



GREATER BAY AREA INTERNATIONAL EVENTS SERIES

AUSTRALIAN CULTURAL FESTIVAL

2019 ZHONGSHAN

SPONSORSHIP PROPOSAL

ORGANISERS: AustCham South China
AustCham South China - Zhongshan Committee
Guangdong Wentou – Global, 1GBG

大湾区国际活动系列

澳大利亚文化嘉年华（中山站）

活动赞助方案

联办单位：中国澳大利亚商会·华南
中国澳大利亚商会中山委员会
壹骥发展

媒体支持：文投创工场



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The China - Australia Chamber of Commerce and 1GBG is bringing the Chamber's previous members only event, Australia Day to the general public in China.

Titled "Australia Cultural Festival" it gives fair goers the experience, taste and fun of all things Australian from food, music, sport, culture and games.

Forming our Greater Bay Area International Events Series, the festival will be piloted in Zhongshan and then run throughout the other cities of the Greater Bay Area (GBA): Guangzhou, Foshan, Zhaoqing, Shenzhen, Dongguan, Huizhou, Zhuhai and Jiangmen.

According to HSBC Global, the current GDP of GBA is US 1.5 trillion and is expected to grow to US 4.6 trillion by 2030, which makes this cultural festival event and opportunity not to be missed by Australian brands gain greater exposure in the market.



Introduction

The Aussie Experience



TASTE & EXPERIENCE AUSTRALIA



Introduction

Event Detail & Location



- Outdoor venue located at front of Zhongshan Holiday Park
- 1000 sqm venue situated at the heart of the prime business district
- High level traffic count
- Adjoining urban high-end residences, international hotel and Grade A offices.
- Mid to high level income demographics
- Ample underground parking space. The outdoor area is situated next to a main road ensuring even greater visibility.

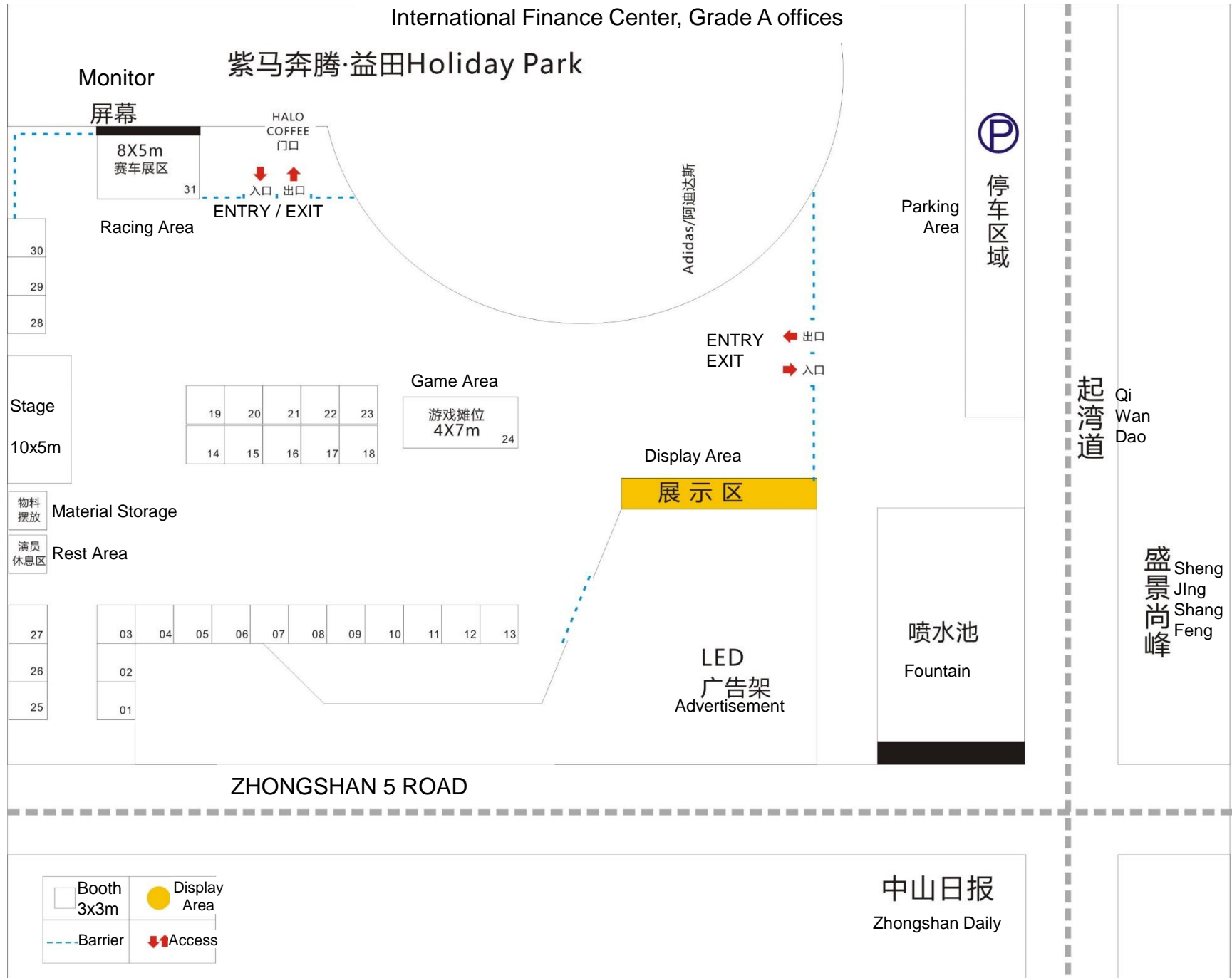
Time 时间	December 8, 2019
Venue 地点	Zhongshan Holiday Park 紫马奔腾·益田Holiday Park北门外广场
Ticket Price 票价	RMB ¥88 (Redeemable Food, Drink, souvenirs & Entertainment Included. Deadline for ticket sales is December 4) RMB ¥20 (Ticket sales on site on Event day, free for children under 1.2m)



