



Asian Business  
Chamber  
of Commerce

# ABCC ANNUAL DINNER & AWARDS 2022

## SPONSORSHIP OPPORTUNITIES

SATURDAY 19 NOVEMBER 2022  
THE NATIONAL CONFERENCE CENTRE BIRMINGHAM



Part of  
Greater Birmingham  
Chambers  
of Commerce



# THE DINNER

The Asian Business Chamber of Commerce Annual Dinner & Awards night is the most prestigious event in the Asian business annual events calendar. Over the years the dinner has always attracted high-profile delegates from business and government.

The dinner and awards evening includes a drinks reception, 3-course dinner and entertainment with a fantastic opportunity to host clients, customers, your staff and to network with other dinner guests.

The evening celebrates and showcases the best of business and enterprise throughout the region and provides the opportunity to hear from a key note speaker. Guest speakers have included key political leaders, entrepreneurs and established business leaders.

The 2022 Annual Dinner & Awards will take place on Saturday 19 November 2022 at The National Conference Centre with sponsorship opportunities available to suit all budgets.



# THE CHAMBER'S REACH

Sponsoring the awards will help profile your business not only on the evening of the awards but throughout the build up on the Chamber's collective channels with a reach of over 200,000 individuals and more...



103,000  
THE CHAMBERS  
SOCIAL REACH



14,862  
SUBSCRIBERS



2,500  
MEMBERS



24000  
CHAMBERLINK MAGAZINE  
READERSHIP



12,000  
DELEGATES AT OUR  
EVENTS



25,500  
FOLLOWERS



6,300  
LIKES



9,400  
CONNECTIONS

# HEADLINE SPONSORSHIP

## PRE EVENT

Branding on all dinner and business awards event collateral and marketing activity leading up to the event, including:

- Chamberlink members' magazine with a readership of c.24k
- Weekly members' Chamber e-shots (distributed to c.32k contacts) and regular features in the Chamber's daily e-news (c.8k distribution)
- Promotion at other Chamber events and on the Chamber's website
- The details of headline sponsors will be included on media releases concerning the event
- Additionally, the sponsor's branding will be included on pre-event marketing such as the invitations and tickets (subject to printing deadlines)

## AT THE EVENT

- The sponsor's branding will be included in all event marketing and throughout the duration of the dinner.

Headline sponsors will receive more coverage than other sponsors

- Two tables of 10 places is available for headline sponsors and their guests on the first row of the room next to the stage. Guests will be supplied with two bottles of wine and a menu option
- A full-page advertisement or editorial space will be provided in the programme that will be made available to all dinner guests on the night. Please note, designs should reflect the prestige of the event and artwork deadlines apply
- Opportunity to have an exhibition stand at the drinks reception. The sponsor will be responsible for the supply, erection and dismantling of any stand used within the venues pre-agreed deadlines
- For one person to enter the main hall (6.30pm) in order to display place name cards

## POST EVENT

- The names of headline sponsors will be included on all post-event media releases

**£10,000 +VAT**



# BUSINESS AWARD CATEGORY SPONSORS

## PRE EVENT

- Included in any social media or press releases promoting the category

## AT THE EVENT

- Included on event marketing and throughout the dinner
- Featured logo in the event programme on the chosen category
- For one person to present the award on the night
- Logo on the main screen when your chosen category award is announced
- Five dinner places will be available for the dinner (Places will be sat towards the front of the stage)

## POST EVENT

- The names of all award sponsors will be included in social media/PR coverage.

## AWARD CATEGORIES

- Outstanding Charity of the Year
- Outstanding Entrepreneur of the Year
- Outstanding Finance Business of the Year - SOLD
- Outstanding Hospitality Business of the Year - SOLD
- Outstanding Legal Services Business of the Year
- Outstanding Small Business of the Year
- Outstanding Start-Up Business of the Year - SOLD
- Outstanding Tech Business of the Year - SOLD
- Outstanding Young Achiever of the Year
- Overall Business of the Year - SOLD

**£3,000 +VAT**

# PRE-DINNER DRINKS SPONSORSHIP

Delegates will all arrive for pre-dinner drinks before being shown through to the main hall where the dinner event takes place.

## PRE EVENT

- Included in any social media or press releases promoting the dinner.

## AT THE EVENT

- The sponsor's branding will be included in all event marketing and throughout the duration of the dinner.
- Four complimentary tickets are available for Pre-Dinner Drinks Reception Sponsor and their guests close to the stage.
- For one person to enter the main hall in order to display place name cards for you.
- Exhibition space in the drinks reception area will be made available if required. The sponsor will be responsible for the supply, erection and dismantling of any stand used within the venues pre-agreed deadlines.

## POST EVENT

- The names of all award sponsors will be included in social media/PR coverage.

**£2,500 +VAT**



# TABLE DECORATION SPONSOR

- The sponsor's branding will be included in event marketing and throughout the duration of the dinner.
- Two folded cards (postcard size, provided by the sponsor) detailing the sponsor and their products / services will be placed on each table. Please note, the design should reflect the prestige of the event
- Three places are available for the sponsors and their guests.
- Exhibition space in the drinks reception area will be made available if required. The sponsor will be responsible for the supply, erection and dismantling of any stand used within the venues pre-agreed deadlines

# ENTERTAINMENT SPONSOR

**£2,000 +VAT**

- The sponsor's branding will be included in event marketing and throughout the duration of the dinner.
- Three places are available for the sponsor and their guests.
- A half-page advertisement or editorial space will be provided in the programme that will be made available to all dinner guests on the night. Please note, designs should reflect the prestige of the event and artwork deadlines apply
- Exhibition space in the drinks reception area will be made available if required. The sponsor will be responsible for the supply, erection and dismantling of any stand used within the venues pre-agreed deadlines

# SPONSORSHIP EXPOSURE



YOUR LOGO WILL BE INCLUDED IN OUR GLOSSY AWARDS BROCHURE AND PLACED AT EVERY TABLE SETTING WITH THE OPPORTUNITY FOR ADDITIONAL ADVERTISING SPACE



YOUR LOGO WILL BE DISPLAYED ON OUR SPONSOR MEDIA BOARD BACKDROPS FOR OFFICIAL GUEST AND WINNERS PHOTOS TO BE TAKEN IN FRONT OF



LOGOS WILL BE VISIBLE ON SCREENS DURING YOUR SPONSORED SEGMENT AND REOCCURRING AT POINTS THROUGH THE NIGHT

A LIVE TWEET WALL ALSO OPERATES THROUGHOUT THE NIGHT WHICH IS VISIBLE ON ALL SCREENS WITH SPONSOR THANK YOUS, WINNER ANNOUNCEMENTS AND COMPETITIONS USING THE HASHTAG #ABCCAWARDS22  
LAST YEAR WE REACHED OVER 2 MILLION PEOPLE ON TWITTER!



# DINNER & AWARDS BROCHURE

All delegates will receive a programme on the night.  
Artwork should be supplied in high resolution format (300 dpi) as a pdf or eps file.

- A4 Page = £500 +VAT
- Half page (Landscape) = £250 +VAT

Page allocation of all advertisements will be at the discretion of the Chamber events team.





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# SPONSORSHIP OPPORTUNITIES

FOR MORE INFORMATION ON ANY OF THE  
OPPORTUNITIES PLEASE CONTACT:  
[A.KHAN@BIRMINGHAM-CHAMBER.COM](mailto:A.KHAN@BIRMINGHAM-CHAMBER.COM) OR  
CALL 0121 274 3280.



Part of  
**Greater Birmingham**  
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