

+

Sino-Swiss Business Awards



中瑞商业大奖

CELEBRATE THE SINO-SWISS CHAMPIONS
BUSINESS AWARDS 2019

swisscham.+org

1 November
2019

SPONSORSHIP PACKAGES

**Be present at the SwissCham Flagship Event:
Sino-Swiss Business Awards 2019**

- Unique opportunities to **promote your business** by engaging with key communities.
- Maximize your exposure and **gain access to a community** of successful business owners, important players in the Beijing area and throughout China **and potential clients for your products**.
- **Exclusive product-placement** opportunities and strong brand recognition through logo exposure.

Individual Entry > Corporate table > In-Kind > Lucky Draw > Financial Sponsorship

About the Swiss Business Awards

- The **Sino-Swiss Business Awards (SSBA)**, is traditionally organized every two years. This year, the event will be held in partnership with Switzerland Tourism during the Swiss Winter Festival. The Swiss Winter Festival (31 Oct – 3 Nov 2019) is a platform, organized by Switzerland Tourism, to promote Swiss winter towards invited winter industry stakeholders and the targeted public with winter affinity. The event will be held yearly until the Beijing Winter Olympics in 2022.
- The **aim of the SSBA** is to thank companies for their achievements over the past years, to recognize their contribution to both, the Swiss and Chinese business communities.
- **Gathering 350 to 400 guests** from the Sino-Swiss business community, the event includes an award ceremony that rewards Swiss and Chinese companies in different categories such as innovation, outstanding achievements or contribution to Sino-Swiss relations, followed by a wonderful gala dinner and possibly a lucky draw.
- The **jury panel is composed** of members of SwissCham, industry experts, private and public institutions and companies while the awards are open to all, not just SwissCham members.
- Co-organized with the Swiss Embassy and other partners, **the Sino-Swiss Business Awards is a flagship event for SwissCham.**

Why sponsor the Sino-Swiss Business Awards

Sponsoring the Sino-Swiss Business Awards creates unique opportunities for your business to engage key communities, position your brand and expand your network. By being represented at the Sino-Swiss Business Awards, you maximize your exposure and gain access to a community of successful business owners, important players in the Beijing area and throughout China, and potential clients for your products.

The Sino-Swiss Business Award's sponsorship program is specifically designed to provide you with good product-placement opportunities, strong brand recognition through high logo visibility, and many other platforms for the promotion of your business. For more details on the corporate advertising opportunities offered by the Sino-Swiss Business Awards please see the exclusive sponsorship offers below.

About SwissCham Beijing

The Swiss Chamber of Commerce (**SwissCham** China) is a networking and information platform for Swiss companies in China and Chinese companies interested in Switzerland. Our main goal is to gather on a common platform all actors of the Sino-Swiss business community, in order to strengthen the political and economic bonds between the two countries, stimulate interaction and develop business opportunities. **SwissCham** Beijing counts over 150 members from all major industry and commercial sectors. A large majority of membership holders are the leaders of their organization, or company owners.

Partner

This event will be held in cooperation with Switzerland Tourism and kindly supported by the Embassy of Switzerland in China.

Sponsorship Opportunities

Sponsoring this event not only gives you the opportunity to associate your company with a very high-profile event but also to gain access to successful business owners and important players in China and Switzerland.

We offer you the following sponsorship opportunities:

Financial Sponsorship Packages

	 DIAMOND SPONSOR	 GOLD SPONSOR	 SILVER SPONSOR	 BRONZE SPONSOR
RMB (excl. VAT)	150,000	99,000	60,000	35,000
Seat at the VIP table	1	1	-	-
Logo and recognition in "The Bridge" Magazine	Oversized & interview Exposure possibility	Dominant	Semi-dominant	Small
Oral recognition through naming of the award by the sponsor company	2 Company awards	1 Company award	-	-
Pre-/ Post-event promotion (website, Newsletter etc.)	Extra Large logo	Large logo	Medium logo	Small logo
Booth/ Banner display	1 large Booth + 2 banners	1 Booth + 1 banner	1 Booth + banner	-
Logo on the backdrops + menu + invitation	Extra Large	Large	Medium	Small
Advertisement in event program	2 pages	1 page	½ page	¼ page
Oral recognition	Yes	Yes	Yes	Yes
Video presentation	45sec	30sec	15sec	-
Seats at the Gala dinner	20	10	10	6
Named table	Yes	Yes	Yes	-

Individual Entrances

RMB 688 (member) and RMB 988 (non-member), incl. VAT

Due to the limited number of seats, your registration is confirmed only after receiving an official registration confirmation from SwissCham Beijing.

Corporate Table

Corporate Tables (number of seats to be announced) are located in a central area with a logo on the table and are available for members only. To be seated together is guaranteed.

Price (net): RMB 12'000 (MNC) and RMB 9'000 (SME), excl. VAT

Tailor Made Sponsorship Package

Is your company seeking more exposure than the one described in the above packages? There is the possibility to receive a tailor-made sponsorship package.

In-Kind Sponsorship

If your company is seeking wide exposure both in electronic and print media, in kind sponsorship is a great way to reach high visibility for your products and to gain access to new customers. The in-kind sponsorship package includes the following advantages:

- Logo on the gala dedicated webpage
- Logo on the virtual backdrop
- Company's logo in the event's booklet

Lucky Draw Sponsorship

This will be one of the highlights of the evening. There are many advantages to join our SwissCham Lucky Draw by offering a prize:

- Enjoy a very qualitative visibility before, during and after the event among our network:
- Logo: website, invitation/ thank you mailing, Dinner Menu, oral recognition, WeChat, Bridge Magazine;
- Product: a picture or video will be displayed during the evening and during the lucky draw!
- Simple but very efficient way to promote your products/services among our network;
- 1 entrance at the cost price.

Contact Us for Further Information and Details:

Ms. Daniela Reinau

Head of Marketing and Events

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Disclaimer: Please note that SwissCham reserves itself the right to modify the contents of the packages, dates of the events and exposure options. You will be notified accordingly.

Sino-Swiss Business Awards 2019: Sponsorship Registration Form

Contact Information

Company name: _____ Industry: _____
Responsible person: _____ Department: _____
Tel no: _____ Email: _____

Type of Sponsorship

Financial Sponsorship In-kind Sponsorship Lucky Draw Sponsorship
You may select more than one option here

Value of Sponsorship

Diamond Sponsor
RMB 150,000 or more Gold Sponsor
RMB 99,000 or more Silver Sponsor
RMB 60,000 or more
 Bronze Sponsor
RMB 35,000 or more Other (in kind or lucky draw only):

*For in-kind or Lucky Draw sponsorship, please estimate the value of your donation and select the appropriate box.
For multiple types of sponsorship, calculate total value of sponsorship and select the appropriate box.*

Details (in-kind or lucky draw only)

Description of sponsorship:

Agreement of Sponsorship

*Thank you for completing this sponsorship form. This form will be reviewed by the Swiss Chinese Chamber of Commerce in Beijing.
Please send the filled out form to Ms. Daniela Reinau: Daniela.reinau@bei.swisscham.org.*

Company Representative's Signature

Date