



# AUSTCHAM HONG KONG

2024 SPONSORSHIP AND PARTNER  
OPPORTUNITIES

# ABOUT AUSTCHAM HK

The Australian Chamber of Commerce in Hong Kong (AustCham Hong Kong) was incorporated in 1987 to promote Australian business interests by providing ongoing business development and networking opportunities. AustCham HK has over 900 members, who are representatives of more than 230 Australian, international, and local companies within the Hong Kong business community.

The Chamber seeks to connect, engage, and represent members through networking and informative events, supporting and facilitating industry-led committees and representing the views, values, and interests of members to government departments, private think-tanks, and other leading organisations in Hong Kong and Australia.

The Chamber's mission is to promote and represent Australian business and values, while enabling members to connect, engage, and grow bilateral relationships.

Visit [www.austcham.com.hk](http://www.austcham.com.hk) to learn more.

# OUR TARGET AUDIENCE



Members of  
Australia and  
Hong Kong's  
business community



Industry professionals  
looking to expand  
their network



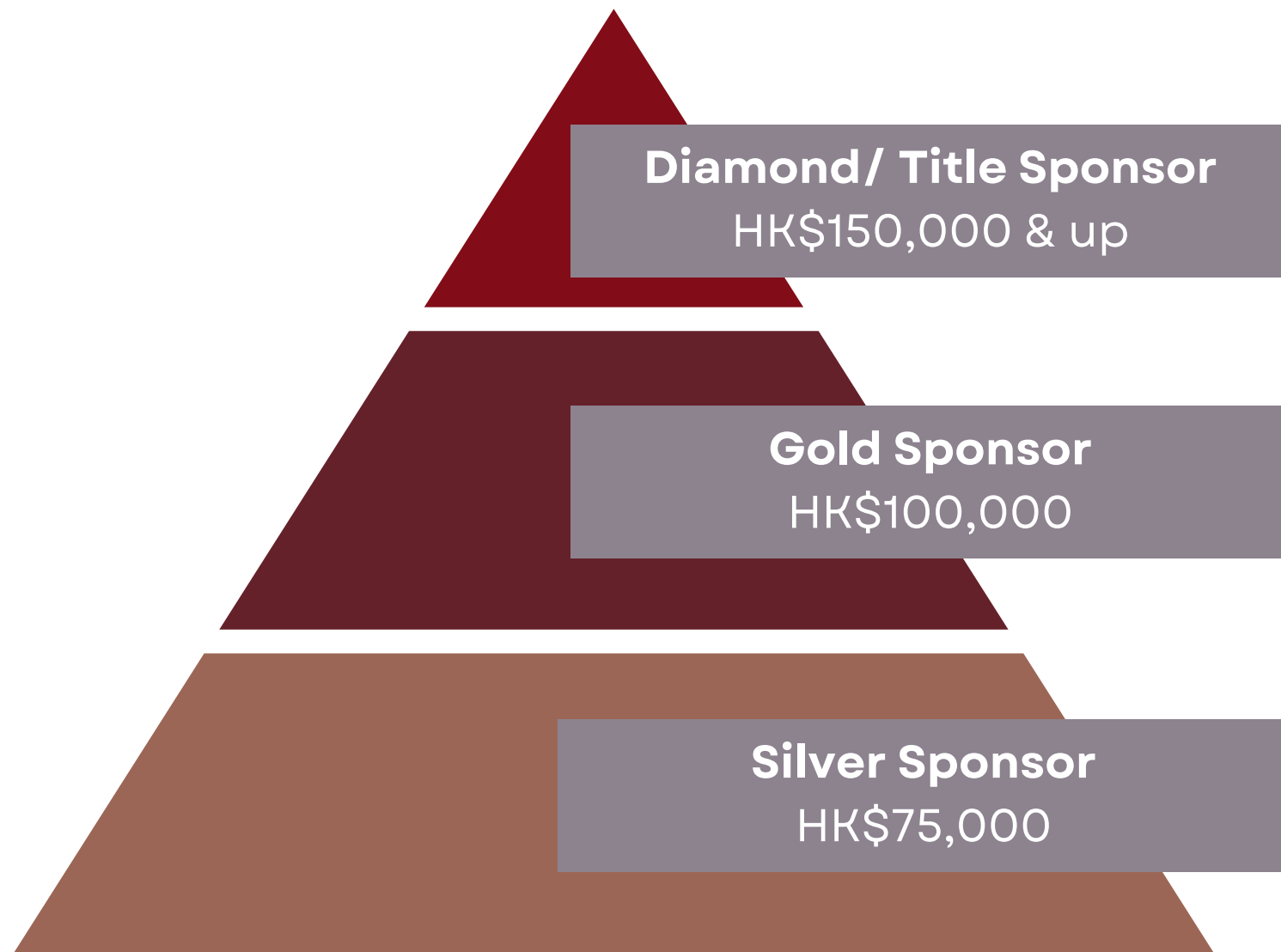
Government officials  
from Australia, Hong  
Kong and Greater China