Introduction

Venue Layout 场地布局

紫马奔腾 Public Park
紫马奔腾 Residential apartment



Highlights

—
**Food
Music
Experience**



EVENT HIGHLIGHTS

Highlights

Unique Food & Beverage



TASTE



LOCAL



NEW



UNIQUE

This **Australia Cultural Festival** is organised in conjunction with the **China - Australia Chamber of Commerce** to ensure the highest quality of participants, products and services allowing our guests to experience a genuine Aussie Experience of food, beverages, wine and other unique products

Highlights

Culture, Art & Sports



CULTURE



SPORT



AUSSIE



ART

Select events include Australian music; face painting; fine wine tasting; Melbourne culture; motorsport racing; AFL and of course no Australian event is complete without the quintessential Aussie barbeque

Highlights

Selfie Opportunities



UNIQUE
DISPLAYS



LED &
SCULPTURES

Onsite venue will house various displays and 3D models to provide our visitors with photogenic backgrounds and other selfie opportunities for social sharing

Highlights

Australian Motor Racing



RACING



SIMULATOR



REAL TRACK

Experience the Australian Motor Sport racing culture by driving in a FIA approved simulator and battle it out in **Australia's Mount Panorama Circuit**. This circuit is used to hold the Bathurst 1000 and Bathurst 12

