

# CSR<sup>ASIA</sup>

**CSR Asia Summit 2012 - Beijing, China**

**Sponsorship Package**



CSR<sup>ASIA</sup>

Business Solutions for Global Challenges

## Letter from the Chair

Greetings

The CSR Asia Summit 2012 is being held in Beijing, and is a unique opportunity to further knowledge and understanding about corporate social responsibility.

We are offering you an opportunity to become part of this prominent event. The CSR Asia Summit 2012 will not only present nationally and internationally distinguished guest speakers addressing the most salient emerging trends in CSR, but also a venue for companies to connect with key Chinese stakeholders. These will include major corporate foundations, NGOs and others who play a considerable role in shaping China's CSR.

CSR Asia invites you to support the continued growth and success of CSR in the Asian region by participating as one of our select sponsors. A full list of the sponsor benefits is enclosed for your perusal.

Thank you for taking the time to review the package and we look forward to your support of the CSR Asia Summit 2012.

Yours truly,



Richard Welford, Chairman



Brian Ho, Summit Co-Chair



Angel Ng, Summit Co-Chair

# Introduction

## About CSR Asia Summit

The CSR Asia Summit is our annual flagship event, and is the most innovative and thought-provoking gathering on corporate social responsibility in the region. Participants have access to two days of seminars and workshops conducted by leading sustainability practitioners, which cover current CSR challenges and opportunities.

## Why the CSR Asia Summit 2012 Beijing matters?

China is no longer simply the 'world's factory'. It has become a key market, a major economy, and is home to world-class companies operating globally. Along with these changes, the CSR landscape in China has also transformed. China's CSR community is growing; NGOs and other stakeholders have a greater voice and are playing a more important role, the number of CSR practitioners is growing rapidly, and the government has made it clear that business has a role to play in China's development. Attendance at the CSR Asia Summit 2012 is essential to understand the landscape and acquire tools necessary to support China's sustainable development and economic prosperity.

## Details of CSR Asia Summit 2012:

**Date:** 17 September 2012 (Pre-summit training)  
18-19 September 2012 (Summit)

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**Theme:** Local Innovation for Global Challenges

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**Location:** Pullman Beijing West Wanda, Beijing, People's Republic of China

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**Target number of participants:** 700

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**Highlights of Summit 2012:** **CSR Showcase**

The CSR Showcase is a platform for local social enterprises, NGOs and foundations to demonstrate innovative and sustainable business solutions for social and environmental problems. The Showcase will provide an opportunity for business to meet with and learn from local organisations via a "speed-dating" session. Business and NGOs will be able to meet and discuss potential initiatives or partnerships. 50 local NGOs, social enterprises and foundations will be selected to participate in a 3-hour session.

**CSR Asia – GBC Charity Gala Dinner 2012**

Rather than having a traditional summit dinner, CSR Asia will organise a Charity Gala Dinner on the first day of the Summit (18 September), in collaboration with our partner [GBCHealth](#). The Charity Gala Dinner will

include a keynote speech by very senior government official, and a performance by celebrity and traditional Chinese art performance. The proceeds from the Gala Dinner will be donated to one or two public health initiatives in China jointly managed by CSR Asia and GBCHealth.

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**Target keynote speakers for 2012:**

- Bill Gates, Founder of Microsoft and Bill and Melinda Foundation
  - Mao Yu-Shi, Economist
  - Tang Min, Councilor of the State Council, Deputy Chairperson of You Change China Social Entrepreneur Foundation
  - Jet Li, Founder of the One Foundation
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**Media Support for 2012**

**Official Weibo Sponsor:**



**Sina**

*Sina Weibo* is a Chinese micro blogging website and one of the most popular sites in China (used by well over 30% of Internet users). *Weibo* will broadcast plenary speeches, with a potential audience of 140 million Internet users in China. Interaction between speakers and netizens will be moderated.

**Official newspaper sponsor:**



**Southern Weekly**

*Southern Weekly* is one of China's most popular newspapers, and is owned by the Southern Daily Group. It reaches 1.2 million readers and has nationwide coverage. *The New York Times* has described the *Southern Weekly* as "China's most influential liberal newspaper". In-depth interviews and report on the Summit will be published in a dedicated section of the newspaper. Other media partners who will report on the Summit include: *Sohu Green Channel*, *Tencent Charity Channel*, *People's Daily*, *China Philanthropy Times*, *Southern Daily*, *China Fortune*, *Forbes China*, and approximately 50 other local and international media organisations.