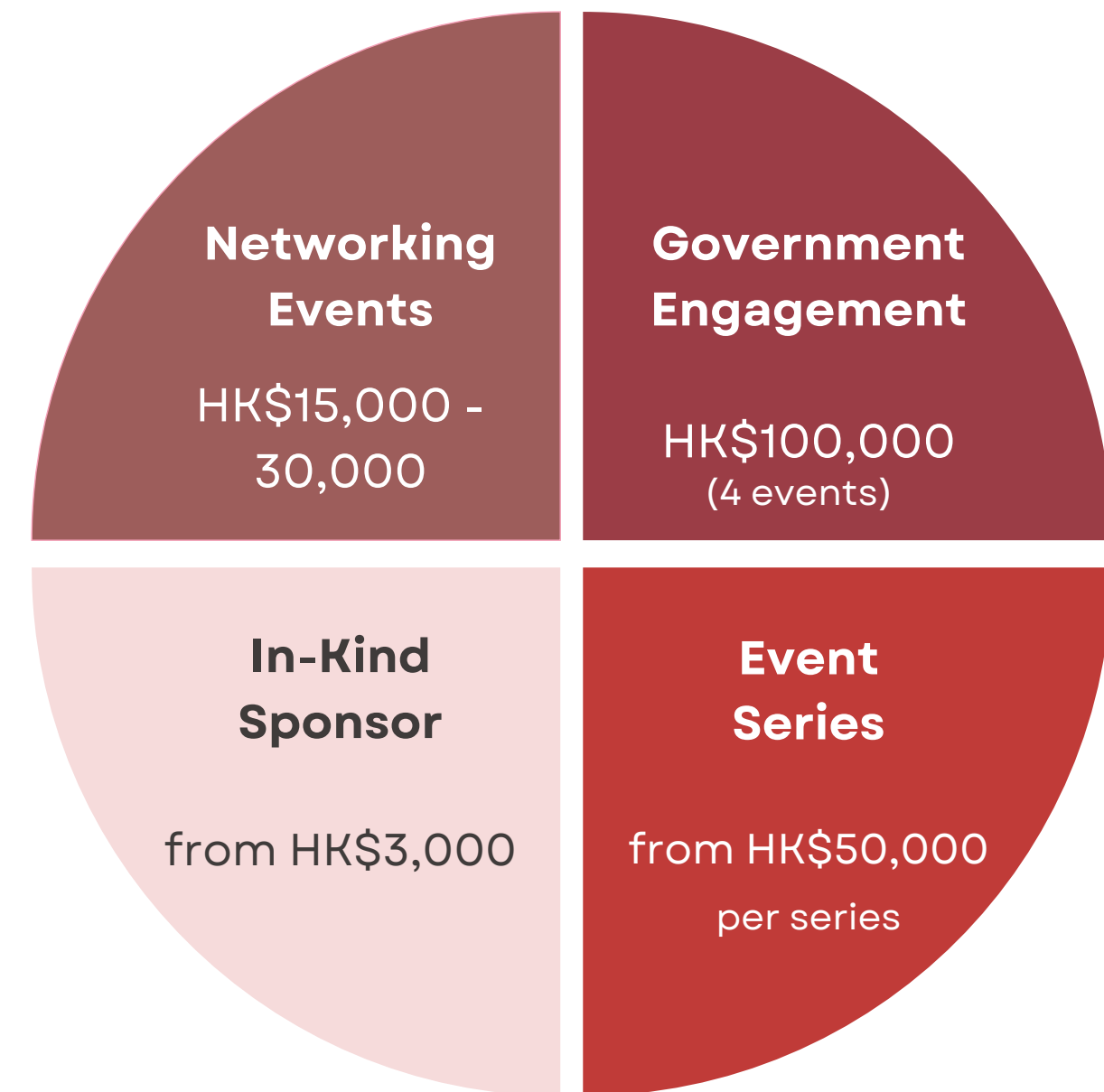
International companies  
seeking to connect and  
promote their  
businesses in Hong Kong  
and Australia