Highlights

Main Stage Schedule

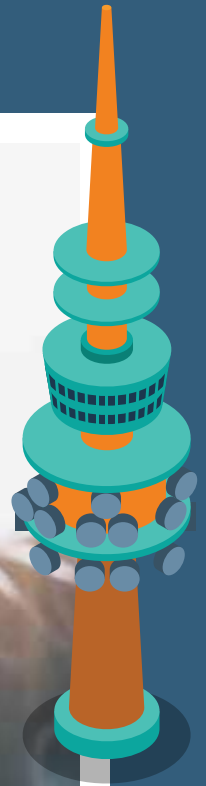
Time	Scheduled Segment
10:00	AustCham – Zhongshan Committee Launch Organisers Speech Diamond Sponsor Appreciation
10:30	Australian Music Performance
11:00	International Kids School Show
12:00	Pie Eating Competition
12:30	Australian Music Performance
13:00	Blind Wine Tasting
14:00	Virtual Motorsport Racing
15:00	Melbourne Culture – Coffee
16:00	Best Dressed Winner

※Above Schedule Subject to Change



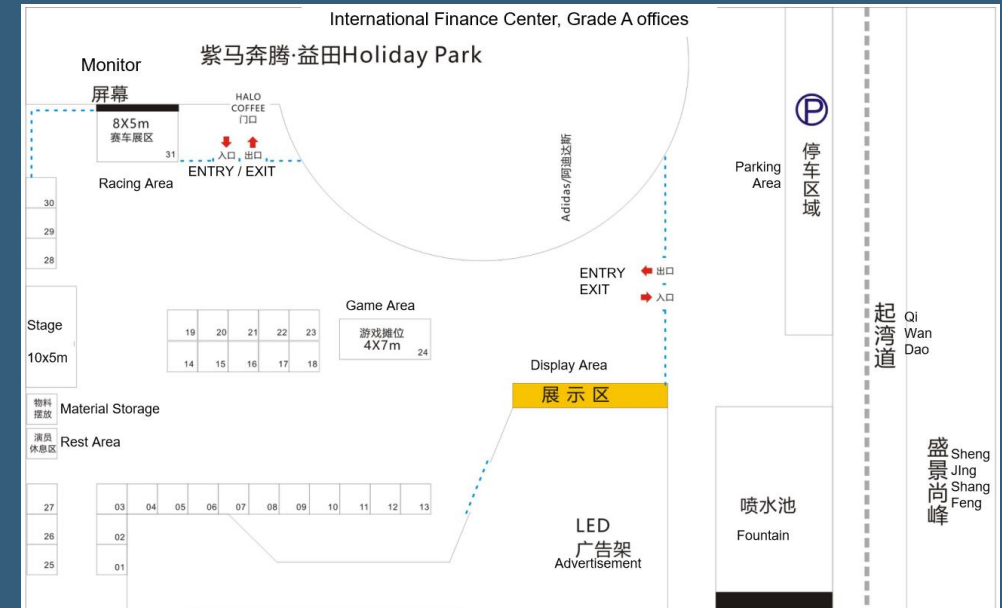
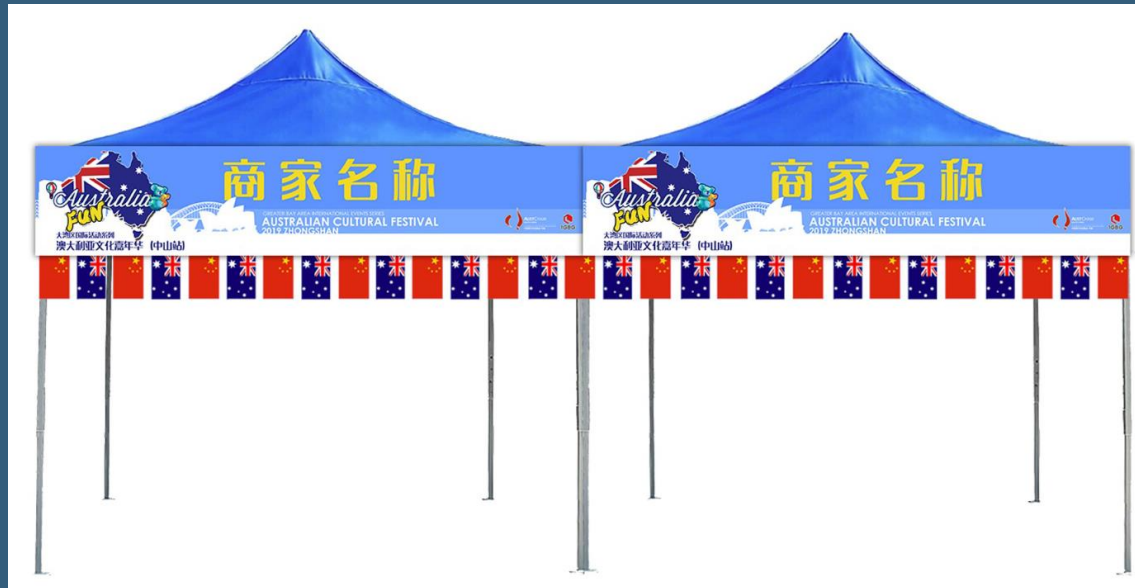
Booth & Sponsorship