**International Media Partner:**



**International Herald Tribune**

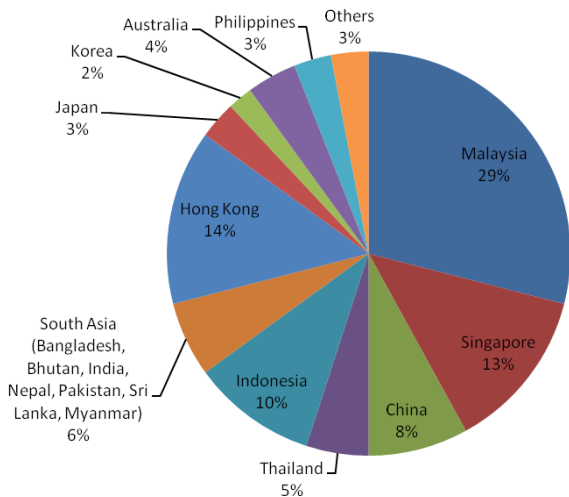
*The International Herald Tribune*, the global edition of *The New York Times*, creates, collects and distributes world news, information, entertainment and opinion of the highest journalistic integrity. Its balanced perspective addresses all areas of human interest and is trusted and enjoyed by people in all corners of the globe.

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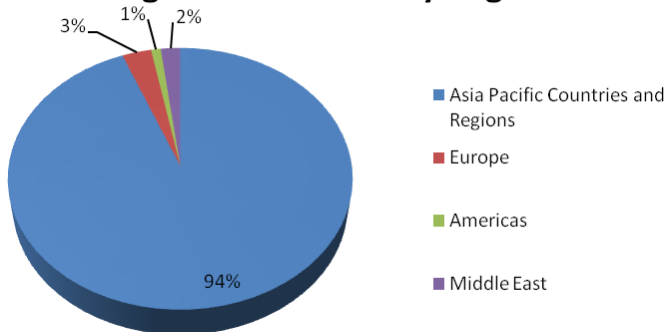
## Delegate Profile in 2011

### Delegate Breakdown by Asia-Pacific Regions

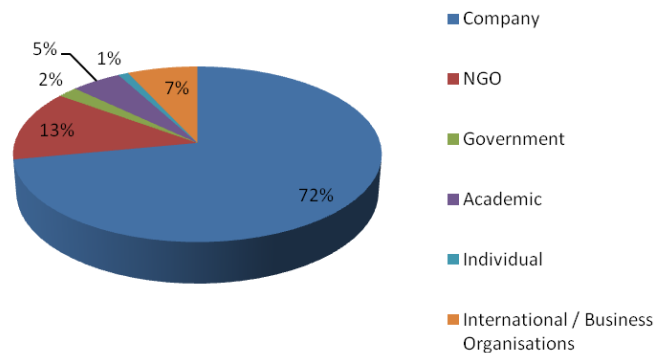


The CSR Asia Summit 2011 held in Malaysia successfully attracted 401 delegates from 32 countries and regions. The majority of our delegates come from within the Asia-Pacific, and many are corporate representatives. There are also a good number of representatives from the NGO and other sectors to contribute to dynamic discussions.

### Delegate Breakdown by Region



### Delegate Profile







## Sponsorship Levels

### Venue Sponsor *(SOLD)*

1. Lead logo exposure in the following conference marketing materials:
  - Conference brochure, delegate pack and conference backdrop
  - Official conference website with direct link to the sponsor's homepage
  - Conference e-promotions & delegate badges
2. One (1) speaking slot at the panel discussion after the keynote upon mutual agreement on content
3. One (1) full page 4C advertisement in the delegate pack
4. One (1) marketing flyer insert in the delegate pack
5. One (1) free standard 9sq.m exhibition booth
6. One (1) year CSR Asia Strategic Partnership (worth USD6,000, current Strategic Partners would have their membership renewed)
7. Five (5) free tickets to the Summit (worth CNY4,980 each)
8. Unlimited purchase of Summit tickets at 50% discount
9. Two (2) seats at the VIP table at the Charity Gala Dinner (worth CNY 2,380)
10. One table (10 seats) at the Charity Gala Dinner and logo exposure on the marketing materials of the dinner (worth CNY 20,800)

