

# CANADIAN CHAMBER OF COMMERCE IN SHANGHAI



**2020 SPONSORSHIP  
OPPORTUNITIES**

# CANCHAM SHANGHAI

The Canadian Chamber of Commerce in Shanghai (CanCham Shanghai) is an independent, non-profit and self-funded business organization that facilitates Canadian business in China

## OUR MISSION

The Canadian Chamber of Commerce in Shanghai is the pre-eminent organization supporting Canadian business and community interests. CanCham Shanghai informs and promotes Canadian interests in Eastern China and fosters connections within the Canadian business community with their Chinese counterparts.

## OUR MEMBERS

Our membership consists of Canada-China joint ventures and wholly owned Canadian companies, ranging from some of the largest and best-recognized corporations to medium and small-sized enterprises, representing a rich variety of industries.

# 2020 EVENTS CALENDAR

## YEAR-LONG

- Business Event Series
- Government Events
- Canadian Club Social Mixers
- Alumni / Education Events
- Marketing Events
- Investment Events
- HR & Legal Events

## SPRING

- **February:** New Foreign Investment Law
- **February:** We the North Roundtable (Winter Sports)
- **March:** Alumni Mixer
- **April:** Yoga
- **April:** Floor Hockey Tournament

## SUMMER

- **June 27:** Canada Day

## AUTUMN

- **September 19:** Maple Leaf Ball
- **October 23:** Homecoming Alumni Mixer

## WINTER

- **December 5:** Christmas Party

# Business Event Series (Year Long)

In 2020 CanCham will host various business series to enhance the skills, knowledge and market understanding of the Canadian business community and beyond.

Various sponsorship opportunities exist for the different series – please contact us for details.

- E-commerce
- AI Driven Development
- Investment
- Marketing
- Human Resources
- Health
- Winter Sports
- Environment
- International Trade
- Education
- Corporate Social Responsibility
- China Consumers
- Privacy & Ethics





# Government Events (Year Long)

In 2020 CanCham will host various government events to enhance the connections of the Shanghai business community to the highest reaches of the Canadian government.

Various sponsorship opportunities exist for these prestigious events – please contact us for details.

- CIIE
- Government Trade Delegation
- Consular Briefing
- Official Visits



# Social Events (Year Long)

In 2020 CanCham will team up with the Canadian Club to host a series of social meet ups, mixers, and relaxed get-togethers to have a few drinks, some good food, and great times.

Events will happen at different Canadian owned restaurants around the city!



# Business Event Series

## Government Events

## Social Events

### ***Sponsorship Opportunity:***

- Title Sponsorship
- In-kind Sponsorship
- Drink Sponsorship

### ***Title Sponsor Benefit***

1. Corporate logo include in the event title & Customized Entrance with corporate logo
2. Dominant logo on all promotional event material, giving exposure before, during and after the event; including but not limited to CanCham's linkedIn, WeChat, Weibo and other media partners
3. 2 minutes speech opportunity
4. Promotional materials to be displayed at event

**Title Sponsorship Price: RMB 5,000**

\*All sponsorship prices subject to change



# Alumni Mixers

*Attended by 200 – 300  
Alumni per Event*

CanCham Shanghai helps Canadians build their network at this event by bringing together the best and brightest Canadian alumni for a social evening of friends both old and new.

The Canadian alumni network in Shanghai is thriving, and this mixer is a great chance to be a part of a growing community that spans both China and Canada.





# Alumni Mixer

## ***Sponsorship Opportunity:***

- Title Sponsorship
- In-kind Sponsorship
- Drink Sponsorship

## ***Title Sponsor Benefit***

1. Corporate logo include in the event title & Customized Entrance with corporate logo
2. Dominant logo on all promotional event material, giving exposure before, during and after the event; including but not limited to CanCham's linkedIn, WeChat, Weibo and other media partners
3. 2 minutes speech opportunity
4. Promotional materials to be displayed at event

**Title Sponsorship Price: RMB 10,000**

\*All sponsorship prices subject to change

# Canada Day (June 27)

## *Sponsorship Opportunities:*

- Title Sponsorship
- Performance Sponsorship
- Premium Sponsorship
- F&B Sponsorship
- Activity Sponsorship
- Corporate Sponsorship
- In-Kind Sponsorship
- KOL Live Broadcast Sponsorship

Last year we celebrated Canada's 152 Anniversary by holding a Canada Day festival at Taikuhui, where **1500 people** from the Canadian and Chinese communities gathered together for our largest event ever. On showcase was some of the best Canada has to offer.