Exposure & Sales



SPONSORS BOOTHS & RETURNS

Sales & Exhibitor Booths



AustCham Member
会员

RMB ¥1200

Booth :

1. 3X3m Footprint
2. A sheltered booth with cover
3. Table x 1, Chair x 2
4. Basic Electrical Wiring
5. Design & Decorate Your Own Booth
6. Preference to Sponsors

Notes :

1. Price excludes 3.36% Sales Tax
2. Surrounding Site Enclosure Advertising +RMB300
3. Sales on F&B, products incurs additional 15% transaction fee on order value

Non-Member
非会员

RMB ¥1700

Sponsorship Packages

赞助方案

Diamond Sponsor 钻石赞助商	Member 会员	RMB 50,000	Venue <ul style="list-style-type: none">Event BackdropBooth x 1Venue Barrier Ad x 1Visitors WristbandLaunch Speech (2m)Organiser Speech Appreciation	Media <ul style="list-style-type: none">Digital Coupons & TicketOfficial Channel ArticlesMedia, News and Partner Reports Complimentary tickets and discounts <ul style="list-style-type: none">Event Tickets x 10Further Ticket Purchase at 20% off
	Non-Member 非会员	RMB 58,888		
Gold Sponsor 黄金赞助商	Member 会员	RMB 20,000	Venue <ul style="list-style-type: none">Event BackdropBooth x 1Venue Barrier Ad x 1Organiser Speech Appreciation	Media <ul style="list-style-type: none">Digital Coupons & TicketOfficial Channel ArticlesMedia, News and Partner Reports Complimentary tickets and discounts <ul style="list-style-type: none">Event Tickets x 8Further Ticket Purchase at 20% off
	Non-Member 非会员	RMB 28,888		
Silver Sponsor 白银赞助商	Member 会员	RMB 10,000	Venue <ul style="list-style-type: none">Event BackdropOrganiser Speech Appreciation	Media <ul style="list-style-type: none">Digital Coupons & TicketOfficial Channel ArticlesMedia, News and Partner Reports Complimentary tickets and discounts <ul style="list-style-type: none">Event Tickets x 5Further Ticket Purchase at 20% off
	Non-Member 非会员	RMB 18,888		

*Note: All prices are exclusive of 3.36% VAT taxes. 以上所有的价格均不含3.36%增值税。

Return on Investment

Media Exposure and Channels

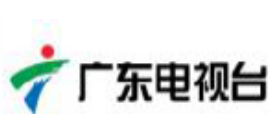
1,110,000+

Projected Impressions and Viewership

- 1000+ AustCham Official Media Channels 中国澳大利亚商会官网
- 1000000+ WeChat Moments Segmented Advertised Impressions 微信朋友圈
- Covering the whole Province Guangdong Television 广东电视台
- 49000+ South China Daily 南方日报
- 10000+ GD.GG 腾讯·大粤网
- 10000+ SOHU 搜狐
- 10000+ sina 新浪
- 5000+ NETEASE 网易
- 5000+ IFeng 凤凰网
- 2000+ Other Media Partners and Expat Groups



※The above media are planned media, actual release according to the final implementation.



