



Asian Business
Chamber
of Commerce



SPONSORSHIP OPPORTUNITIES

#ABCCAWARDS21



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BCC AWARDS 2020

HEADLINE SPONSORS



An exciting opportunity to get your brand in front of the Asian Business Chamber of Commerce audience

The Awards

The Asian Business Chamber of Commerce Awards is set to be the biggest occasion in the Asian business calendar, bringing together businesses (virtually) from across Greater Birmingham to one of the most prestigious events of the year.

The Awards are a celebration of the work of businesses in and across Greater Birmingham.

The Awards will take place on Thursday 18th November from 7pm, all from the comfort of your own home!

Sponsorship opportunities are available to suit all budgets.





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Asian Business Chamber of Commerce

7,000 social media followers

Across ABCC Chambers 4 social media accounts

1,400 newsletter subscribers

On both our member communications and newsletter lists

20 sectors

Our growing membership is from a vast range of 20 sectors,
making our network uniquely diverse and strong

Last year's awards

The event stream received 851 views. In addition to UK viewers, 3 were in India, 2 in the Philippines and 1 each in the Netherlands and USA (more than double the people we would have had in person at The National Motorcycle Museum!)

702 unique individuals have viewed the online event

#ABCCAwards20 trended no 2 in Birmingham on Twitter and 785 total tweets were generated using the event hashtag

The event hashtag reached over 500,000 people on social media and the event featured on 2 social media channels with over 5,000 collective followers

Over 30,000 newsletter subscribers read about the event and the event landing page listing received 1354 page views.

The Chamber 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...





Headline Sponsorship

Sponsorship Includes:

- Enews story (to over 15,000 subscribers) and featured in Chamberlink magazine (readership of 24k) coverage on announcing the sponsorship
- You will be featured in multiple enews stories, across GBCC enews and ABCC enews
- Option to provide video or written content on why you are involved in the event etc. for promotion across the Chamber's channels in the build up to the event
- A4 advert in the digital awards brochure which will be issued to all event bookers, available to download from the Chamber website and promoted heavily in the build-up, during, and after the event
- Logo on the digital version of the sponsorship board which will be created and used as a backdrop at regular points throughout the online event. This backdrop will also be converted to a homepage 'slider' advert on our website homepage as a thank you to all sponsors
- Logo presence and shout outs during the live event
- Social media posts in the build up to and during the live event
- £500 worth of banner adverts on the ABCC Chamber newsletters (over 2000 subscribers)
- Your logo will be listed on the awards page with a hyperlink from the Chamber website to the sponsor website
- Introduction requests – personal introductions to shortlisted companies of your choice (subject to their consent)
- Post Annual Awards event opportunities

Cost: £3,000 +VAT

Award Category Sponsorship

Award categories:

- Outstanding Charity of the Year
- Outstanding Contribution to Diversity and Inclusion
- Outstanding in Customer Service
- Outstanding Entrepreneur of the Year
- Outstanding Financial Services of the Year
- Outstanding Business resilient in COVID19 (NEW)
- Outstanding Start-Up Business of the Year
- Outstanding Young Achiever of the Year (NEW)
- One winner will be crowned Overall ABCC Business of the Year 2021 (sponsorship for this award is SOLD)



Sponsorship Includes:

- Enews story (to over 15,000 subscribers) and featured in Chamberlink magazine (readership of 24k) coverage on announcing the sponsorship
- You will be featured in multiple enews stories, across GBCC enews and ABCC enews
- Option to provide video or written content on why you are involved in the event etc. for promotion across the Chamber's channels
- Mention in the digital awards brochure which will be issued to all event bookers, available to download from the Chamber website and promoted heavily in the build-up, during, and after the event
- Logo on the digital version of the sponsorship board which will be created and used as a backdrop at regular points throughout the online event. This backdrop will also be converted to a homepage 'slider' advert on our website homepage as a thank you to all
- Logo presence during the live event
- Social media posts in the build up to and during the live event
- As a sponsor, you announce your category award via a pre-recorded video for the evening
- One month banner advertising on the ABCC newsletter (over 2000 subscribers)
- A hyperlink from the awards page on the Chamber website to the sponsor's website

Cost: £1,000 +VAT each



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Digital brochure advert

Full Page A4 advert in the digital awards brochure which will be issued to all event bookers, available to download from the Chamber website and promoted heavily in the build-up, during, and after the event. **Cost: £200 +VAT**

Page allocation of all advertisements will be made at the discretion of Asian Business Chamber of Commerce Chamber



What you will need to provide:

- A project manager who will be the single point of contact between your company and the Asian Business Chamber event manager and will ultimately be responsible for ensuring everything is complete on schedule
- An eps (high resolution) company logo for inclusion on event marketing as identified above
- A website link for inclusion on the Chamber event calendar and Asian Business Chamber of Chamber promotional materials

The small print:

- Your sponsorship package will only be secured once the contract has been signed
- Payment should be made to the Chamber upon confirmation and prior to the dinner
- If you cancel the agreement once signed, at any time, no refunds will be issued
- The Chamber reserves the right to amend wording on event marketing material

Summary

Become a sponsor of this flagship event and receive a host of exclusive benefits whilst driving brand awareness.

Thank you for your consideration.





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To discuss any of the sponsorship opportunities
outlined, please contact:

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