



AmCham China Corporate Partner Program (Tianjin)

Annual Pricing: RMB 49,000

**Limited to 1 company per industry,
only 5 spots in total.
Priority to member companies.**



Join **AmCham China Corporate Partner Program (Tianjin)** and present your company as one of our **leading partners** and **Golden Sponsors** for our signature events; receive unique visibility in regular activities and communications.

Don't miss this opportunity to get your business noticed at the chamber's most popular events throughout the year; promote your brand through **tailor-made promotion events, Email Direct Marketing (EDM)** or **WeChat promotion**; increase the visibility of your company in the foreign business community, and benefit from a wide range of opportunities.

About The Chamber

At the heart of the American community in China, AmCham China connects business and government with a vibrant, powerful platform that represents foreign multinationals, SMEs, entrepreneurs, and US individuals in China.

WHO WE ARE

The most vibrant business community in China

900+
companies

3000+
individuals

COMPANY:

Consumer

27%

29%

26%

18%

Industrial &
Resources

Services

Technology
& R&D

AmCham China member companies include some of the largest companies in the world and innovative entrepreneurs just starting out.

INDIVIDUAL:

20%

50%

30%

U.S.

PRC National

Others

US companies have more than US\$220bn invested in China, and the chamber has worked hard to build trust between American business and the Chinese government.

WHAT WE DO

Advocacy and Access

AmCham China unites the two biggest economies in the world by building trust between governments and industry, which allows for greater **advocacy and access**.

Insights

To be your most informed and most innovative, tap into AmCham China's unique **insights** that build on the knowledge of members in a way no other business association can replicate.

Relationships

Plug in to the AmCham China grid to make new personal and professional **relationships** that will help you keep up with the two most vibrant markets in the world.

Services

Ensuring that every business can be its best, AmCham China offers training, visas, member-to-member discounts and more cost-effective **services**.

HOW WE DO IT



Working Groups

- More than 40 groups
- Industries, from agriculture to retail
- Issues, from compliance to standards
- Social, from golf to young professionals



Events

- More than 200 events/year
- American Ball
- HR Conference
- Independence Day Party
- Appreciation Dinner



White Paper

- Written by members
- Covering all major policy areas
- Reference for US and China officials



Business Climate Survey

- Definitive gauge of business sentiment
- Valuable tool for decision-making
- Cited year-round by news media
- Broken down by industry sector

Marketing your Company?

We've Got that Covered

There are numerous ways to reach the chamber's more than 3,000 cardholders, as well as employees of our more than 900 member companies.

- Showcase your company both **online** and **offline**
- Stand out at our Major events as **golden sponsor**
- Tailor-made **promotion event**
- Customized **EDM** Marketing



Sponsor Benefits

Total value not
exceeding RMB75,000

Listed as Golden Sponsor at up to 3 major events from following:

- Tianjin SME Forum (Values RMB20,000)
- White Paper Delivery Meeting & TJ Government Appreciation Reception (Values RMB25,000)
- Tianjin Healthy Life Fair and Back to School BBQ (Values RMB20,000)
- Annual General Meeting and Winter Holiday Party (Values RMB25,000)

Plus choose from:

- Tailor-made promotion event – M2M series (Values RMB10,000 per time)
- Email Direct Marketing (EDM) (Values RMB10,000 per time)
- AmCham China Wechat Account direct marketing (Values RMB10,000 per time)
- Tianjin Wechat Account direct marketing (Values RMB1,500 per time)

Plus, Company logo shown in:

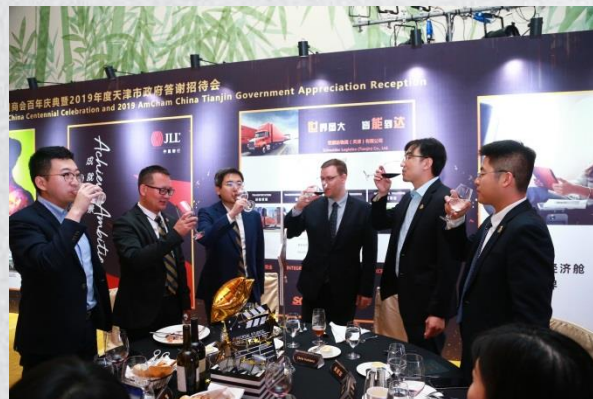
- All Tianjin events email and Wechat announcements (Around 40 events per year)
- Tianjin Chapter roll-up banners and brochures
- AmCham China Website

Annual White Paper Delivery Meeting & Tianjin Government Appreciation Reception

The event is a **highlight of the year** for the Tianjin Chapter, and is the **primary opportunity for members to engage in meaningful dialogue with the Tianjin Government**.

Each year, we select a district or zone for more in-depth, **one-on-one dialogue during this event**, helping members better understand the business opportunities in Tianjin and make the connections they need to succeed.

The dinner follows a **high-level discussion with officials** on the newly released White Paper, the Chamber's flagship product.



Annual “Healthy Life” Fair & Back to School BBQ



The theme of this event is **“Healthy Life”** and celebrating the start of a new school year with an **action-packed day of games, live music, delicious food, and a raffle with amazing prizes.** Every year we have **300-400** participants for this event.



