



SPONSORSHIP

2014-2016



High level branding opportunity with exposure across Shanghai international expat community with branding opportunities within Shanghai, China and Asia wide. Enjoy being part of the pride and supporting the BISS Lions.

www.bisspuxi.com

Established in 2004, the British International School, Puxi, Shanghai is situated at the heart of the expat community in Haucuo in West Shanghai, Puxi.

ABOUT US

We offer the highest standard of premium and contemporary education following the current National Curriculum of England and Wales (aged 2-16) and the International Baccalaureate Diploma Programme (aged 16-18).

With over 50 nationalities, we develop students who understand and display internationalism, leadership and concern for others, through an innovative academic programme coupled with first rate extra-curricular and pastoral provision. The English National Curriculum and the International Baccalaureate Diploma Programme provide rigorous

qualifications and our students achieve top exam results, equipping them for lifelong success and securing them places at leading universities all around the world. As a member of Nord Anglia Education with 28 schools worldwide, our school has a well-established reputation for outstanding educational outcomes beyond classroom experiences.

Sponsors will get exposure across all international school BISS sporting competitions across Shanghai and Asia where our BISS Puxi students will compete in FOBISIA competitions.

SPONSORSHIP

PLATINUM SPONSORSHIP – BISS LIONS SPORTS KIT 200,000RMB (EXCLUSIVE)

- Exclusive naming rights and logo of all BISS Puxi Sports Kits for 2 years (including Football, Volleyball, Athletics, Swimming)
- Sports Kits include (Logo on front of T-Shirts)
- Branded logo banner on BISS Puxi Sporting Fields
- Opportunity to have booth and representatives at BISS Puxi community events including: Welcome Back Party (September), Winter Wonderland (January) 10th Anniversary Garden Party (April), and other Community events
- Stand up banner at new parents coffee morning
- Recognition of Platinum exclusive sponsor and logo on dedicated BISS Lions part of our website
- Email announcement through database over 3000 people
- 4 advertisements throughout the year on BISS Puxi's newsletter
- Permanent branded Partner sponsor in Primary & Secondary Sports Hall
- Permanent branded partner sponsor banner in Primary and Secondary Foyers
- Sports kits and brand exposure will be across the following sports: Football (Asia Wide), Basketball (Asia Wide), Rugby (Asia Wide), Netball (China wide), Volleyball (China wide), Swim team (Asia Wide), Tennis (China wide), Track and Field/Athletics (China wide), Cross country running (China wide).

GOLD SPONSORSHIP – 100,000RMB (ONE OF 2 POSITIONS)

- One of two Bleacher Sponsor logo on field and indoor sport activities for two years
- Opportunity to have booth and representatives at BISS Puxi community events including: Welcome Back Party (September), Winter Wonderland (January), 10th Anniversary Garden Party (April)
- Recognition as Gold exclusive sponsor and logo on dedicated BISS Lions part of our website
- Email announcement through database over 3000 people
- 2 advertisements throughout the year on BISS Puxi's newsletter
- Permanent branded partner sponsor banner in Primary and Secondary Foyers

SILVER SPONSORSHIP – 40,000RMB (ONE OF 3 POSITIONS)

- 2 x Aboard Sponsors at each of our BISS Puxi home sporting matches
- Recognition as Silver exclusive sponsor and logo on dedicated BISS Lions part of our website
- Email announcement through database over 3000 people
- 2 advertisements throughout the year on BISS Puxi's newsletter

ABOUT FOBISIA

FOBISIA is a regional federation of the leading British international schools in Asia. The FOBISIA Games is the best known benefit of FOBISIA membership for schools and their sponsors. The successful format for the games is unique amongst groups of international schools and for the students who represent their schools it is a fantastic experience. FOBISIA showcases highest level athletes from each school.

OUR COMMUNITY

Our growing student population is 1450, of which 600 are secondary students and 850 are primary students. Our students come from well over 50 different nationalities. We are 50% European (British as the largest group in this category), 35% Asian and 15% of our student population are from America, Australia, Canada, Brazil etc. 90% of our Western teachers are British and a small number are from Australia, Canada and New Zealand.



BISS LIONS

If you are interested in discussing a tailor made sponsorship package, please contact Director of Admissions & Marketing, Kate Pollitt at k-pollitt@bisspuxi.com or phone +86 21 5226 3211 ext 1666.

Expression of interest closes on 15 August 2014.