

Sponsorship Proposal

ACYA BALL





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Executive Summary

Australia China Youth Association (ACYA) is the largest multinational, not for profit, volunteering organisation started by university students and run by volunteers. We are looking for potential sponsors for our Annual ACYA Ball 2016 and believe that by your firm sponsoring our Ball, you will have access to some of the most talented and professional youths that Australia and China have to offer. You will have direct exposure and influence to numerous multi-lingual and multi-disciplinary degree holding youths, the same pool of students that numerous governments, including the Australian and British embassies look to employ. ACYA holds numerous successful networking and social events every year all across Australia and China. This is your opportunity to be a part of something greater, and something that can change the future. Included in the proposal are various sponsorship options and details about the ACYA Ball. Our Ball this year is being held in Sydney CBD and we would highly appreciate your firm's kind sponsorship in this prestigious event.



About ACYA

ACYA is the only non-profit organisation devoted to promoting greater engagement between Australian and Chinese youth in both Australia and China. Our focus is on the student, graduate, and young professional demographic aged between 18 and 30. ACYA was founded in 2008 by a group of Australian university students studying in Beijing, who banded together to try and rectify the paucity of information and resources available to young Australians interested in studying or working in China; information provided by universities seemed vague, out-of-date, and irrelevant to the everyday needs of most students. Additionally, no organisations existed through which Australian young people in China could connect with their peers or interested Chinese students.

It was decided that an organisation would be established to provide a platform for young Australians and Chinese with an interest in strengthening relations between the two countries, which would bring people together to share and learn from each other whilst pursuing valuable Australia-China projects based around the three pillars of Careers, Education and People-to-People Exchange. Still today, ACYA is completely run by youth, for youth and is completely run not-for-profit by volunteers.

Our Mission

Our mission is to be the organisation through which young Australians interested in China and young Chinese interested in Australia can forge lasting partnerships and have access to a network of unique and diverse educational and career opportunities.

Our Vision

Our vision is to create a vibrant and dynamic Australia-China youth ecosystem that encourages and shows the value of Australian and Chinese youth becoming interested and involved in the Australia-China relationship, achieving new heights of mutual understanding and appreciation between Australia and China.



Benefits of Sponsoring ACYA

Start small by sponsoring our ACYA Ball, to test if partnering with ACYA is suitable for you. We hold numerous popular events every year, all around Australia and China. We believe that the ACYA Ball would be the most suitable for your organisation as there will be a large cross-section of our membership in attendance in addition to public admissions. The ACYA Ball can provide you with exposure to members from all backgrounds and academic/professional experience.

Sponsors of the Ball enjoy exposure to a demographic of young, engaged ACYA members, whether your organisation is looking for engaged students for a course or scholarship, or capable candidates for an internship program. Our members are:

- **China-literate** - knowledgeable in Chinese current affairs and customs.
- **Cross-cultural experts** – experienced in both Australian and Chinese interactions and always up to date with trends and news on both sides.
- **Skilled and Talented** - many are proficient in Standard Mandarin Chinese, and many other languages, 60-70% of our members know more than 2 languages.
- **Professional and Educated** – experienced and keen university graduates seeking opportunities in the Australia-China space.

Become an industry leader and gain an advantage over competitors by becoming a partner with ACYA, gain more awareness amongst our members and in turn, will create more interest in your organisation. Numerous companies and organisations have already benefited from sponsoring ACYA, with our members operating professionally at a range of businesses across China and Australia, and even Australian government embassies and Trade missions staffed by ACYA interns and volunteers.

ACYA has been renowned for its abilities to deliver and cater to the needs of its partners, providing high quality candidates for graduate positions; enthusiastic volunteers for corporate and government funded events; experienced scholars for education and research positions in the top Australia-China relevant bodies; multi-lingual translators for both private and government organisations; and much more.

