



China-Britain
Business Council
英中贸易协会

CBBC 70th Anniversary Gala Dinner

Beijing & Shanghai 2024

Sponsorship Opportunities



Anniversary Background

The China-Britain Business Council marks our 70-year anniversary in 2024. To honour this important milestone, CBBC will hold two receptions in Beijing (May) and Shanghai (September) to bring together our network of members and stakeholders as well as senior leaders from Government.

Both receptions will coincide with visits by CBBC's Chair Sir Sherard Cowper-Coles to China in May and November 2024.

Our diamond and gold sponsors will each receive a table, tiered brand exposure, and speaking opportunities. Meanwhile, diamond sponsors will be eligible to attend our VIP pre-meeting with the senior Chinese official in attendance.



Beijing and Shanghai Gala Dinners



Beijing: 16 May
Shanghai: September



Scale: 200x attendees



Venues: St. Regis
Shanghai World Reception Room 上海世界会客厅 (or 5-star hotel)

- Chinese Government attendees from: State Council, Ministries, Regulators, Municipal and Provincial Govs, key districts and zones
- UK Government attendees from: Visiting officials, British Ambassador, HM Trade Commissioner, Consul-General
- Senior representatives from major British and Chinese companies





Diamond Sponsor



Logo placement on all promotional material including event flyer, invitation, backdrop, and any related collateral listed as Diamond Sponsor



Company name **mentioned** in opening and closing remarks by CBBC Chair



Access for one company representative to attend VIP meeting prior to the event



One seat on VIP table + One **table** for eight people. The other two seats will be reserved for guests from Government invited by CBBC



Access to **media** interviews



Include company material and gift in event **gift bag**



Company **video** played during event open and throughout the dinner



Post by CBBC on our **social media** channels announcing your company as a Diamond Sponsor



Option to have **interview** with senior company representatives included in FOCUS

Diamond Pricing:

Beijing & Shanghai: 188,000 (+VAT)

Beijing: 98,000 (+VAT)

Shanghai: 98,000 (+VAT)



Gold Sponsor



Logo placement on all promotional material including event flyer, invitation, backdrop, and any related collateral listed as Gold Sponsor



Post by CBBC on our **social media** channels announcing your company as a Gold Sponsor



Company name **mentioned** in opening and closing remarks by CBBC Chair



Option to have **interview** with senior company representatives included in FOCUS



One **table** for eight people. The other two seats will be reserved for guests from Government invited by CBBC



Company **video** played during event open and throughout the dinner



Include company material and gift in event **gift bag**



Access to **media** interviews

Gold Pricing:

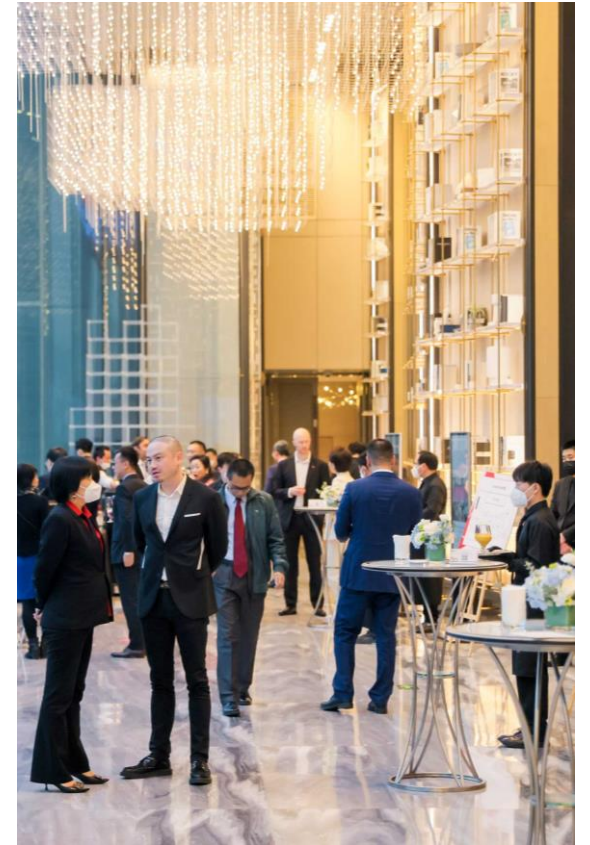
Beijing & Shanghai: 88,000 (+VAT)

Beijing: 48,000 (+VAT)

Shanghai: 48,000 (+VAT)

Summary of Benefits & Pricing

Benefits	Diamond	Gold
Price for Beijing and Shanghai	188k (+VAT)	88k (+VAT)
Price for single city	98k (+VAT)	48k (+VAT)
Logo placement on all promotional material including event flyer, invitation, backdrop, and any related collateral	Yes	Yes
Logo on Company name mentioned in opening and closing remarks by CBBC Chair	Yes	Yes
Access for one company representative to attend VIP meeting prior to the event	Yes	-
One seat at VIP table (sponsors for both cities receive one VIP seat for each reception)	Yes	-
One table with company logo (sponsors for both cities receive one table for each reception)	8 tickets	8 tickets
Company video played during event open and throughout the dinner	Yes	Yes
Post by CBBC on our social media channels announcing your company as a Sponsor	Diamond	Gold
Access to media interviews	Yes	Yes
Option to have interview with senior company representatives included in FOCUS as part of celebration of 70 years coverage	Yes	Yes
Include company material and gift in event goody bag	Yes	Yes



Serena Li

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Events Team

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If you are interested in the sponsor opportunities outlined above, please contact Serena for more information.