### Platinum (CNY 888,000) *(exclusive)*

1. Lead logo exposure in the following conference marketing materials:
  - Conference brochure, delegate pack and conference backdrop
  - Official conference website with direct link to the sponsor's homepage
  - Conference e-promotions & delegate badges
2. One (1) speaking slot at the keynote upon mutual agreement on content
3. One (1) full page 4C advertisement in the delegate pack
4. One (1) marketing flyer insert in the delegate pack
5. One (1) free standard 9sq.m exhibition booth
6. One (1) year CSR Asia Strategic Partnership (worth USD6,000, current Strategic Partners would have their membership renewed)
7. Five (5) free tickets to the Summit (worth CNY4,980 each)
8. Unlimited purchase of Summit tickets at 50% discount
9. Two (2) seats at the VIP table at the Charity Gala Dinner (worth CNY 2,380)
10. One table (10 seats) at the Charity Gala Dinner and logo exposure on the marketing materials of the dinner (worth CNY 20,800)

### **Gold (CNY 228,000)** *(max. 5 sponsors)*

1. Prominent logo exposure in the following conference marketing materials:
  - Conference brochure, delegate pack and conference backdrop
  - Official conference website with direct link to the sponsor's homepage
  - Conference e-promotions
2. One (1) speaking slot at Summit session upon mutual agreement on content
3. One (1) full page 4C advertisement in the delegate pack
4. One (1) free standard 9sq.m exhibition booth
5. Three (3) free tickets to the Summit (worth CNY4,980 each)
6. 50% discount on CSR Asia Strategic Partnership for 1 year (worth USD3,000)
7. Unlimited purchase of Summit tickets at 50% discount
8. One (1) seat at the Charity Gala Dinner (worth CNY2,380 each)

### **Charity Gala Dinner (CNY 228,000)** *(exclusive)*

1. Prominent logo exposure in the following conference marketing materials:
  - Conference brochure, delegate pack and conference backdrop
  - Official conference website with direct link to the sponsor's homepage
2. Logo exposure on the backdrop and marketing materials of the Charity Gala Dinner
3. One (1) speaking slot at Charity Gala Dinner upon mutual agreement on content
4. One (1) poster display at the exhibition area (artwork to be provided by the sponsor)
5. Two (2) free tickets to the Summit (worth CNY4,980 each)
6. 50% discount on CSR Asia Strategic Partnership for 1 year (worth USD3,000)
7. 30% discount in purchasing maximum five (5) summit tickets
8. Two (2) seats at the VIP table at Charity Gala Dinner (worth CNY2,380 each)
9. One table (10 seats) at the Charity Gala Dinner (worth CNY 20,800)
10. Option for an extra contribution of CNY15,000 for one (1) standard 9sq.m exhibition booth

### **Networking Reception (CNY 158,000)** *(exclusive)*

1. Prominent logo backdrop acknowledgement at the reception venue
2. Logo exposure in the following conference marketing materials:
  - Conference brochure, delegate pack and conference backdrop
  - Official conference website with direct link to the sponsor's homepage
3. One (1) poster display at the exhibition area (artwork to be provided by the sponsor)
4. Two (2) free tickets to the Summit (worth CNY4,980 each)
5. 30% discount in purchasing maximum five (5) summit tickets
6. Option for an extra contribution of CNY15,000 for one (1) standard 9sq.m exhibition booth

### **Lunch (CNY 158,000)** *(limited to 1 sponsor for each day, max. 2 sponsors)*

1. Prominent logo backdrop acknowledgement at the lunch venue
2. Logo exposure in the following conference marketing materials:
  - Conference brochure, delegate pack and conference backdrop
  - Official conference website with direct link to the sponsor's homepage
3. One (1) poster display at the exhibition area (artwork to be provided by the sponsor)
4. Two (2) free tickets to the Summit (worth CNY4,980 each)
5. 30% discount in purchasing maximum five (5) summit tickets
6. Option for an extra contribution of CNY15,000 for one (1) standard 9sq.m exhibition booth

### **Scholarship Sponsor (CNY 118,000) (SOLD)**

By sponsoring the summit scholarship programme, you can position your company as the supporter for empowering CSR knowledge of NGO staff and students for their future development. The sponsorship can support 45 NGO staff and students to participate at the CSR Asia Summit 2012.