Benefits of Sponsoring ACYA

A recent successful sponsorship example in ACYA

Our latest successful sponsorship example comes from our recent Annual ACYA NSW Banquet held in Sydney CBD. Focusing on one of our sponsors, Geoff Hardy Wines, they had significant awareness produced for their blossoming brand to numerous guests. Many of the guests were from a range of industry professional backgrounds such as investment banking and international business, and through this they were able to sample the varieties of wine provided and were also able to take home promotional business cards. Geoff Hardy was a Silver sponsor for the event, and were then known for their flawless wines and association with ACYA.



Clockwise from top left: VIP guest speakers enjoying Wines by Geoff Hardy; promotional cards handed out at every table; a toast by a VIP guest being made with Geoff Hardy wines; a guest examining the branding to purchase in the future.

Benefits of Sponsoring ACYA

Belong to an international community

ACYA and its members have been a part of numerous events either held by ACYA or one of their partner organisations. Below are the following photos from events that ACYA participated or helped facilitate for a partner organisation. At ACYA we have three focus areas, Education, Cultural, and Professional; hence our education based opportunities, cultural exploration, and professional prospects.



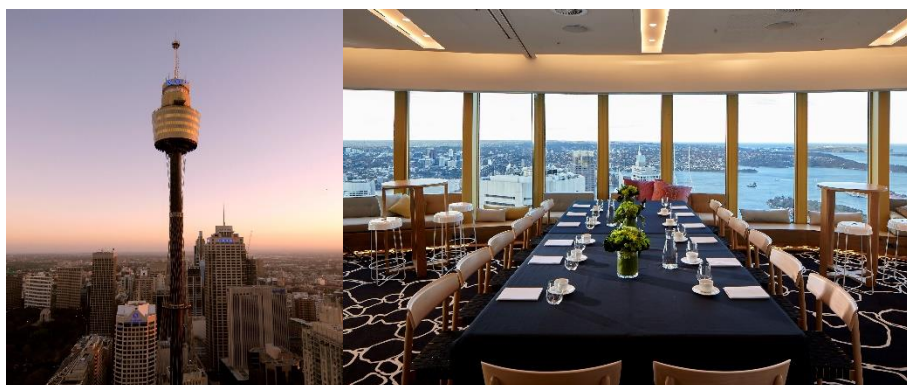
From top to bottom: ACYA volunteer teachers in Leizhou; ACYA at an AFL game, free tickets from our AFL sponsors - The Giants; ACYA at Chinese New Year festival; A brief collection of companies and speakers at ACYA run or facilitated events; ACELS 2016 in Shanghai; ACELS 2015 in Sydney.

The ACYA Ball

The ACYA Ball will be an opportunity for members from all chapters to come together and celebrate the achievements of the year so far. The night will include members enjoying drinks at Studio, with over 150 people expected to attend.

There will be performances and speeches held throughout the night, with numerous opportunities to network and share cultural and professional experiences in relation to the China-Australia relationship. Studio is situated at the top of the famous Sydney Tower for its perfect combination of elegance and party atmosphere, a truly unique venue perched above Sydney's skyline. We will have numerous drinks and canapes on offer throughout the night.

Venue:	Studio, Sydney Tower, 4, Sydney Westfield Centre, Pitt St & Castlereagh St, Sydney NSW 2000
Date:	30/9/2016
Time:	7pm-11pm
Theme:	Shanghai 1930's Theme



Conveniently placed in the heart of Sydney CBD Westfield, Studio boasts high ceilings and a modern and classy design. The ACYA Ball will be held here in a panoramic room upstairs privately, to maximise the experience of the unique 360° view and social surroundings. Guests will be able to enjoy an array of canapes and drinks throughout the night whilst enjoying numerous events and social networking.