This year we are planning to continue the tradition and make our Canada Day even bigger and better.



# Canada Day (June 27)

## ***Sponsorship Opportunities:***

- Title Sponsorship

### ***Title Sponsor Benefit***

1. Corporate logo include in the event title & Customized Entrance with corporate logo
2. Cake Cutting Ceremony by title sponsor
3. Premium booth to display your company products and marketing materials on site; may sell products if company has retail license in China
4. Brand entry bracelet with Corporate logo and QR code distributed to 2,000 targeted attendees
5. 20 free entrance tickets
6. 4 VIP passes
7. Dominant logo on all promotional event material, giving exposure before, during and after the event; including but not limited to CanCham's linkedIn, WeChat, Weibo and other media partners

**Title Sponsorship Price: 150,000 RMB - NON-MEMBER 200,000 RMB**

\*All sponsorship prices subject to change



# Maple Leaf Ball (September 19)

## *Sponsorship Opportunities:*

- Title Sponsorship
- Gold Sponsorship
- Corporate Sponsorship(Upon Request)
- In-Kind Sponsorship(Upon Request)
- Alcohol Sponsorship(Upon Request)
- Food Sponsorship

The Maple Leaf Ball is one of CanCham's longest standing, signature events.

Every year we invite our members and friends to join us at a black-tie dinner gala.

This is an event with fine food and wine, senior business leaders and high-level networking opportunities.

Last year in 2019, we had over 200 attendees including many top Canadian business leaders.





# Maple Leaf Ball (September 19)

## ***Sponsorship Opportunities:***

- Title Sponsorship

### ***Title Sponsor Benefit***

1. Exclusive sponsorship opportunity
2. Event naming rights
3. On-stage mention
4. Corporate logo include in the event title & Customized Entrance with corporate logo
5. Dominant logo on all promotional event material, giving exposure before, during and after the event; including but not limited to CanCham's linkedIn, WeChat, Weibo and other media partners
6. One VVIP corporate table of 10 people with signage and preferential seating. Ideal for entertaining valued clients. Receive seat pricing for ant additional purchase of corporate table of 100
7. Logo on your event tickets

**Title Sponsorship Price: 75,000 RMB - NON-MEMBERS 100,000 RMB**

\*All sponsorship prices subject to change

# Christmas Party (December 5)

What is better than gathering with your friends, family and the wider Canadian community to celebrate this wonderful season full of joy and happiness?

Family-friendly activities include a meet and greet with Santa, gift giving, DIY dessert stations and much more.

Join us for a night of good cheer over a traditional Canadian Christmas dinner.

## ***Sponsorship Opportunities:***

- Title Sponsorship(Upon Request)
- Corporate Sponsorship(Upon Request)
- In-Kind Sponsorship(Upon Request)
  - Raffle
  - Children Gifts
- Alcohol Sponsorship (Upon Request)
- Activity Sponsorship(Upon Request)



# Christmas Party (December 5)

## ***Sponsorship Opportunities:***

- Title Sponsorship

### ***Title Sponsor Benefit***

1. On-stage mention by MC
2. Dominant logo on all promotional event material, giving exposure before, during and after the event; including but not limited to CanCham's linkedIn, WeChat, Weibo and other media partners
3. Company name and hyperlink listed as a main partner on web promotional material
4. Branded Santa Clause corner activity
5. 2 minutes video promotion
6. Platinum members receive 10% off

**Title Sponsorship Price: 40,000 RMB - NON-MEMBER 60,000 RMB**

\*All sponsorship prices subject to change

WE THANK YOU IN ADVANCE FOR YOUR INTEREST, AND LOOK FORWARD TO COLLABORATING TOWARD CREATING A MEMORABLE EXPERIENCE FOR YOUR BRAND!



## CONTACT US

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SPECIAL THANKS TO OUR PLATINUM MEMBERS

