



The American Chamber of Commerce in Shanghai
上海美国商会

2020 Government Relations Sponsorship Guide

Program Overview

1. Government Appreciation Dinner: One of AmCham Shanghai's signature programs. This exclusive dinner provides an opportunity for members to meet with key Shanghai and YRD government officials. It is also an opportunity to meet with the U.S. Ambassador. There will be a VIP meeting for Stars, Stripes and Platinum sponsors.

Guests: 300-400/Date: October 14, 2020

2. Government Affairs Conference: A half-day conference focused on providing members with the latest government policies and strategies, and to share best practices among government affairs professionals. Speakers will provide insights on both the U.S.-China relationship and also Chinese government policies. Speakers will include influential academics, think tanks, government affairs veterans from MNCs or consultancies, and key government agencies.

Guests: 80-100

Sponsorship Opportunities

Stars Sponsor Member: RMB 150,000 Non-Member: RMB 180,000	
Government Appreciation Dinner	<ul style="list-style-type: none"> Two company representatives will be invited to a government VIP meeting before the Government Appreciation Dinner
	<ul style="list-style-type: none"> One company representative will be invited to sit at the head table and one company representative will be invited to sit at a VIP table
	<ul style="list-style-type: none"> A corporate table (10 seats) at the GA Dinner with company logo displayed on the table. Companies can invite their own guests in coordination with AmCham Shanghai
	<ul style="list-style-type: none"> Company has priority to choose government officials for their table
	<ul style="list-style-type: none"> Company logo will be displayed on the welcome backdrop
	<ul style="list-style-type: none"> Company will have a branding booth at the foyer area
	<ul style="list-style-type: none"> A group photo at the GA Dinner will be provided to the company with event-themed photo frame
	<ul style="list-style-type: none"> A full page color advertisement (to be provided by the company) will be included in the GA Dinner program
Government Affairs Conference	<ul style="list-style-type: none"> One speaking opportunity during the GA Conference
	<ul style="list-style-type: none"> Company logo will be displayed on the welcome backdrop
	<ul style="list-style-type: none"> A full page color advertisement (to be provided by the company) will be included in the GA Conference program
	<ul style="list-style-type: none"> One marketing table with 2 complimentary tickets



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Stripes Sponsor Member: RMB 120,000 Non-Member: RMB 140,000	
Government Appreciation Dinner	<ul style="list-style-type: none"> • One company representatives will be invited to a government VIP meeting before the Government Appreciation Dinner
	<ul style="list-style-type: none"> • One company representative will be invited to sit at the head table and one company representative will be invited to sit at a VIP table
	<ul style="list-style-type: none"> • A corporate table (10 seats) at the GA Dinner with company logo displayed on the table. Companies can invite their own guests in coordination with AmCham Shanghai
	<ul style="list-style-type: none"> • Company has priority to choose government officials for their table
	<ul style="list-style-type: none"> • Company logo will be displayed on the welcome backdrop
	<ul style="list-style-type: none"> • Company will have a branding booth at the foyer area
	<ul style="list-style-type: none"> • A group photo at the GA Dinner will be provided to the company with event-themed photo frame
Government Affairs Conference	<ul style="list-style-type: none"> • A full page color advertisement (to be provided by the company) will be included in the GA Dinner program.
	<ul style="list-style-type: none"> • Company logo will be displayed on the welcome backdrop
	<ul style="list-style-type: none"> • A full page color advertisement (to be provided by the company) will be included in the GA Conference program
	<ul style="list-style-type: none"> • One display booth at the GA Conference with 2 complimentary conference passes