# EVENT SPONSORSHIP OVERVIEW

## SIGNATURE EVENTS



## REGULAR EVENTS



# AUSTCHAM MIXERS

- Target up to 120 business attendees
- Networking format with food and drinks
- Held at venues in accessible locations
- Quality Lucky Draw prizes
- Christmas Mix includes gifting and fundraising for charity partners



# COFFEE & CONNECT

Opportunity for new members make the most of their membership and connect with the community in Hong Kong.

- Target between 20-40 attendees
- Chance to hear from new members about their business



## COFFEE AND CONNECT

AustCham HK Meet & Greet Event  
for New Members

**Tuesday, 30 August 2022**

**8:30am - 9:30am**

The Executive Centre, 28 Stanley Street,  
Central



# AUSTCHAM SERIES

An in-depth series sponsored by subject matter experts and co-curated with AustCham targetting business attendees. Examples include:

- CEO Risk Forum
- Women's Health and Wellness
- Technology Trends in Financial Services
- Inspiring Leaders



  
**AustCham**  
**The CEO Risk Forum**  
Supported by FTI Consulting

Event Series Sponsor



  
**WOMEN'S HEALTH AND WELLNESS SERIES**  
SUPPORTED BY OT&P HEALTHCARE  
HOSTED BY THE WOMEN IN BUSINESS NETWORK

SUPPORTED BY

  
領康醫療

# GOVERNMENT ENGAGEMENT: PRIVATE BRIEFINGS

- Senior level engagement with influential Australian and Hong Kong officials
- Targeting 40-60 business attendees
- Hosted at high quality venues with food and beverage service



Briefing with Australia's Ambassador to China, Mr Graham Fletcher



Briefing with Financial Secretary of Hong Kong, Mr Paul Chan



# INDUSTRY FORUMS

- Bring together senior representatives discuss industry focused topics
- Leading speakers from government, business and society
- Targeting 120 business attendees
- Hosted at high quality venues with networking, food and beverage service
- Previous events



# Australia-Hong Kong-GBA Green Economy Forum April 2024

- Senior level engagement with influential Australian, Hong Kong and GBA officials
- Cross-border business opportunities in Green Economy, Energy Transition, Green Financing and more
- Industry Panels, Government Roundtables and Site Visits
- Targeting 120 business and government attendees from AU, HK and GBA
- Co-hosted with Australia China Business Council, in cooperation with Chinese General Chamber of Commerce Hong Kong
- Contact us for Sponsorship opportunities



# WHY SPONSOR WITH AUSTCHAM?

AustCham offers sponsors the opportunity to have a significant presence as well as raise awareness of company image and reputation.



## Boost your visibility

Exposure on multiple channels increases the visibility of your company, shows support for AU-HK business and demonstrates industry leadership



## Target your preferred audience

We organise multiple events throughout the year, providing options to target various audiences and amplify your reach through online and offline engagement



## Brand awareness

Increase your presence in the Hong Kong-Australia business community to reinforce your brand image

# SPONSORSHIP OPPORTUNITIES

## NETWORKING EVENTS

### Mix at Six Sponsor - HK\$30,000 per Mixer

Gathering all HK business network after work for happy hour drinks to mingle with industry professionals (non-exclusive)

