrops, tickets and invitations with prime position.
- Company's advertising video will be played during the event for one time. (Video no longer than 3 mins)
- One float with themed decoration at the event to display company's products / brochures

Sponsorship Perks:

- One night stay in a Grand Suite with breakfast for 2 people at Grand Hyatt Dalian before 2024

Krewe of Faith

RMB 12,000 in cash

* AmCham China Quarterly – AmCham member newsletter with a circulation of 5500 copies on quarterly basis.

Benefits

9

4 tickets to the event. (values RMB3,040)

Media Coverage and free AD:

- 2 times WeChat promotion on AmCham China Northeast's WeChat account
- One Sponsor Certificate with Frame

Exposure before and at the event:

- Recognition of the sponsorship by event Emcees at the opening remarks
- Company logo will be displayed on all marketing materials and the main backdrops, tickets and invitations.
- One float with themed decoration at the event to display company's products / brochures

Sponsorship Perks:

- Two sets of buffet voucher for 2 people at Show Kitchen of Grand Hyatt Dalian

Krewe of Power RMB 6,000 in cash

2 tickets to the event. (values RMB1,520)

Media Coverage and free AD:

- One Sponsor Certificate with Frame

Exposure before and at the event:

- Recognition of the sponsorship by event Emcees at the opening remarks
- Company logo will be displayed on all marketing materials and the main backdrops, tickets and invitations with prime position.
- One float with themed decoration at the event to display company's products / brochures

* AmCham China Quarterly – AmCham member newsletter with a circulation of 5500 copies on quarterly basis.

Other Sponsorship Opportunities

Beverage Sponsor: sparkling wines, red and white wines

Mardi Gras Decorations Sponsor

Entertainment Sponsor: bands, dancers, etc.

Lucky Draw Prize Sponsor: In-kind or prize values over RMB500



For more information on sponsorship, please contact Ripa Hovsepyan at rhovsepyan@amchamchina.org.



*Experience Mardi Gras like never before!
See you on March 11 in Dalian*

AmCham China

NORTHEAST CHINA

中国美国商会·东北