

Co-organised by ACBC WA & CCA Perth Branch



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



澳大利亚中国总商会珀斯分会
China Chamber of Commerce in Australia Perth Branch

Chinese Lunar New Year 2024 Partnership Package

An opportunity to partner with the Australia China Business Council WA and the China Chamber of Commerce Australia Perth Branch for the Chinese Lunar New Year Gala 2023.

Friday 16 February 2024 | Crown Perth

Platinum Partner



Associate Partner



About our annual Chinese Lunar New Year Gala

Our largest event of the year, the Australia China Business Council Western Australia (ACBC WA) and China Chamber of Commerce in Australia (CCCA) Perth Branch Chinese Lunar New Year Gala is scheduled for Friday 16 February 2024 at Crown Perth.

Owing to the significance of the event and the broader bilateral relationship, this seated Gala function typically attracts 300-400 senior decision makers from within WA's Australian and Chinese business, government, academic, and cultural communities.

We will welcome the Year of the Dragon at the appropriately opulent Crown Perth. The theme for this year's Gala is **GOLD**.

The event includes a sit-down banquet dinner, awards, high-level keynote speakers and an entertainment program to mark this occasion.

Support from event partners is integral to the success of this event, and provides us with the ability to raise the profile of this vital and complementary relationship.

We look forward to working with you to ensure you make the most of your partnership with us during this important occasion.

James Clarke & David Sun
Presidents of ACBC WA & CCCA Perth Branch

Naming Rights Partner (\$25,000 + GST)

Key Sponsorship Benefits:

- The event will be titled and referred to as the **“The YOUR COMPANY NAME Chinese Lunar New Year Gala 2024”**
- Your organisation logo displayed prominently on event promotions, programs and event signage alongside ACBC WA and CCCA Perth Branch logos as the naming rights partner for the event.
- Your organisation logo displayed at event on the screens (with caption ‘Naming Rights Partner’).
- Your logo displayed on the media wall.
- Acknowledgement as ‘Naming Rights Partner’ by the Master of Ceremonies and during Presidents’ joint speech.
- Distribute your corporate literature/promotional material at the event (seat drop, printing not included).
- Complimentary Gold table for 10 at the event adjacent to the VIP table. Gold tables are positioned closer to the stage for prominent viewing, enjoy premium drinking packages and served meals first.
- Two representatives from your organisation to be seated at the VIP Table with guest speakers and other VIPs.
- A representative to make a brief speech (<5 minutes).
- Play a promotional/corporate video at event (<2 min).
- A representative from your organisation to introduce a guest speaker.
- Promotion on ACBC WA website and LinkedIn



~~Platinum Event Partner~~

~~Key Sponsorship Benefits:~~

- **UNAVAILABLE.**
- Your organisation logo displayed prominently on event promotions, programs and event signage with acknowledgement as 'Platinum Event Partner'.
- Your organisation logo displayed at event on the screens (with caption 'Platinum Event Partner').
- Your logo displayed on the Gala media wall.
- Acknowledgement as 'Platinum Event Partner' by the Master of Ceremonies and during Presidents' joint speech.
- Distribute your corporate literature/promotional material at the event (seat drop, printing not included).
- Play a promotional/corporate video and/or speak at event - 5 minute maximum (total video and speaking)
- Complimentary Gold table for 10 at the event adjacent to the VIP table. Gold tables are positioned closer to the stage for prominent viewing, enjoy premium drinking packages and served meals first.
- A representative from your organisation to be seated at the VIP Table with guest speakers and other VIPs.
- A representative from your organisation to introduce a guest speaker.
- Promotion on ACBC WA website and LinkedIn.



Gold Event Partner (\$10,000 + GST)

Key Sponsorship Benefits:

- **Multiple available.**
- Your company logo displayed prominently on event promotions, brochures, programs and event signage with acknowledgement as 'Gold Event Partner'.
- Your company logo displayed at event on the screens (with caption 'Gold Event Partner').
- Your logo displayed on the Gala media wall.
- Acknowledgement as 'Gold Event Partner' by the Master of Ceremonies and during Presidents' joint speech.
- Opportunity for a representative from your organisation to introduce a guest speaker.
- Complimentary Gold table for 10 at the event adjacent to the VIP table. Gold tables are positioned closer to the stage for prominent viewing, enjoy premium drinking packages and served meals first.
- Promotion on ACBC WA website and LinkedIn.



Associate Event Partner (\$5,000 + GST)

Key Sponsorship Benefits:

- **Multiple available**
- Your company logo displayed event promotions, brochures, programs and event signage with acknowledgement as 'Associate Event Partner'.
- Your company logo displayed at event on the screens (with caption 'Associate Event Partner').
- Your logo displayed on the Gala media wall.
- Acknowledgement as 'Associate Event Partner' by the Master of Ceremonies and during Presidents' joint speech.
- Five complimentary Gala tickets.
- Logo feature on ACBC WA website and LinkedIn.

Door Prize/Guest Speaker Gift Sponsor (Gift to the value of \$250+ + GST)

Key Sponsorship Benefits:

- **Multiple available**
- Your company name listed in the Event Program.
- Logo featured on screens during the Door Prize draw.
- Acknowledgement as 'Door Prize Sponsor' by the Master of Ceremonies.
- Opportunity to purchase member price tickets.
- Logo feature on ACBC WA website and LinkedIn.



Contact us

ACBC WA and CCCA Perth Branch would love to hear from you and work with you to ensure that you make the most from your partnership with us.

For further partnership enquiries please contact:

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For general event enquiries contact: eventswa@acbc.com.au



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Celebrating 50 Years in 2023



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