1. Acknowledgement as “Scholarship Sponsor” for the CSR Asia Summit 2012
2. Logo exposure in the following conference marketing materials:
  - Conference brochure, delegate pack and conference backdrop
  - Official conference website with direct link to the sponsor’s homepage
3. One (1) poster display at the exhibition area (artwork to be provided by the sponsor)
4. One (1) free ticket to the Summit (worth CNY4,980 each)
5. 30% discount in purchasing maximum two (2) summit tickets
6. Option for an extra contribution of RMB15,000 for one (1) standard 9sq.m exhibition booth

### **NGO Exhibition Sponsor (CNY 118,000) (exclusive)**

As the NGO Exhibition sponsor, you can support five NGOs to exhibit at the CSR Asia Summit 2012. Each NGO will entitle to have one 9sqm standard exhibition booth at the Summit to showcase their programme to potential donors.

1. Acknowledgement as “NGO Exhibition Sponsor” for the CSR Asia Summit 2012
2. Logo exposure in the following conference marketing materials:
  - Conference brochure, delegate pack and conference backdrop
  - Official conference website with direct link to the sponsor’s homepage
3. One (1) poster display at the exhibition area (artwork to be provided by the sponsor)
4. One (1) free ticket to the Summit (worth CNY4,980 each)
5. 30% discount in purchasing maximum two (2) summit tickets
6. Option for an extra contribution of RMB15,000 for one (1) standard 9sq.m exhibition booth

### **Silver (CNY 78,000) (max 10 sponsors)**

1. Logo exposure in the following conference marketing materials:
  - Conference brochure, delegate pack and conference backdrop
  - Official conference website with direct link to the sponsor’s homepage
2. One (1) poster display at the exhibition area (artwork to be provided by the sponsor)
3. One (1) free ticket to the Summit (worth CNY4,980 each)
4. 15% discount in purchasing maximum two (2) summit tickets
5. Option for an extra contribution of CNY15,000 for one (1) standard 9sq.m exhibition booth

### **Other Sponsorships**

CSR Asia will consider other sponsorship possibilities, such as carbon offsets, show bags, speaker souvenirs, business centre, TV/radio commercials, equipment/facilities, flights, transportation, printing or any other product or service that has a corresponding cash value.





	Platinum	Gold	Charity Gala Dinner	Networking Reception	Lunch	Scholarship Sponsor	NGO Exhibition Sponsor	Silver
	CNY 888,000	CNY 228,000	CNY 228,000	CNY 158,000	CNY 158,000	<b>SOLD</b>	CNY 118,000	CNY 78,000
<b>LOGO EXPOSURE</b>								
Conference Brochure	✓	✓	✓	✓	✓	✓	✓	✓
Delegate Pack	✓	✓	✓	✓	✓	✓	✓	✓
Backdrop	✓	✓	✓	✓	✓	✓	✓	✓
Website	✓	✓	✓	✓	✓	✓	✓	✓
E-promotions	✓	✓						
Special logo placement	Badges & Dinner backdrop		Dinner backdrop, marketing materials	Backdrop at reception venue	Backdrop at lunch venue			
<b>SPEAKING SLOT</b>								
	Keynote	Breakouts	Gala Dinner					
<b>MARKETING</b>								
Delegate Pack Advertisement	Full Page 4C	Full Page 4C						
Show Bag Insert	✓							
Exhibition Booth	Free	Free	Discount rate at RMB15 K	Discount rate at RMB15 K	Discount rate at RMB15 K	Discount rate at RMB15 K	Discount rate at RMB15 K	Discount rate at RMB15 K
Poster display			✓	✓	✓	✓	✓	✓
<b>SUMMIT TICKETS</b>								
Free	5	3	2	2	2	1	1	1
Discounts	50% off Unlimited	50% off Unlimited	30% off up to 5	30% off up to 5	30% off up to 5	30% off up to 2	30% off up to 2	15% off up to 2
<b>ADDITIONAL</b>								
Strategic partner discount	Free for 1 year	50% off	50% off					
<b>CHARITY DINNER</b>								
Free tickets	2 VIP seats & 1 free table	1 free seat	2 VIP seats & 1 free table					
Logo exposure	✓		✓					

# Thank you to our 2011 Summit Sponsors

## Gold Sponsors



### Dinner Sponsor



### Exclusive Lunch Sponsor



### Networking Reception Sponsors



### Official Carbon Offset Sponsor



### Silver Sponsors



### Scholarship Sponsor



### PR Partner



### Official Multimedia & Newswire Partner



### Supporting Partners



### International Media Partner



### Official Online Media



### Supporting Media



## Interested in becoming a CSR Asia Summit 2012 sponsor?

### Contacts:

#### General Enquiries

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## Other enquiries?

### Contact us!

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