Asian Business Chamber of Commerce

CELEBRATING 40 YEARS

ASIAN BUSINESS CHAMBER OF COMMERCE GALA DINNER & AWARDS 2027

It’s time to celebrate diverse Asian businesses that operate within Greater Birmingham and recognise the achievements of those who have demonstrated outstanding contributions in their field.

OUR REACH



Over 52,000
newsletter
subscribers



115,000 social media
followers across
10+ channels



26,000 monthly
website visitors

HEADLINE SPONSOR

As a headline sponsor of the Asian Business Chamber of Commerce Gala Dinner & Awards 2027, your organisation will be at the **forefront** of celebrating the achievements, innovation and resilience of one of the UK's most **dynamic** business communities.

Established in 1987, the Asian Business Chamber of Commerce is the largest Chamber of its kind, representing and championing Asian businesses across the West Midlands.

As a **gateway** to this influential network, the awards recognise outstanding organisations and individuals while providing sponsors with exceptional opportunities to **build brand awareness**, **strengthen relationships** and demonstrate their commitment to **business growth**, diversity and inclusion.

HEADLINE SPONSOR

£6,000+VAT - South & City College Birmingham

1 AVAILABLE (non-conflicting organisations)

Branding and promotion:

- Logo inclusion on **all event-related material** including website, media board and presentation slides
- **Social media** announcement & video opportunity
- Inclusion in ChamberLink magazine with c.**25k readership**
- Regular feature in daily e-news c.**9.5k distribution**
- **Advertisement** in printed awards programme

High-value opportunities:

- **10 places** to attend the event located in a prominent position
- Opportunity to **address attendees** on the evening
- **Exclusive invite** to pre-awards shortlist social (opportunity to place marketing material and address attendees)
- **Exclusive invite** to ABCC Patron Dinner in 2027
- **Raise your profile** through a two-month digital advertising campaign in the ABCC monthly newsletter and a one-week digital advertising campagin in the daily Greater Birmingham Business news

SPONSORSHIP OPPORTUNITIES

Align your brand with the the Asian Business Community.

Sponsoring an award category will give you access to key businesses and a platform to **make connections** with businesses and individuals demonstrating excellence.

PAST SPONSORS

TURKISH AIRLINES

SOUTH & CITY COLLEGE BIRMINGHAM

EY
Shape the future with confidence

Pathway Group
Changing lives through skills and work

OXFORD INNOVATION ADVICE

Practice Plus Group

LIV. 24

Douglas Wright T/A McDonald's®

esteo MEDICAL GROUP

SHAKESPEARE MARTINEAU

HOUSMAN CONSULTING
TAX INVESTIGATION & ACCOUNTANTS

CATEGORY SPONSOR

£3,000+VAT - 4 AVAILABLE

Branding and promotion:

- Logo on **all category-related** marketing material and photography media board, presentation slides, and in printed awards programme
- Inclusion in ChamberLink magazine with c.**25k readership**
- Sponsorship announcement in daily e-news c.**9.5k distribution**

High-value opportunities:

- **Five places** to attend the event
- **Invitation** on stage to **present** the trophy to the award winner on the evening
- **Exclusive invite** to pre-awards shortlist social
- **Exclusive invite** to ABCC Patron Dinner in 2027 or 2028
- **Raise your profile** through a one-month digital advertising campaign in the ABCC monthly newsletter

CATEGORIES

Sponsoring an award category will give you access to key businesses and a platform to make connections with businesses and individuals demonstrating excellence.

- **Asian Legacy & Heritage Award -** *Sponsored by Turkish Airlines*
- **Asian Vision & Innovation**
- **Community Impact Award**
- **Excellence in Asian Business**


SCHOLARS SCHOOL SYSTEM
EY Shape the future with confidence
SOUTH & CITY COLLEGE BIRMINGHAM
The Kaleidoscope Group
TURKISH AIRLINES
Asian Business Chamber of Commerce
mahirs experience
LIONCROFT WHOLESALE
HSBC
NCC NATIONAL CONFERENCE CENTRE BIRMINGHAM
NatWest

DRINKS RECEPTION SPONSOR

£2,000 +VAT | 1 AVAILABLE

Showcase your brand to **250+** guests and gain **high-impact** brand exposure during the evening's key networking opportunity.

- **Branding and promotion** through sponsorship announcement in Chamberlink magagzine and GBB news, logo inclusion on media board and social media announcement
- **3 places** to attend the event
- Exhibition space available in the drinks reception to **elevate your profile** on the evening

TABLE DÉCOR SPONSOR

£1,500 +VAT | 1 AVAILABLE

Keep your brand **visible** throughout the evening with branding on **every** guest table.

- **Branding and promotion** through sponsorship announcement in Chamberlink magagzine and GBB News, logo inclusion on media board and social media announcement
- **Two places** to attend the event
- Opportunity to place marketing materials on tables to **raise your profile** on the evening (options to be agreed in advance)

ENTERTAINMENT SPONSOR

£1,500+VAT | 1 AVAILBLE

Showcase your brand and gain additional social media coverage.

- **Branding and promotion** through sponsorship announcement in Chamberlink magagzine and GBB News, logo inclusion on media board and 2 social media announcements

- **Two places** to attend the event


Asian
Business
Chamber
of Commerce
#ABCCAWARDS25

AWARDS PROGRAMME ADVERT

£500+VAT (full-page)

Through programme advertising, reach **businesses**, gain **valuable exposure** and showcase your business to a range of professionals, entrepreneurs and decision-makers.

CONTACT DETAILS

Be part of something **greater** and get involved with the **Asian Business Chamber of Commerce Awards 2027**

To discuss any of the sponsorship opportunities, please:
Email: **R.Ashman@birmingham-chamber.com**
or contact your Relationship Manager .