



2009 AMCHAM SHANGHAI 4TH OF JULY CELEBRATION  
SATURDAY, JULY 4, 2009 | LE MERIDIEN SHESHAN, SHANGHAI  
**Sponsorship Guide**

America's 233rd birthday is right around the corner and AmCham Shanghai is pleased to announce that we will be holding our annual 4<sup>th</sup> of July Celebration on Saturday, July 4, 2009 at the Le Meridien She Shan Shanghai.

The 2009 AmCham Shanghai 4<sup>th</sup> of July Celebration will feature indoor and outdoor games and activities, food and drinks from some of Shanghai's best restaurants, a bazaar, live music and dancing to classic American hits.

Last year's event was an outstanding success that could not have been achieved without the support of our sponsors. We look forward to your participation in this year's 4<sup>th</sup> of July Celebration! Come and be a part of an action-packed American celebration and take advantage of this unique opportunity to promote your company and brand to more than 2,000 attendees!

**AmCham Shanghai is offering a wide variety of sponsorship opportunities including:**

Cash sponsorships, food, alcoholic and non-alcoholic beverages, printing, moving, transportation, equipment, medical, cleaning, games, activities, decorations, gift certificates, giveaways, lucky draw prizes, and more (please inquire regarding specifics). Food and beverage sponsors will serve their products from individual booths which sponsors will fully manage and staff.

**Sponsorship Categories**

* Exclusive Platinum Sponsor	RMB40,000
* Exclusive Lucky Draw Sponsor	RMB15,000
* Exclusive Naming Rights for Kiddy Land	RMB10,000
* Tent Sponsor (exclusive)	RMB8,000
* Tent Sponsor (shared)	RMB5,000
* Exclusive Kid's Bag Sponsor	RMB5,000
* Booth Sponsor	RMB4,000
* Map Sponsor	RMB3,000
* In-kind Sponsorship	Value of RMB500+

**Please find sponsorship details on the following pages. For more information regarding the program, please contact:**

Sophia Chen

Marketing Assistant Manager

Tel (86 21) 6279-7119 x 5667 Fax (86 21) 6279-7643

Email: [sophia.chen@amcham-shanghai.org](mailto:sophia.chen@amcham-shanghai.org)

AmCham Shanghai reserves the right to limit sponsorship, determine the suitability of sponsorship, and allocate the use of funds.

## EXCLUSIVE PLATINUM SPONSOR

RMB40,000

### Tickets

1. 8 complimentary tickets
2. 15% discount will be offered for purchase of additional tickets

### Exposure at event

1. Corporate logo will be prominently displayed on the backdrop
2. Full-page ad on the back cover of the Event Program with a circulation of 2,000+
3. Corporate logo will be printed on the event ticket (sponsorship confirmed before June 5, 2009)
4. 5 standing posters (provided by the sponsor) will be displayed at premium locations at the event
5. One booth at the event
6. Corporate logo will be displayed on the transportation shuttle bus
7. Corporate logo will be printed on the Event Map



Overview of the Event Site

### Pre- and post-event exposure

1. Corporate logo and acknowledgement will be shown in the post-event video. The video will be uploaded on the AmCham Shanghai website
2. Event announcement email with corporate logo and hyperlink will be sent to the general membership to promote the event
3. Full-page ad in September's *Insight* magazine
4. Corporate logo will be placed in the post-event write-up in the September issue of *Insight* magazine

### Media exposure

Post-event acknowledgement will be published in the publications of the event's selected media partners

### Website exposure

1. Corporate logo and hyperlink will be placed on the event webpage
2. One long banner ad will be placed on the event which links to your company's website

## EXCLUSIVE LUCKY DRAW SPONSOR

RMB15,000

### Tickets

6 complimentary tickets

### Exposure at event

1. Corporate logo will be displayed on the backdrop at the Lucky Draw Prizes Display Area (2m x 1m)
2. Corporate logo will be placed on the lucky draw box
3. Corporate logo will be displayed on the lucky draw result announcement poster
4. Corporate logo will be prominently displayed on the backdrop
5. Inside front cover ad in the Event Program with a circulation of 2,000+
6. Corporate logo will be printed on the Event Map



### Pre- and post-event exposure

1. Corporate logo and acknowledgement will be shown in the post-event video. The video will be uploaded on the AmCham Shanghai website
2. Event announcement email with corporate logo and hyperlink will be sent to the general membership to promote the event
3. Corporate logo will be placed in the post-event write-up in the September issue of *Insight* magazine

### Website exposure

Corporate logo and hyperlink will be placed on the event webpage

AmCham Shanghai reserves the right to limit sponsorship, determine the suitability of sponsorship, and allocate the use of funds.

