



SPONSOR PACKAGES

BENEFITS

CWM 2020 will be launched during Autumn 2017, followed by frequent events in 2018 and 2019, leading to a year-long festival in 2020. As CWM 2020 will be collaborating with and participating in other events and organisations in the arts, culture, education, sports and business, we will be targeting a large and wide variety of audiences in the West Midlands and in China.

Over the next 3 years we will be promoting CWM 2020 in the West Midlands, in the UK and in China.

We expect to reach over 20 million people, consisting of:

- Local British audience and visitors to events in the West Midlands
- Local Chinese students, residents and visitors in the West Midlands
- Audiences in China, especially the twin cities of Nanjing, Guangzhou, Changchun and Jinan

Our sponsors will benefit from reaching all these potential audiences from our digital presence, social media promotions, publications, events and activities leading to 2020 and throughout 2020.

**STRENGTHENING CONNECTIONS FOR
DEEPER UNDERSTANDING WITH
GREATER COLLABORATION AND
MUTUAL PROSPERITY**

中西共赢

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	Entry	Premium	Lead
	£1,000 per year	£5,000 per year	£10,000 per year
Your company logo to appear on CWM 2020 website	✓	✓	✓
Use the CWM 2020 logo	✓	✓	✓
Early access to exclusive offers and promotions	✓	✓	✓
Email newsletter of all upcoming events	✓	✓	✓
Discounted entry to events (subject to availability)	-	✓	✓
Featured blog posts on the CWM 2020 and social platforms: WeChat, Twitter, Facebook, Instagram	-	✓	✓
Your logo to appear on CWM organised events tickets, gaining maximum exposure of your brand	-	-	✓
Media coverage	-	-	✓
Opportunities to present your brand on-site at CWM 2020 organised events	-	-	✓
Lead sponsors will have logo featured on CWM cover	-	-	✓
Advertising for CWM events featured in programme	-	¼ Page	½ Page
Champagne reception to open CWM Festival during Chinese New Year in 2020	-	for 5	for 10
Closing celebration & dinner during Chinese New Year in 2021	-	for 5	for 10

CWM 2020 organised events are from October 2017 to February 2021
Sponsors will be given an official CWM 2020 sponsor logo that can be used on your marketing

***Special Note**

Limited number of early bird discount packages.
Lead sponsors are limited to one per business sector.

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CWM 2020 IS PROUDLY SUPPORTED BY



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