Return on Investment

Exposure Opportunities

1. Event Tickets
2. eCoupons & Digital Sign Up Forms
3. Venue Entrance
4. Visitor Wristbands
5. Raffle Announcement (Prize Sponsors)
6. 'Sign In' Board Backdrop
7. Venue 'Large Display Models'
8. Selfie Display Stands
9. Main Stage Backdrop

Ticket Design

The image displays three variations of a ticket design for the Australia Cultural Festival. Each ticket features a central graphic of a map of Australia with various cultural icons such as a kangaroo, a Sydney Opera House, a hot air balloon, and a plane. The tickets are arranged vertically, showing the front and back of the design.

NO. B23405435

15th nov 2019
9 to 6 PM
2019年11月15日
晚上9点至6点
Reater Bay Area with
Zangshan BBQ, Music & AFL
Sports / 大湾区与中山
烧烤、音乐、AFL体育

澳大利亚
AUSTRALIA
CULTURAL FESTIVAL

500/100\$

15th nov 2019
9 to 6 PM
Reater Bay Area with
Zangshan

2019年11月15日
晚上9点至6点
大湾区与中山

澳大利亚
AUSTRALIA
CULTURAL FESTIVAL

The Face Value \$100 | \$50 | VIP
面值\$ 100 | \$ 50 | 贵宾

Highlight of the Festivals:
BBQ, Music, AFL Sports
节日亮点:
烧烤, 音乐, AFL体育

QR CODE

The day 1 festival will show Australia's food and beverage, coffee culture, restaurants and all various landmarks in the country. All visitors will be to purchase and experience the Aussie barbecue, food, wine, clothing and sports (AFL).
第一天的节日将展示澳大利亚的饮食、咖啡文化、赛车运动以及该国的所有地标建筑。所有访客都将购买并体验澳大利亚的烧烤、美食、美酒、服装和运动 (AFL)。

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Sports / 大湾区与中山
烧烤、音乐、AFL体育

澳大利亚
AUSTRALIA
CULTURAL FESTIVAL

VIP

15th nov 2019
9 to 6 PM
Reater Bay Area with
Zangshan

2019年11月15日
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澳大利亚
AUSTRALIA
CULTURAL FESTIVAL

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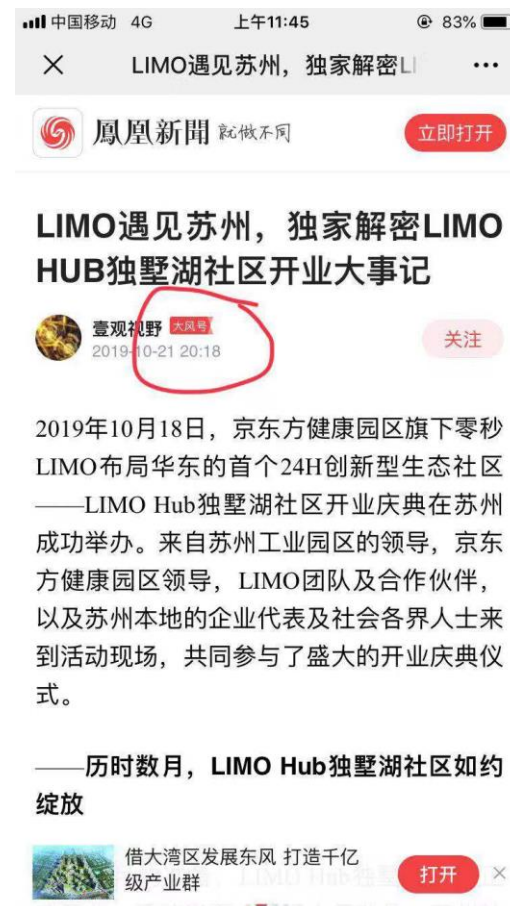
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Return on Investment