### Coffee & Connect Sponsor - HK\$15,000 for 3 events

Welcoming new members to our community in a casual morning setting over a cup of coffee

#### Benefits Include:

- Company name and logo in all online and social media advertising
- Opportunity to place company banner at event
- On stage recognition from MC
- Chance to participate in Lucky Draw
- 1 x eDM

## GOVERNMENT ENGAGEMENT

### HK\$100,000 for 4 events

Private Government Briefings hosted by AustCham HK

#### Benefits Include:

- Company name and logo in all online and social media advertising
- Opportunity to place company banners at event venue
- Two (2) tickets to send representatives to each event at premium seating
- Exclusive sponsor for four (4) Private Government Briefings annually

## EVENT SERIES

### HK\$50,000 per series for 4 events

AustCham HK Event Series

#### Benefits Include:

- Company name and logo in all online and social media advertising
- Opportunity to place company banners at event
- Invitation to company representatives to join as speakers in the series
- Exclusive sponsor for four (4) events

## INDUSTRY FORUMS

### Platinum: HK\$80,000

### Gold: HK\$50,000

### Silver: HK\$25,000

### Bronze: HK\$15,000

#### Benefits Include:

- Company name and logo in all online and social media advertising
- Opportunity to place company banners at event
- Event tickets (number depends on sponsorship level)

## IN-KIND SPONSORSHIP

### Starting from HK\$3,000

- In-kind sponsors may donate Lucky Draw prizes for AustCham events
- Food, Beverage and Consumer sponsors also welcome, with a focus on quality products.

### Partnerships

- Venue Host
- Advertising Partner
- Travel Partner
- Accommodation Partner
- Research and Publications (Knowledge Partner)



# SIGNATURE EVENTS

# OUR SIGNATURE EVENTS

- G'Day HK (February)
- Rugby Sevens (April)
- Annual Dinner (June)
- Great Aussie BBQ (September)
- Melbourne Cup (November)
- Christmas Mix (December)



# G'DAY HK

2 February 2024

 **250+ guests**

Held annually in late January/early February, the event provides an opportunity for the Australian community to come together in celebration of the new year.

In 2024 AustCham is inviting leading Australian public figures to share stories that reflect Australia's diverse society and landscape, our remarkable achievements and our bright future.



# SPONSORSHIP OPTIONS

G'DAY HK | 02 FEB 2024

|   | Title                      | Gold                    | Silver                   | <sup>1</sup> Elite Table (non-member) | Elite Table (member) |
|---|----------------------------|-------------------------|--------------------------|---------------------------------------|----------------------|
| Reserved table (10 pax)                                     | (2) at privileged location | (1) at premium location | (1) at superior location | (1)                                   | (1)                  |
| Access to VIP Reception                                     | ✓                          | ✓                       | ✓                        | -                                     | -                    |
| Premium beverage on table                                   | ✓                          | ✓                       | ✓                        | -                                     | -                    |
| Logo exposure across event promotional materials            | ✓                          | ✓                       | ✓                        | -                                     | -                    |
| Logo on table stand   | ✓                          | ✓                       | ✓                        | ✓                                     | ✓                    |
| Verbal acknowledgement on stage                             | ✓                          | ✓                       | ✓                        | ✓                                     | ✓                    |
| Post event acknowledgement on social media                  | ✓                          | ✓                       | ✓                        | -                                     | -                    |
| Standalone eDM  | ✓                          | ✓                       | -                        | -                                     | -                    |
| Marketing materials and logo exposure in foyer and ballroom | ✓                          | ✓                       | -                        | -                                     | -                    |
| Infomercial on the event screen                             | ✓                          | -                       | -                        | -                                     | -                    |
| Opening address by company representative                   | ✓                          | -                       | -                        | -                                     | -                    |
| Investment  | HK\$160,000                | HK\$100,000             | HK\$75,000               | HK\$40,000                            | HK\$25,000           |

Note:

<sup>1</sup> - This Elite Table option is for non-member. A year of AustCham Corporate Member membership is included



# RUGBY 7S

03 April 2024

 **150+ guests**

Celebrating Hong Kong's biggest rugby week of the year, we kick off the Hong Kong Sevens weekend and support the growth of grassroots rugby through the Australian Rugby Foundation. We bring together rugby stars to share their legendary stories and the Australian community to support the Aussie Men's and Women's teams.



