



Australia China Business Council
澳大利亚中国工商业委员会

Sponsorship Information

Corporate Dinner

Celebrating the 50th Anniversary
of Australia-PRC Relations



About Us

About the Australia China Business Council

The Australia China Business Council (ACBC) is a membership-based, not-for-profit organisation comprised of member companies engaged in bilateral trade and investment with China. Established in 1973, the Council's reach extends to over 10,000 professionals. We actively promote two-way trade and investment between Australia and China for the benefit of members and the broader Australian community.

About the Corporate Dinner: Celebrating the 50th Anniversary of Australia-PRC Relations

This November, the Australia China Business Council will hold a Gala Dinner to celebrate the 50th Anniversary of the establishment of diplomatic relations between Australia and the People's Republic of China in 1972. The dinner will highlight how the two nations have benefited from the Australia-China relationship, our strong economic complementarities, as well as our longstanding community and cultural ties.

It will feature keynote speeches from senior figures from government as well as Australian and Chinese businesses. The audience for this event will be government, business leaders, entrepreneurs and professionals involved in Australia-China trade and investment.

ACBC is seeking Expressions of Interest in sponsoring this dinner. Sponsorship is an opportunity to promote your brand to this audience, and position your organisation as a support of the Australia-China business relationship. Benefits from investing in different levels of sponsorship are set out below, and include brand promotion and corporate positioning.

Customised packages can also be developed in discussion with you.

Partnership Opportunities

Principal Partner - \$10,000

Marketing and Branding:

Branding: Acknowledged as a principal partner on all marketing collateral, including direct event invitations via email, ACBC NSW e-newsletter, and post-event messages

Digital Presence: Principal partner acknowledged and logo featured on the ACBC website

Social Media: Acknowledged as a principal partner and logo to be featured across all our social media platform posts

Signage: Prominent display of company banner and branding at the event and on stage

Marketing Collateral: Distribution of company brochure/product leaflets at the event and/or offering a door prize

Positioning:

Acknowledgement: Sponsorship to be acknowledged during the event proceedings and in the post-event thank you email to all attendees

Influence: Play a role in the event's proceedings - with company representative offered opportunity to make remarks or act as panellist

Access:

Head table: A seat at the head table

Tickets: two (2) complimentary corporate tables (totalling sixteen (16) tickets) at the event

Major Partner - \$5,000

Marketing and Branding:

Branding: Acknowledged as a major partner on all marketing collateral, including direct event invitations via email, ACBC NSW e-newsletter, and post-event messages

Digital Presence: Major partner logo featured on the ACBC website

Social Media: Logo to be featured in event promotion across our social media platform

Signage: Display of company banner and branding at the event and on stage

Positioning:

Acknowledgement: Sponsorship to be acknowledged during the event proceedings, and in the post-event thank you email to all attendees

Influence: opportunity to introduce speaker or panel at the dinner event

Access:

Tickets: one (1) complimentary corporate table (totalling eight (8) tickets) at the event

Partnership Opportunities

Supporter - \$2,000

Marketing and Branding:

Branding: Acknowledged as a supporter on marketing collateral, including direct event invitations via email, ACBC NSW e-newsletter, and post-event messages

Social Media: Logo to be featured in event promotion across our social media platform

Signage: Display of company banner and branding at the event

Contact Us

For partnership and sponsorship enquiries, please contact Ms. Alison Airey (Chief Executive Officer, ACBC NSW):

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Mobile: 0466 494 011

