



**British  
Business  
Awards** 24  
英国商业大奖

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# Awards Sponsorship Pack

July - November 2024

Lead Organiser



Supporting Chambers



# About the British Business Awards 2024

Organised by the British Chambers of Commerce in China, the Awards serve to celebrate and promote excellence in innovation, enterprise and endeavour in the British business community in China. In tandem, they recognise the excellent accomplishments of Chinese businesses operating in the UK.





# About the British Business Awards 2024

Established in 2008 and held every two years

The BBA 2024 will be hosted in Shanghai

Nine award categories showcasing outstanding achievement

Awards Ceremony Gala Dinner in November 2024

Most prestigious business awards of their kind in China





# Our Commitment

The British Chambers of Commerce across China are committed to delivering the British Business Awards programme at the highest level of professional excellence. Our judging process is rigorous, impartial and conducted with the integrity expected from an awards programme of this standing. Winning a BBA is one of the highest honours in Sino-British trade.



# A Mark of Unity

In 2024, the British Business Awards launched a new brand identity inspired by the auspicious Chinese Knot (jié 结), a symbol of friendship and a fruitful, long-lasting relationship that represents the trade relations between the UK and China. The new logo serves as a Mark of Unity (tuán jié 团结) and features the energetic and everchanging colours of the Aurora Borealis.



AURORA BOREALIS  
Energy, aspirational, infinite  
change and surprise

CHINESE KNOT  
Unity, balance, resilience, friendship  
and longevity between the UK and  
China

# Awards Timeline 2024

**24 Jul**

**Call for Entries**

Website launch and applications open

**30 Jul**

**Official Launch**

Join us for the BBA launch in Shanghai and learn more about the 2024 awards categories

**26 Sept**

**Applications close**

Judges will begin to assess the applications

**23 Oct**

**Finalists Announced**

The shortlisted entries for each category are announced

**Finalist Interviews Commence**

Last stage of judging opens

**8 Nov**

**Finalist Interviews Conclude**

**21 Nov**

**Awards Ceremony Gala Dinner**

Winners are announced at this spectacular event





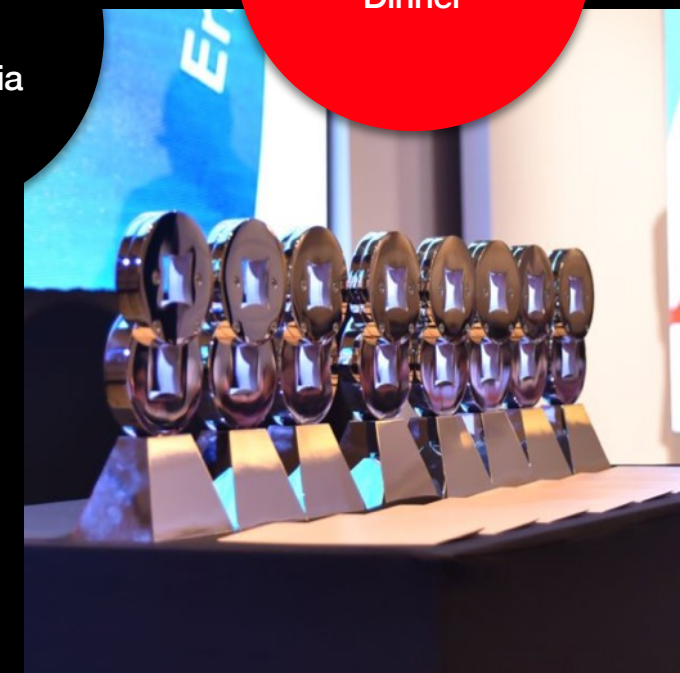
30+ Judges  
50+ Finalists

Includes  
three major  
events

BBA  
website  
visitors -  
15,000 per  
year

BBA  
reaches  
over 80k  
social media  
followers

300+ guests  
at Gala  
Dinner



# Category Sponsorship

## Key Benefits:

### Enhanced online and offline marketing presence in the form of:

- Exposure through the wide-reaching channels of four British Chambers in China and other supporting partners
- Logo on all marketing materials produced in relation to BBA 2024 - including the sponsored award trophy
- Brand positioning in major national and international media outlets
- All the benefits and prestige of Gala Dinner Sponsorship (worth RMB 50,000)
- Personal engagement with VIPs
- Option to take a seat on the judging panel for the sponsored award
- The kudos of presenting the sponsored award at the Gala Dinner

RMB 100,000 \*

For BritCham  
Platinum Members or  
previous BBA sponsors

RMB 115,000 \*

For BritCham  
Members

RMB 130,000 \*

For BritCham  
non-members

\* Sponsorship price excluding 6% VAT





# Full Sponsorship Benefits include:

Join world-renowned British brands in sponsoring an award.  
Past award sponsors include:



## In-person & on-site exposure

- At three key in-person events – BBA Launch, Finalist Announcement and Awards Gala
- Two free entries to BBA launch and Finalist announcement and 11 passes to the Gala
- On-stage speaking opportunity to introduce the award and explain why your organisation has sponsored it
- Logo exposure on on-site marketing materials
- Access and personal engagement with VIPs



## Online Promotion

- Logo with website link and company introduction on dedicated British Business Awards website - 15,000 industry visitors per year
- Promotion through the websites and social media channels of four British Chambers in China - including:
  - WeChat – 60,000+ followers.
  - LinkedIn - 20,000+ followers.
  - Direct emailing to 30,000+ Chamber subscribers



## Gala Dinner

- Complimentary table of 10 with VIP seating and logo display (we encourage you to invite the award category lead judge to join your table)
- A seat at one of the 'head tables' for VIPs
- Logo on site, including photo point backdrop, stage backdrop and seating plan
- Full-page advertisement in BBA 2024 e-brochure
- Products and marketing materials displayed in the ballroom foyer
- Your promotional materials and gifts in goodie bags
- Present the award to the winner



# Gala Dinner Sponsorship

## 21 November

### Key Benefits:

- One complimentary table for 10 with prime positioning and corporate branding (we encourage you to invite the award category lead judge to join your table)
- Logo on all promotional materials related to Gala Dinner: flyers; EDM; newsletter
- Logo on seating plan and prominent in Gala Dinner brochure
- Full-page company advert in Gala Dinner e-brochure
- Mentions in all Gala Dinner promotions

RMB 50,000\*

For BritCham  
Platinum Members or  
previous BBA sponsors

RMB 58,000\*

For BritCham  
Members

RMB 65,000\*

For BritCham  
non-members

\* Sponsorship price excluding 6% VAT

*The BBA Gala Dinner is the signature Sino-British event of the year! With its VIP guest list, the Gala event is an outstanding opportunity for your brand to be in the spotlight.*





# Our Partners

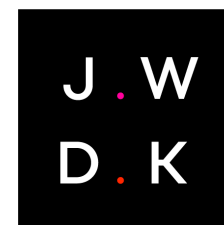
Awards Partners:



Media Partners:



Creative Sponsor:





# British Business Awards

英国商业大奖 24

Lead organiser



Supporting Chambers



## Contact

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[britishbusinessawards.org](http://britishbusinessawards.org)