



Dear Valued Sponsors,

We are pleased to announce the date of the [British Charity Ball of Nanjing 2021](#), which is to be held on **Saturday, 15th of May 2021, from 6 pm to 2 am at [The Ritz-Carlton](#).**



The British Ball in Beijing has taken place annually since the 1990's and has raised significant funds in support of good causes. At the British School of Nanjing, we are excited to be part of Nanjing's very first British Ball.

This is a great opportunity for our community to get together, have a little fun and raise funds to support our chosen charity, [Hopeful Hearts](#). *Hopeful Hearts is a not-for-profit charity run by local Chinese and expatriate volunteers with the aim to raise funds for life saving heart surgeries for children of low income families.*

We expect 300 + guests from our Nanjing community and friends from Jiangsu, Shanghai etc, along with the senior members of business community to gather together for an incredible night to celebrate the best of British culture, to have fun; and to support a worthy cause.

We are now planning for the big day and we are hoping to raise significant funds for our chosen charity. To this end, we are hoping to secure sponsorship for various aspects of the Ball and we would be delighted if you could consider helping us make the event an exciting and enjoyable one for all our expat and local guests.



THE BRITISH SCHOOL
OF NANJING
A NORD ANGLIA EDUCATION SCHOOL

Event Summary

❖ **Organiser : The British School of Nanjing**

- ❖ Venue: Ritz Carlton
- ❖ Date: May 15, 2021
- ❖ Time: 6 pm- 2 am
- ❖ Attendance : 300 + Guests
- ❖ Dress Code: Black tie & Ball Gown

Guest Experiences

Coctail Reception
Delicious Dinner
Networking
Lucky Draw & Raffles
Silent Auction
Incredible Live Band
Games
Best Dressed Competition
Free Flow Drinks

Sponsorship & Packages

GOLD Sponsorship
Both Cash and prizes

SILVER Sponsorship
Both Cash and Prizes

CORPORATE Sponsorship
Cash

Prizes and Auction Donations

We are officially welcoming and accepting sponsors at Gold, Silver and Corporate Level. If you'd like to get involved and help us raise funds for a good cause, don't miss the chance to be a proud British Ball sponsor!

We realise that providing sponsorship is not an easy decision, especially in today's economic climate, but we would ask you to consider sponsoring the British Charity Ball in whatever capacity you feel you or your company can manage. With your help, we can save a life!

Please be assured that your company will be prominently advertised in publicity for the Ball including posters, on-line advertising, raffle tickets etc. within the school, the advertising of the charity and the wider community.

If you have any questions or queries please contact me at mac@bsn.org.cn to discuss any matter relating to sponsorship. If interested, in sponsoring the event, please register through the QR code below or pay directly to:

银行名称: 中国建设银行股份有限公司上海漕河泾支行

银行帐号 : 31050165363600000535 (RMB)

收款户名 : 熠麦信息科技(上海)有限公司



Please find sponsorship levels in the table below.

As you can see, we have already partnered for this event the world-renowned, five-star hotel, The Ritz Carlton and we would be delighted if you could also contribute to its success in any way.

We look forward to hearing from you.

British Charity Ball Committee

Direct line; +86 (25) 52108290
Tel: +86 (25) 5210 8987- ext 1004



SPONSORSHIP LEVELS

GOLD SPONSORSHIP

<p>80,000 RMB OR Minimum 60, 000 RMB and one prize for the raffle worth 20,000RMB</p>	<p>Pre-Ball Benefits</p> <ul style="list-style-type: none"> ❖ Logo allotted on all printed and electronic promotional materials including posters and fliers, distributed in key locations in Nanjing ❖ Logo placement and company introduction on British Ball webpage with links to your company’s website. ❖ Gold Sponsors Guaranteed exclusivity in their sponsorship exclusivity. <p>At-the-Ball Benefits</p> <ul style="list-style-type: none"> ❖ Logo allotted on Event Sponsors’ entrance banner. ❖ Logo allotted on stage backdrops. ❖ Logo allotted on tickets and seating plans. ❖ Logo included in the event programme. ❖ Full-page advertisement in event programme. ❖ Verbal recognition and acknowledgment by the Organizer. ❖ 10 Complimentary tickets to the Ball with VIP table location. ❖ Opportunity to place corporate gifts on all tables. ❖ Opportunity to place promotional materials and gifts in all gift bags. ❖ Opportunity to present a lucky draw prize. ❖ Verbal recognition and acknowledgment by the Organizer. <p>Post-Ball Benefits</p> <ul style="list-style-type: none"> ❖ Acknowledgment and logo allotted in the “Thank You to our Ball Sponsors” email. ❖ Feature in all post-event reviews including those issued by Media and Supporting Partners. ❖ Company logo displayed on the British Ball webpage for a period of 6 months after the Ball.
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SILVER SPONSORSHIP

<p>50,000RMB OR Minimum 35,000 RMB and 1 prize for the raffle worth 15,000 RMB</p>	<p>Pre-Ball Benefits</p> <ul style="list-style-type: none"> ❖ Logo allotted on all promotional materials issued by Media and Supporting Partners including articles emails blasts, and print advertisements. ❖ Logo placement and company introduction on British Ball webpage with links to your company’s website. ❖ Silver Sponsors Guaranteed exclusivity in their sponsorship exclusivity. <p>At-the-Ball Benefits</p> <ul style="list-style-type: none"> ❖ Logo allotted on entrance banner. ❖ Logo allotted on seating plans. ❖ Logo included in the event programme. ❖ Quarter-page advertisement in event programme. ❖ 5 Complimentary tickets to the Ball with VIP table location. ❖ Opportunity to place promotional materials and gifts in all gift bags. ❖ Opportunity to present a lucky draw prize. <p>Post-Ball benefits</p> <ul style="list-style-type: none"> ❖ Acknowledgment and logo allotted in the “Thank You to our Ball Sponsors and Announcement of good cause-donation” email. ❖ Feature in all post-event reviews. ❖ Company logo displayed on the British Ball webpage for a period of 6 months after the event.
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CORPORATE SPONSORSHIP

35, 000 RMB

Benefits

- ❖ Corporate logo included in the seating plans.
- ❖ Corporate branded plaque placed in the centre of the table.
- ❖ Corporate branded guest name cards provided.
- ❖ Corporate logo will be mentioned in a special post event "Thank you" email.
- ❖ Professional and complimentary photos featuring guests at the event, usable in future company marketing materials.
- ❖ Logo included in the event programme.
- ❖ 5 Complimentary tickets to the Ball with VIP table location.
- ❖ Company logo displayed on the [British Ball webpage](#) for a period of 6 months after the event.

PRIZE SPONSORSHIP

Donate Prizes for Raffles and silent Auction activities!

Prizes must not expire within 1 year from the event, but can be subject to negotiation.

Benefits

- ❖ Logo included in the prizes section of the event programme.
- ❖ Silent Auction prizes will have the company logo and prize information on display until the end of the event.
- ❖ Raffle Prizes will have the company logo and prize name on display during raffle. Raffle Prizes have to be approved by the Organizer (BSN)
- ❖ High Value Auction items will have the company logo and prize name on display during High Value Auction. High Value Prizes have to be approved by the Organizer (BSN).

Custom Sponsorship

There is room for everyone so please inquire about custom sponsorship options to make sure you are not missing out on possible branding opportunities.

Email: mac@bsn.org.cn