



1 February 2024

**AUSTCHAM RUGBY SEVENS COCKTAIL
2nd April 2024**

The Australian Chamber of Commerce Hong Kong and Macau is hosting its annual Rugby Sevens function which will take the form of a cocktail event in 2024.

The AustCham Rugby Sevens Cocktail will host members of the Australian Men's and Women's teams and coaches, exclusively at the Official Residence of the Australian Consul General in Hong Kong.

There is always strong demand during the Sevens season and this event will be a standout for AustCham attracting AustCham members, Hong Kong fans and overseas visitors.

The event will provide an opportunity to meet with and hear insights from the players and coaches, and experience quality networking with Australian food, beer and wines, in a relaxed, exclusive setting.

Event Details:

Date: Tuesday 2nd April 2024

Venue: Official Residence of the Australian Consul General in Hong Kong

Attendees: Anticipated 80

Sponsorship Opportunities:

1. Gold Sponsor: HK\$40,000 (limited to two companies)
2. Silver Sponsor: HK\$15,000
3. In-Kind Sponsor: valued from HK\$3,000 (lucky draw, food and beverage)

Returns on your investment:

- Prominent branding to large guest audience and on all promotional materials for the event (to AustCham database of 4,500)
- Opportunity to position your company with high-profile sports stars;
- Opportunity to provide promotional gifts or prizes;
- The opportunity to generate business leads from meeting decision makers;
- Cost-effective marketing and brand exposure to a broad audience in Hong Kong and the Greater Bay Area;
- Opportunity to market to entire AustCham database;
- In-kind sponsors can showcase quality products to a business professional audience.

Summary of Benefits:

AustCham works hard to ensure sponsors achieve desired branding and connection to its target audience and collaborates with our sponsors on pursuing other potential ways to ensure sponsorship achieves the desired returns. Please let us know if there are alternative ways that we can further enhance your sponsorship experience.

	GOLD \$40,000	SILVER \$15,000
BRAND VISABILITY		
Pre and post event marketing <ul style="list-style-type: none"> ○ Across marketing and advertising flyers, website ○ Website, eDM, Newsletter and Social Media reach ○ Logo on post event social media write up (and company recognition/tagging) 	x (Prominent)	X
Pull-up banner at the event (supplied by you)	x	
BUSINESS DEVELOPMENT BENEFITS		
Opportunity to provide door prize to collect business cards of those in attendance (prize at your expense).	x (Priority)	X
Access to list of companies in attendance prior to the event (without contact details) – AustCham will facilitate introductions upon request	x	
AT THE EVENT		
Speaking opportunity (Opening Remarks)	x	
Photo with the Australian Rugby 7s players present at the event and electronic copy of photos from the event	x	x
Verbal thanks from MC	x	x
Option to place marketing materials at registration	x	x
Opportunity to give away a corporate gift to guests (at your expense)	x	x
INCLUSIVE EVENT TICKETS		
Tickets	10	5

Secure your sponsorship:

Contact Jenny Daswani, Events and Communications Coordinator
Email: bookings@austcham.com.hk