



## **Corporate Sponsorship Levels and Benefits**

The North Carolina Chinese Business Association (“NCCBA”) offers flexible levels of sponsorship to suit your needs, budget and objectives. Each level of sponsorship offers its own unique value and benefits. Choose the level of support that is right for you. No matter what level you choose, NCCBA sponsorship allows you reach out to hundreds of Chinese business leaders and professionals throughout North Carolina. In addition, sponsors enjoy highly visible exclusive promotions at various cultural and professional events in the Triangle and beyond.

There are three main categories of sponsorship.

- Full corporate sponsorship level
- Marketing sponsorship level
- Event sponsorship level

### **Full Corporate Sponsorship**

**Annual fee: \$5000**

Full Corporate Sponsorship offers the most comprehensive benefits to the sponsor. Full Corporate Sponsors are designated as official sponsors of NCCBA for 12 months. Sponsors are entitled to category exclusivity for the category of specific services and NCCBA agrees not to enter into other sponsorship relationships for such category during 12 months, which is renewable based on mutually agreed upon terms.

Key values include:

- Sponsor corporate logo on front and other pages on the NCCBA website
- Sponsor logo included in all workshops and events
- Complimentary NCCBA memberships for Sponsor’s employees
- Certain number of meeting tickets assignable to Company’s employees, clients, and guests
- Specific opportunities to provide Company literature to attendees at all NCCBA events
- Opportunity to provide a brief talk or introductory remarks at designated NCCBA dinner event
- Moderator, panelist and speaker opportunities at NCCBA events and workshops
- Opportunity to assist NCCBA with development of particular events
- Opportunity to provide information on NCCBA website and through NCCBA’s other media partners

## **Marketing Sponsorship**

### **Annual Fee: \$2000**

Marketing Sponsorships offer high visibility to companies. Some of the key values include:

- Sponsor corporate logo on NCCBA website
- Sponsor logo included in all workshops and events
- Complimentary NCCBA memberships for Sponsor's key employees (up to 4 memberships)
- Certain number of meeting tickets assignable to Company's employees
- Opportunity to provide Company literature to attendees at certain NCCBA events
- Opportunity to provide a brief talk or introductory remarks at certain NCCBA events
- Moderator, panelist and speaker opportunities at some NCCBA events and workshops
- Opportunity to assist NCCBA with development of one event

## **Event Sponsorships**

### **Per event fee: \$1000**

Event sponsorships offer opportunities for companies interested in supporting particular events or topics.

- Sponsor logo on website event page being sponsored
- Sponsor logo included in all marketing for that event
- Sponsor logo display at event
- Complimentary entry to particular event for Company's employees, clients, and guests (up to 10)
- Opportunity to distribute Company literature to attendees at the dinner/workshop tables
- Opportunity to provide a brief talk or introductory remarks at the event
- Opportunity to propose theme/topic or nominate moderator, panelist or speaker for the event

If you are interested in learning more about corporate sponsorship opportunities, please contact Giles Shih, NCCBA Corporate Sponsorship Director, at (919) 993-3389 or [giles@briworldwide.com](mailto:giles@briworldwide.com).