## EXCLUSIVE NAMING RIGHTS FOR KIDDY LAND

RMB10,000

This level of sponsorship is limited exclusively to one company. Kiddy Land is an indoor space with activities and games designed especially for kids. Kiddy Land can be named after the sponsor company or an individual.



### Tickets

4 complimentary tickets

### Exposure at event

1. One booth in Kiddy Land
2. Corporate logo will be prominently displayed on the backdrop which will be placed at the entrance of the Kiddy Land room
3. Corporate logo will be prominently displayed on the backdrop
4. Inside back cover ad in the Event Program, with a circulation of 2,000+
5. Corporate logo will be printed on the Event Map.

### Pre- and post-event exposure

1. Corporate logo will be shown in the post-event video. The video will be uploaded on the AmCham Shanghai website
2. Event announcement email with corporate logo and hyperlink will be sent to the general membership to promote the event
3. Corporate logo will be placed in the post-event write-up in the September issue of *Insight* magazine

### Website exposure

Corporate logo and hyperlink will be placed on the event webpage.

## TENT SPONSOR

Exclusive RMB8,000 / Shared RMB5,000

This level of sponsorship may be exclusive to one company or shared by several companies. The exclusive sponsor should provide at least 60 tents to the event. AmCham Shanghai reserves the right to determine the allocation of tents among shared sponsors.



### Tickets

2 complimentary tickets

### Exposure at event

1. One booth at the event
2. Corporate logo will be displayed on the backdrop
3. The exclusive sponsor will have one full-page ad in the Event Program with a circulation of 2,000+.

### Pre- and post-event exposure

1. Corporate logo will be shown in the post-event video. The video will be uploaded on the AmCham Shanghai website
2. Event announcement email with corporate logo will be sent to the general membership to promote the event
3. Corporate logo will be placed in the post-event write-up in the September issue of *Insight* magazine

### Website exposure

Corporate logo and hyperlink will be placed on the event webpage.

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## EXCLUSIVE KID'S BAG SPONSOR

RMB5,000

Kid's bag will be distributed to every child attendee throughout the day. The sponsor is responsible for provision of a minimum of 500 kid's bags and the design and production of the bag. AmCham Shanghai reserves the right to review the bag before the event.

### Tickets

2 complimentary tickets for each sponsor

### Exposure at event

1. Corporate logo will be displayed on the backdrop
2. One booth at the event

### Pre- and post-event exposure

1. Corporate logo will be shown in the post-event video. The video will be uploaded on the AmCham Shanghai website
2. Event announcement email with corporate logo will be sent to the general membership to promote the event
3. Corporate logo will be placed in the post-event write-up in the September issue of *Insight Magazine*

### Website exposure

Corporate logo and hyperlink will be placed on the event webpage

## BOOTH SPONSOR

RMB4,000

The sponsors are responsible for the setting up of the booths. They can either provide activities and prizes to attendees or sell interesting products at their booth. The sponsors are able to send a maximum of 2 staff to manage the booth. AmCham Shanghai reserves the right to review the game/activity/product before the event and arrange the location of booths.

### Tickets

1 complimentary ticket

### Exposure at event

Corporate logo will be displayed in the Event Program with a circulation of 2,000+

### Pre- and post-event exposure

1. Corporate name will be listed in the event announcement email to be sent to the general membership to promote the event
2. Corporate logo will be placed in the post-event write-up in the September issue of *Insight* magazine

### Website exposure

Corporate logo and hyperlink will be placed on the event webpage



## MAP SPONSOR

RMB3,000

The event map will be distributed to all event attendees.