Examples 案例



Authoritative paper media official report



2019年10月18日，京东方健康园区旗下零秒LIMO布局华东的首个24H创新型生态社区——LIMO Hub独墅湖社区开业庆典在苏州成功举办。来自苏州工业园区的领导，京东方健康园区领导，LIMO团队及合作伙伴，以及苏州本地的企业代表及社会各界人士来到活动现场，共同参与了盛大的开业庆典仪式。

——历时数月，LIMO Hub独墅湖社区如约绽放

借大湾区发展东风 打造千亿级产业群

Mainstream media reports

Return on Investment

Exposure Opportunities



Entrance



Wristbands



Raffles



Selfie Areas



Backdrops

Return on Investment

Direct Retail Sales & Designated Booth

Direct Retail Sales

- Direct sales of products and services is permitted
- Booth owner determines price (we recommend 20% off retail)
- Minimum costs and transaction fees

Designated Booth

- Become a designated booth on our Entry Ticket
- by providing a 'free sample' of product/service
- Added exposure on our tickets, and all pre-event promotion material
- Added foot traffic from event attendees

Entry Ticket

- Entry to the event requires purchase of ticket
- Ticket price allows more effective targeting of 'desired' visitors
- Ticket holders are offered a selection of free 'sample size' food, beverage and other products and services from participating booths
- Ticket holders receives value back from sampling

Return on Investment

FIA Approved Virtual Racing on Mount Panorama Circuit, Bathurst, NSW, Australia

A Package ¥8000

- Logo on Booth Back Drop
- 10 Entry Tickets, 10 Racing Coupons
- Logo on 1 Seat of Driving Simulator
- 2 Entry to Preliminary Competition
- Virtual Simulator Leased to Sponsor for 3 Days

B Package ¥3000

- Logo on Booth Back Drop
- 5 Entry Tickets, 5 Racing Coupons
- 1 Entry to Preliminary Competition
- Virtual Simulator Leased to Sponsor for 2 Days

Exclusive Sponsor ¥88000

- 3 Free Exhibition Booths
- All branding, design and logo determined by sponsor
- Virtual Simulator Leased to Sponsor for 7 Days



About Us

Contact Us



CONTACT US

Australia Chamber of Commerce

关于中国澳大利亚商会-华南

The **China Australia Chamber of Commerce–South China** (AustCham South China) was established in 1994 to develop, promote and expand business relations between Australia and China through the representation of its membership. As a registered NGO office in the People’s Republic of China, AustCham South China serves as Australia’s peak industry body in South China and supports its members by providing information, connections, business services and government relations assistance.

For a China wide presence, AustCham South China works closely with its sister Chambers in Beijing, Shanghai, Bohai, West China and Hong Kong & Macau, under the **AustCham Greater China** banner.

As a **non-profit organization**, AustCham South China exists to serve its membership by connecting Australian and Chinese businesses in the region through promoting trade & investment between Australia and China. The chamber regularly hosts events for the Australian business network in South China in areas such as networking, education and government relations. In addition, through AustCham’s digital communications and media partners, AustCham members are able to elevate their brand presence through our network.



Guangdong Wentou Venture Factory

关于广东文投创工场



China's most outstanding business accelerator service and investment institution.

Approved and established by the Publicity Department of CPC Guangdong Provincial Party Committee;

Investment : ¥ 500M Investment Fund

(Series A, B, VC, PE)

Accelerator : China National Level

(10+ Incubator Parks, 30,000+ sqm co-working space)

Media : Extensive nation wide media access

(3000+ media channels: paper; television and digital)

Past events/partnership: THERO Competition; YueXiu Group; HKUST Million Dollar Innovation Competition; China New Media Conference, HKUST IEMS Beijing,



Contact Information

业务联系

To find out more on marketing and sponsorship opportunities please contact:

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Chuan.tran@austcham.org

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Circle Yuen (139 2499 2166)
Circleyuen@1gbg.com





感谢您耐心阅览
THANKS