



About The British Ball

British Ball is the highlight of the Beijing social calendar where the British Community and friends, along with senior members of the business and the diplomatic community gather together for an incredible evening to celebrate British Culture, have great fun and support good causes.

This year's British Ball will take place at the **China World Summit Wing** in Beijing on **Saturday, 23rd October 2021**. Our Theme for this year is **A Night at the West End**. The guests will begin their night with a welcome cocktail reception, then dine on a delicious four-course meal made by China World's Chefs, enjoy the best live band Beijing has to offer, and dance until the early morning where a Survivor's Breakfast will await anyone who can dance from dusk till dawn.

The British Ball has been in existence since the 1990s, and from 2003 all net proceeds from the event go to the chosen good causes, including support raised through auctioning and raffling of items donated by generous businesses in and around China.



Website: www.britishball.org.cn

Executive Summary

Organisers

British Ball Committee

Supported by



Venue

China World Summit
Wing Beijing

Audience

600+ Guests

Guest Experiences

Cocktail reception
Raffle
Scrumptious Dinner
Networking
Best Dressed Competition
Lucky Draw
Silent Auction
Live Performances
Incredible Live Band
Survivor's Breakfast

Sponsorships and Package

Gold Sponsorship
Both Cash and Prizes

Silver Sponsorship
Both Cash and Prizes

Corporate Table Sponsorship
Cash

Prize Sponsorship

Media Sponsorship

British Ball 2020 – ROCKETMAN



British Ball 2019 – SWINGING SIXTIES



British Ball 2018 – The Knight's Tale



British Ball 2017 – Harry Potter



Gold Sponsorship

Pre-Ball Benefits

- Logo allotted on all printed promotional materials including posters and fliers, distributed in key locations in Beijing and British Centers.
- Logo allotted on all electronic promotional material including e-fliers sent to the British Ball supporters.
- Logo placement and company introduction on British Ball website www.britishball.org.cn with link to your company's website.
- Gold Sponsors Guaranteed exclusivity in their sponsorship category.

Post-Ball Benefits

- Acknowledgment and logo allotted in the "Thank You to our Ball Sponsors" email.
- Feature in all post-event reviews including those issued by Media and Supporting Partners.
- Company logo displayed on the British Ball website for a period of 6 months after the Ball.
- Sponsor Report with summary of all logo placements and event data.

At-the-Ball Benefits

- Logo allotted on Event Sponsors' entrance banner.
- Logo allotted on stage backdrops.
- Logo allotted on tickets and seating plans.
- Logo included in the event programme.
- Full-page advertisement in event programme.
- 10 Complimentary tickets to the Ball with VIP table location.
- Exclusive themed table decorations for Sponsors' table.
- Opportunity to place corporate gifts on all tables.
- Opportunity to place promotional materials and gifts in all gift bags.
- Opportunity to present a lucky draw prize.
- Verbal recognition and acknowledgment by the Chairman of the Organising Committee.

Price: ¥60,000

Silver Sponsorship

Pre-Ball Benefits

- Logo included in one email blast per month and in selected marketing materials.
- Logo allotted on all promotional materials issued by Media and Supporting Partners including articles emails blasts, and print advertisements.
- Logo on the British Ball website www.britishball.org.cn with link to your company's website.
- Silver sponsors guaranteed exclusivity in their sponsorship category.

Post-Ball benefits

- Acknowledgment and logo allotted in the "Thank You to our Ball Sponsors and Announcement of good causes - donation" email.
- Feature in all post-event reviews.
- Company logo displayed on the British Ball website for a period of 6 months after the Ball.

At-the-Ball Benefits

- Logo allotted on entrance banner.
- Logo allotted on seating plans.
- Logo included in the event programme.
- Quarter-page advertisement in event programme.
- 10 Complimentary tickets to the Ball with VIP table location.
- Exclusive themed table decorations for Sponsors' table.

Price: ¥40,000

Corporate Table Sponsorship

Pre-Ball Benefits

- Company logo included in the seating plans.
- Company branded plaque placed in the centre of the table.
- Company branded guest name cards provided.
- Corporate Table holders and their company logo will be mentioned in a special post event “Thank you” email.
- Professional and complimentary photos featuring guests at the event, usable in future company marketing materials.

Note: Corporate Tables can receive priority table allotment.

At-the-Ball Benefits

- Logo included in the event programme.
- 10 Complimentary tickets to the Ball with VIP table location..

Price: ¥14,000

Prize Sponsorship

At-the-Ball Benefits

- Logo included in the prizes section of the event programme.
- Logo included on pull up banners in hotel foyer.
- Silent Auction prizes will have the company logo and prize information on display until the end of the event.
- Raffle Prizes will have the company logo and prize name on display during raffle. Raffle Prizes have to be approved by the committee members.
- High Value Auction items will have the company logo and prize name on display during High Value Auction. High Value Prizes have to be approved by the committee members.

Donate Prizes for the British Balls activities

Prizes must not expire within 1 year from the event, but can be subject to negotiation.

Media Sponsorship

Pre-Ball Benefits

- Logo allotted on all printed promotional materials including posters and fliers, distributed in key locations in Beijing and British Centres.
- Logo allotted on all electronic promotional material including e-fliers sent to the British Ball supporters.
- Logo on the British Ball Website www.britishball.org.cn with link to your company's website.
- Media sponsors guaranteed exclusivity in their category.

Post-Ball Benefits

- Feature in all post-event review.
- Company logo displayed on the British Ball website for a period of 6 months after the Ball.

At-the-Ball Benefits

- Logo allotted on entrance banner.
- Logo allotted on seating plans.
- Logo included in the event programme.
- 2 Complimentary tickets to the British Ball.

Promote the British Ball via their popular media platforms

Previous Ball Sponsors



MOSTO



Previous Ball Sponsors



Previous Ball Sponsors



swissôtel RESORT PHUKET



CRCC ASIA
士亚商务咨询



PRINCIPLE M

Custom Sponsorships

There is room for everyone so please inquire about custom sponsorship options to make sure you are not missing out on possible branding opportunities.

Email: britishball@britishchamber.cn



**Thank you
for your
time!**