Annual General Meeting and Winter Holiday Party

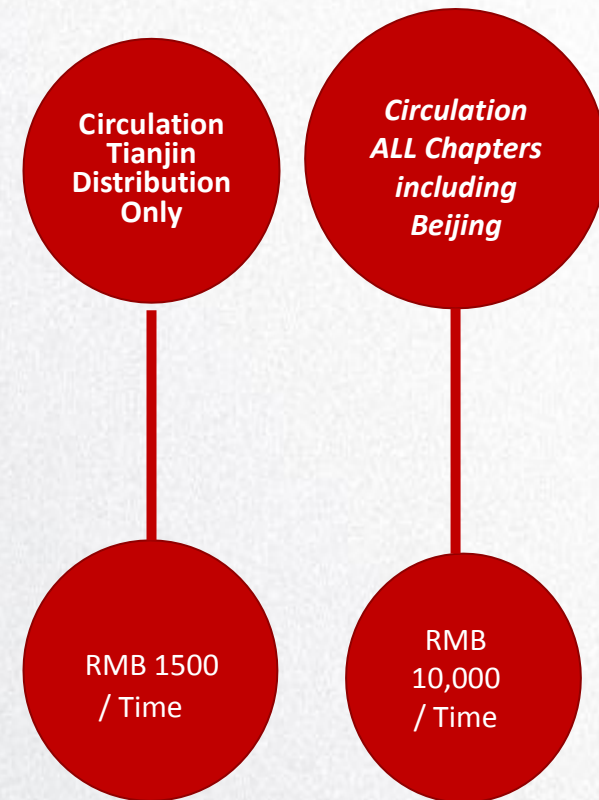
The Annual General Meeting and Winter Holiday Party not only introduces summary of Chamber's events during the past year, plan for the coming year and members of the new Executive Committee, but also is an excellent opportunity to network and celebrate winter festivals.





Designed primarily to target our growing number of Chinese-speaking members, AmCham China's official WeChat channel provides an attractive option for companies. Customized content using the very latest formatting technologies, including HTML5, can appear directly on the phones of our **10000+ contacts and followers**. Our WeChat channel is also a great way to expand your reach with shareable content.

We also offer a better rate of promotion on AmCham China Tianjin's official WeChat account with 1500+ followers.

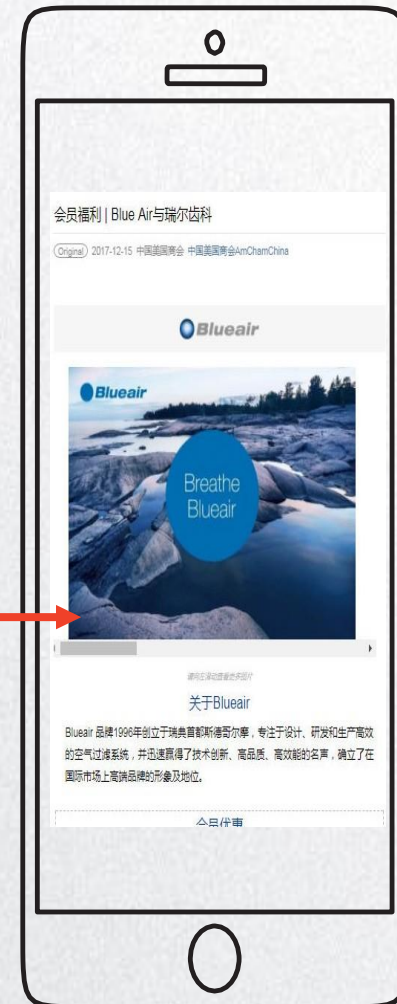
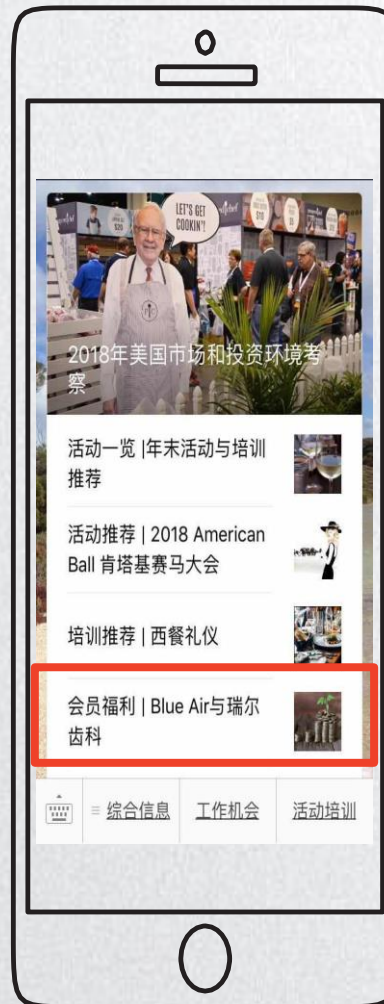
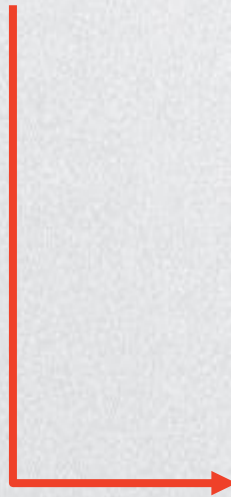




WeChat Direct Marketing



Single slot example



Email Direct Marketing (EDM)

Customize your own content and design, then let us bring it directly to our audience in Tianjin only distribution list (around 1500 contacts/followers).



**RMB
10,000
per issue**

Member-to-Member Events (M2M)

Showcase your company, enhance your **BRAND!!!**

The M2M is AmCham China's commercial event platform. It is sponsored by companies who are seeking to share the latest information about their products, services, technologies or expertise with fellow AmCham China members.

*RMB 5,000
per time to
Tianjin
contacts*

*RMB10,000
per time to
all Chapters
Including
Beijing*

*Audience:
Free to all
members and
their
employees*

*Promotion:
Email
announcement
and WeChat
marketing*

AmChamChina

T I A N J I N

中国美国商会·天津

**For more information on sponsorship,
please call AmCham China (Tianjin office) at
022-23185072, or e-mail:
amandahe@amchamchina.org**

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