# SPONSORSHIP OPTIONS

RUGBY 7S | 3 APR 2024

Note:

1 - This Elite Table option is for non-member. A year of AustCham Corporate Member membership is included

|   | Title                      | Gold                    | Silver                   | Elite Table<br>(non-member)<br>1 | Elite Table<br>(member) |
|---|----------------------------|-------------------------|--------------------------|----------------------------------|-------------------------|
| Reserved table (12 pax)                                     | (2) at privileged location | (1) at premium location | (1) at superior location | (1)                              | (1)                     |
| Premium beverage on table                                   | ✓                          | ✓                       | -                        | -                                | -                       |
| Logo exposure across event promotional materials            | ✓                          | ✓                       | ✓                        | -                                | -                       |
| Event naming right  | ✓                          | -                       | -                        | -                                | -                       |
| Rugby Team Player or Representative at your table           | ✓                          | priority 1              | priority 2               | -                                | -                       |
| Logo on table stand   | ✓                          | ✓                       | ✓                        | ✓                                | ✓                       |
| Verbal acknowledgement on stage                             | ✓                          | ✓                       | ✓                        | ✓                                | ✓                       |
| Post event acknowledgement on social media                  | ✓                          | ✓                       | ✓                        | -                                | -                       |
| Standalone eDM  | ✓                          | ✓                       | -                        | -                                | -                       |
| Marketing materials and logo exposure in foyer and ballroom | ✓                          | ✓                       | -                        | -                                | -                       |
| Infomercial on the event screen                             | ✓                          | -                       | -                        | -                                | -                       |
| Opening address by company representative                   | ✓                          | -                       | -                        | -                                | -                       |
| Investment  | HK\$150,000                | HK\$100,000             | HK\$75,000               | HK\$40,000                       | HK\$25,000              |



# ANNUAL DINNER

June 2024



200+ guests

# SPONSORSHIP OPTIONS

RUGBY 7S | 3 APR 2024

Note:

1 - This Elite Table option is for non-member. A year of AustCham Corporate Member membership is included

|   | Title                      | Gold                    | Silver                   | Elite Table<br>(non-member)<br>1 | Elite Table<br>(member) |
|---|----------------------------|-------------------------|--------------------------|----------------------------------|-------------------------|
| Reserved table (10 pax)                                     | (2) at privileged location | (1) at premium location | (1) at superior location | (1)                              | (1)                     |
| Premium beverage on table                                   | ✓                          | ✓                       | -                        | -                                | -                       |
| Logo exposure across event promotional materials            | ✓                          | ✓                       | ✓                        | -                                | -                       |
| Event naming right  | ✓                          | -                       | -                        | -                                | -                       |
| Rugby Team Player or Representative at your table           | ✓                          | priority 1              | priority 2               | -                                | -                       |
| Logo on table stand   | ✓                          | ✓                       | ✓                        | ✓                                | ✓                       |
| Verbal acknowledgement on stage                             | ✓                          | ✓                       | ✓                        | ✓                                | ✓                       |
| Post event acknowledgement on social media                  | ✓                          | ✓                       | ✓                        | -                                | -                       |
| Standalone eDM  | ✓                          | ✓                       | -                        | -                                | -                       |
| Marketing materials and logo exposure in foyer and ballroom | ✓                          | ✓                       | -                        | -                                | -                       |
| Infomercial on the event screen                             | ✓                          | -                       | -                        | -                                | -                       |
| Opening address by company representative                   | ✓                          | -                       | -                        | -                                | -                       |
| Investment  | HK\$160,000                | HK\$100,000             | HK\$75,000               | HK\$45,000                       | HK\$30,000              |



# MELBOURNE CUP

5 NOVEMBER 2024

 **150+ guests**

The Race That Stops the Nation comes to Hong Kong for a very special event - The Melbourne Cup Lunch.

Held at an exclusive venue with entertainment and live streaming of all of the races - including the big one.