Platinum Table Sponsor Member: RMB 100,000 Non-Member: RMB 115,000	
Government Appreciation Dinner	<ul style="list-style-type: none"> • One company representatives will be invited to a government VIP meeting before the Government Appreciation Dinner
	<ul style="list-style-type: none"> • One company representative will be invited to sit at a VIP table
	<ul style="list-style-type: none"> • A corporate table (10 seats) at the GA Dinner with company logo displayed on the table. Companies can invite their own guests in coordination with AmCham Shanghai
	<ul style="list-style-type: none"> • Company will have a branding booth at the foyer area
	<ul style="list-style-type: none"> • Company logo will be displayed on the welcome backdrop
	<ul style="list-style-type: none"> • A group photo at the GA Dinner will be provided to the company with event-themed photo frame
	<ul style="list-style-type: none"> • A full-page color advertisement (to be provided by the company) will be included in the GA Dinner program
Government Affairs Conference	<ul style="list-style-type: none"> • Company logo will be displayed on the welcome backdrop
	<ul style="list-style-type: none"> • 2 complimentary conference passes



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Corporate Table Sponsor Member: RMB 65,000 Non-Member: RMB 75,000	
Government Appreciation Dinner	<ul style="list-style-type: none"> A corporate table (10 seats) at the GA Dinner with company logo displayed on the table. Companies can invite their own guests in coordination with AmCham Shanghai
	<ul style="list-style-type: none"> Company logo will be displayed on the welcome backdrop
	<ul style="list-style-type: none"> A group photo at the GA Dinner will be provided to the company with event-themed photo frame
	<ul style="list-style-type: none"> Company logo will be included in the GA Dinner program

Networking Sponsor Member: RMB 30,000 Non-Member: RMB 40,000	
GA Dinner & Conference	<ul style="list-style-type: none"> 2 complimentary tickets to GA Conference
	<ul style="list-style-type: none"> 2 complimentary tickets to GA Dinner
	<ul style="list-style-type: none"> Company logo will be included in all event programs
	<ul style="list-style-type: none"> Company logo and profile (less than 100 English words) will be display on the cocktail table during GA Dinner and Conference

Government Affairs Conference Sponsor Member: RMB 30,000 Non-Member: RMB 40,000	
GA Conference	<ul style="list-style-type: none"> One display booth with 2 complimentary tickets
	<ul style="list-style-type: none"> One speaking opportunity during the GA Conference

Government Affairs Conference Booth Sponsor Member: RMB 15,000 Non-Member: RMB 20,000	
GA Conference	<ul style="list-style-type: none"> One display booth with 2 complimentary tickets

**Exposures for all sponsors:*

- Company logo will be displayed on the event web-page with a hyperlink to its official website. Company logo will be included in the event email and/or social media announcements with a hyperlink to its official website.
- Company logo will be included in the post-event write up in Insight magazine.



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Commitment Form

Yes, we are interested in sponsoring AmCham Shanghai's 2020 Government Affair Program!

Please email the Commitment Form to Zoe Zhang to confirm your sponsorship.

For more information regarding sponsorship, please contact:

Zoe Zhang

Senior Business Development Manager

Tel: (+86 21) 6169-3011

Email: zoe.zhang@amcham-shanghai.org

Sponsor Information

Company name: _____

Contact person: _____ Tel: _____

Fax: _____ Email: _____

Company address: _____

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

	Member (RMB)	Non-member (RMB)
<input type="checkbox"/> Stars Sponsor	150,000	180,000
<input type="checkbox"/> Stripes Sponsor	120,000	140,000
<input type="checkbox"/> Platinum Table Sponsor	100,000	115,000
<input type="checkbox"/> Corporate Table Sponsor	65,000	75,000
<input type="checkbox"/> Networking Sponsor	30,000	40,000
<input type="checkbox"/> GA Conference Sponsor	30,000	40,000
<input type="checkbox"/> GA Booth Sponsor	15,000	20,000

By signing below, (insert company name) _____ agrees to the following terms and conditions as a sponsor of AmCham Shanghai's 2020 Government Affairs Program.

1. The above sponsored cash/products/prize/service is non-refundable once sponsorship has been confirmed.
2. AmCham Shanghai will refund the fee 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: _____