Sponsorship Packages

Gold Sponsorship (\$2000)

Limited to two sponsors. Benefits include:

- Three VIP tickets
- Logo on all promotional social media banners
- Significant brand exposure through social media
- Up to 10 minutes to present to the guests and promote your organisation.
- Up to two banners allowed for display
- Be thanked in our thank-you speech as a gold sponsor
- Be listed as a gold sponsor on the program card

Silver Sponsorship (\$1000)

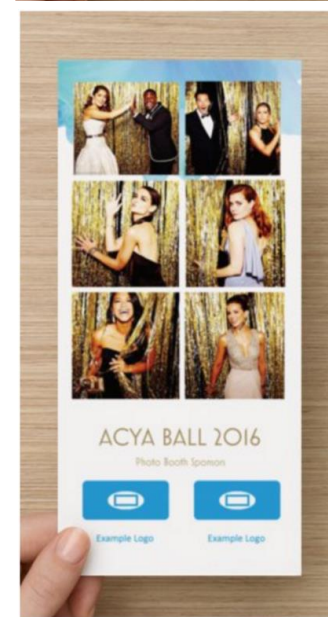
Limited to four sponsors. Benefits include:

- Two VIP tickets
- Logo on all promotional social media banners
- Significant brand exposure through social media
- One banner allowed for display
- Be thanked in our thank-you speech as a silver sponsor
- Be listed as a silver sponsor on the program card

Photo Booth Sponsor (\$500)

Limited to two sponsors. Benefits include:

- One VIP ticket
- Logo included on all photo booth photograph printouts
- Significant brand exposure through social media
- Be thanked in our thank-you speech as a donor
- Be listed as sponsor of photo booth on the program card



Sample Program Card (above)
Sample Photo booth photos (below)

Additional Sponsorship Packages

Prize Donations

We are seeking donation of goods to give away as prizes for our raffle. All donors will:

- Be thanked in our thank-you speech as a donor
- Be listed on our list of donors within the program card

Other monetary Donations

Any other monetary donations will be greatly appreciated. All donors will:

- Be thanked in our thank-you speech as a donor
- Be listed on our list of donors within the program card if over \$400

Promotional Gift Bags (\$150)

Any small promotional items would also be beneficial in promoting your brand. These will be distributed to every attendee.

- A minimum of 150 small promotional items are welcome, these can be anything with your branding/logo on it such as a combination of pens, post-it-notes, discount vouchers, USBs, free samples and much more.
- Gain additional brand exposure through physical take-away items.
- Be listed on our list of donors within the Gift Bag Promotional Card.



A sample of goods you can provide for our promotional gift bags or raffle.

Sponsorship Summary

Package	Gold \$2000	Silver \$1000	Photobooth \$500	Prize Donation	Monetary Donation
Listed on program card	"Gold"	"Silver"	"Sponsor"	"Donor"	"Donor"
Thanked in speech	✓	✓	✓	✓	✓
VIP Tickets*	✓ (3)	✓ (2)	✓ (1)		
Logo on all social media advertising	✓	✓	✓		
Banners allowed for display	✓ (2)	✓ (1)			
Presentation to promote your organisation	✓ (5-10 mins)				

**VIP Tickets – With normal tickets being priced at \$70 for non-ACYA members, this ticket includes entry to the event, canapes, cocktails and any other events being held during the Ball.*



Acceptance of Sponsorship

ACYA sincerely thanks you for taking the time to read this sponsorship proposal. Please kindly email back your confirmation of acceptance of this offer to lachlan.ellison@gmail.com with your written confirmation of which package you would like to sponsor ACYA through and any further details.

If you would like to authorise another representative to represent you and your company, please include their details into the confirmation email to Lachlan.

We will then reply within 24hrs to confirm your details and sponsorship package, and begin the process of arranging VIP tickets and other necessary arrangements.

Name

Date

Package Selected

Signed

Contact

If you have any further questions or suggestions for collaboration, please do not hesitate to contact our Sponsorship Director via the details below.

Name	Lachlan Ellison
Position	Sponsorship Director
Email	lachlan.ellison@gmail.com