### Tickets

1 complimentary ticket

### Exposure at event

1. Attendees use a handy stand-alone event map with sponsored booths highlighted to help them navigate the event. Your company's four-color ad will appear on the back cover of the map.
2. Corporate logo will be displayed in the Event Program with a circulation of 2,000+

### Pre- and post-event exposure

1. Corporate name will be listed in the event announcement email to be sent to the general membership to promote the event
2. Corporate logo will be placed in the post-event write-up in the September issue of *Insight* magazine

### Website exposure

Corporate logo and hyperlink will be placed on the event webpage

## IN-KIND SPONSORSHIP

Value of RMB500+

Suggested items for Goodie Bag: sunscreen, mosquito spray, 3-folded UV umbrella, caps, mini electric fans, bottle cooler, towel, etc.

Suggested items for Kid's Bag: sunglasses, T-shirt, kids' caps, towel, inflatable balls, flags, mini toys, etc.

Suggested items for lucky draw: hotel room voucher, food and beverage vouchers, wine, health service/SPA vouchers, performance tickets, and any other kinds of commodities.

AmCham Shanghai reserves the right to accept/decline and allocate the use of the products/prizes. To promote a green environment, all promotional flyers, brochures and/or other printed materials are not accepted in the Goodie Bag.

### Exposure at event

Corporate logo will be displayed in the Event Program with a circulation of 2,000+

### Pre- and post-event exposure

1. Corporate name will be listed in the event announcement email to be sent to the general membership to promote the event
2. Corporate logo will be placed in the post-event write-up in the September issue of *Insight* magazine

### Website exposure

Corporate logo and hyperlink will be placed on the event webpage

## Commitment Form

Yes, we are interested in sponsoring the 2009 AmCham Shanghai 4<sup>th</sup> of July Celebration - please include us as a sponsor!

### Sponsor Information:

Company Name:			
Contact Person:		Email:	
Tel:		Fax:	
Company Address:			

### Please indicate the sponsorship category that your company is interested in:

- |  |                          |                  |
|--|--------------------------|------------------|
| * Exclusive Platinum Sponsor   | <input type="checkbox"/> | RMB40,000        |
| * Exclusive Lucky Draw Sponsor   | <input type="checkbox"/> | RMB15,000        |
| * Exclusive Naming Rights for Kiddy Land   | <input type="checkbox"/> | RMB10,000        |
| * Tent Sponsor (Exclusive)   | <input type="checkbox"/> | RMB8,000         |
| * Tent Sponsor (Shared)  | <input type="checkbox"/> | RMB5,000         |
| * Exclusive Kid's Bag Sponsor  | <input type="checkbox"/> | RMB5,000         |
| * Booth Sponsor  | <input type="checkbox"/> | RMB4,000         |
| <small>(Please provide a detailed description of the game/activity/selling products upon selection of this category)</small> |                          |                  |
| * Map Sponsor  | <input type="checkbox"/> | RMB3,000         |
| * In-kind Sponsorship  | <input type="checkbox"/> | Value of RMB500+ |
| <small>(Item description) _____</small>  |                          |                  |

By signing below, (insert company name) \_\_\_\_\_ agrees to the following terms and conditions as a sponsor for the 2009 AmCham Shanghai 4<sup>th</sup> of July Celebration:

1. The above sponsored cash/product/prize/service donation is non-refundable once sponsorship has been confirmed.
2. AmCham Shanghai will refund the donation only if the event is cancelled.
3. If cancellation occurs, AmCham Shanghai will not be committed to providing the above mentioned sponsorship exposure and acknowledgement.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Company Stamp: \_\_\_\_\_

Please fax the Commitment Form to the AmCham Shanghai office by **Friday, June 19, 2009**. For more information, please contact

Ms. Sophia Chen, Marketing Assistant Manager, at:  
Tel (8621) 6279-7119 x 5667 Fax (8621) 6279-7643  
Email: [sophia.chen@amcham-shanghai.org](mailto:sophia.chen@amcham-shanghai.org)

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