Featuring chef-quality food and premium drinks, entertainment, racing identities, Sweepstakes and Fashions on the Field.

Uniquely Australian, distinctly Hong Kong event presenting a once-a-year opportunity for client hospitality and high-quality business networking.



# SPONSORSHIP OPTIONS

Note:

1 - Elite Table is for corporate member or above only.

2- This Elite Table option is for non-member. A year of AustCham Corporate Member membership is included

## Corporate Private Lunch \*Limited in Availability\*

|   | Title Sponsor              | <sup>2</sup> Elite Table<br>(non-member) | <sup>1</sup> Elite Table<br>(corp member) |
|---|----------------------------|--|---|
| Reserved table at private lunch (12 pax)                    | (2) at privileged location | (1)                                      | (1)                                       |
| Access to VIP Reception                                     | ✓                          | ✓  | ✓   |
| Premium beverage on table                                   | ✓                          | ✓  | ✓   |
| Event naming right  | ✓                          | -  | -   |
| Logo exposure across event promotional materials            | ✓                          | -  | -   |
| Logo on table stand   | ✓                          | ✓  | ✓   |
| Verbal acknowledgement on stage                             | ✓                          | ✓  | ✓   |
| Post event acknowledgement on social media                  | ✓                          | -  | -   |
| Standalone eDM  | ✓                          | -  | -   |
| Marketing materials and logo exposure in foyer and ballroom | ✓                          | -  | -   |
| Infomercial on the event screen                             | ✓                          | -  | -   |
| Opening address by company representative                   | ✓                          | -  | -   |
| Investment  | HK\$150,000                | HK\$40,000                               | HK\$25,000                                |



# GREAT AUSSIE BBQ

LATE SEPTEMBER 2024

 60-100 guests



# SPONSORSHIP OPTIONS

## Platinum Sponsor - HK\$50,000

**Inclusive of 20 guests**

**2024 marketing package (valued at HK\$35,900)**

Website banner advertising for 6 months + 2 eDMs +  
1 newsletter spotlight

**Brand exposure on all event marketing**

**Company banner at the event**

**Opportunity to contribute to the gift bag**

**Verbal thanks from MC**

**Exclusive to one company**

## Gold Sponsor - HK\$35,000

**Inclusive of 10 guests**

**2024 marketing package (valued at HK\$22,900)**

*Website banner advertising for 6 months +  
1 newsletter spotlight*

**Brand exposure on all event marketing**

**Company banner at the event**

**Opportunity to contribute to the gift bag**

**Verbal thanks from MC**

## In-Kind Sponsorship

**In-kind sponsors may donate raffle prizes or gift bag goodies. The company name and logo will be featured on the event banner.**



# CHRISTMAS MIX

EARLY DECEMBER 2024

 120 guests



# SPONSORSHIP OPTIONS

## Platinum Sponsor - HK\$50,000

**Inclusive of 20 guests**

**2024 marketing package (valued at HK\$35,900)**

Website banner advertising for 6 months + 2 eDMs +  
1 newsletter spotlight

**Brand exposure on all event marketing**

**Company banner at the event**

**Opportunity to contribute to the Xmas gift bag**

**Verbal thanks from MC**

**Exclusive to one company**

## Gold Sponsor - HK\$35,000

**Inclusive of 10 guests**

**2024 marketing package (valued at HK\$22,900)**

*Website banner advertising for 6 months +  
1 newsletter spotlight*

**Brand exposure on all event marketing**

**Company banner at the event**

**Opportunity to contribute to the Xmas gift bag**

**Verbal thanks from MC**

## In-Kind Sponsorship

**In-kind sponsors may donate raffle prizes or gift bag goodies. The company name and logo will be featured on the event banner.**

# PAST EVENT SPONSORS



# PAST EVENT SPONSORS



# Contact Us

**For general inquiries on AustCham events please email:  
[bookings@austcham.com.hk](mailto:bookings@austcham.com.hk)**

**For sponsorship inquiries  
please contact:**

**[austcham@austcham.com.hk](mailto:austcham@austcham.com.hk)**