



MORE THAN A MARKET

Partnership Proposal

Shanghai, September 2019

So what exactly is the
More than a Market initiative?

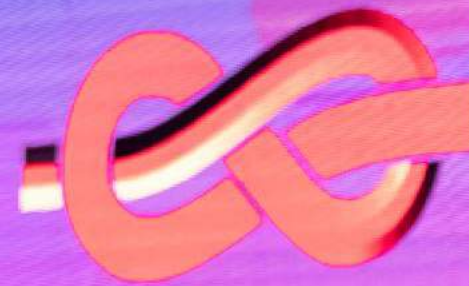
More than a Market

Introduction

Since 2015, the More than a Market initiative provides a platform for sharing and developing **best practices of social engagement** by German companies in China.

The initiative is hosted by the German Chamber of Commerce in China and the Bertelsmann Stiftung, with strong support of The Missions of the Federal Republic of Germany in the Peoples' Republic of China.

Save the Date!
14th May 2020



MORE THAN A MARKET
同心 同力 同行

More than a Market

How does it work?

All German companies can apply and hand in their CSR projects. An independent jury will announce the winners which will be honored during the celebration of the **More than a Market Awards Gala**.

Prior to the Awards Gala attendees can exchange experiences, find new partners and gain further knowledge at workshops and panel discussions during the **More than a Market Forum**.

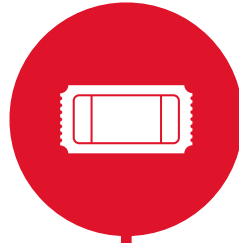


More than a Market Roadmap*

Call for Application

Start: 23 September 2019

Applications need to be handed in until 24 January 2020, 6 PM.



The Forum

**Event: 14 May 2020,
2-6 PM**

During the daytime guests will have the choice to attend several workshops and panel discussions.



Ticket Sales Open

Start: April 2020

Tickets for the Forum and the Awards Gala can be purchased from April 2020.



The Awards Gala

**Event: 14 May 2020,
from 6 PM**

The More than a Market initiative will announce 4 winners in 4 different categories.

*Please note that timings are subject to change, changes will be announced on the initiative's website www.morethanamarket.cn.



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Event details

Date: 14 May 2020

Forum: 14:00 - 18:00

Awards Gala: 18:00 - late

Venue: Hyatt Regency Global Harbor

Participating companies: ~100 (projected)

Guests: ~300 guests (projected)

Including:

- Senior representative of German Consulate General in China
- Senior representatives of major German companies in China
- The chair and management of the German Chamber of Commerce in China



Want to do more than just participate?
Here are the **two ways**
how you can get actively involved!

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Partnership overview

GOLD PARTNER

Gold Partners are enjoying the highest level of visibility and exposure to thousands of people throughout the initiative's project.

RMB 35,000

SILVER PARTNER

Silver Partners are offered excellent brand exposure for a reasonable investment.

RMB 25,000

On top of being meaningfully associated with the
biggest German CSR event in China,
here are the tangible benefits you get:

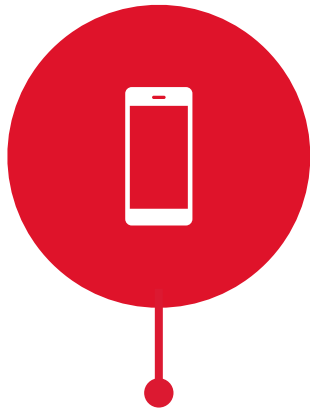
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Partnership benefits



Brand exposure on
marketing materials

Starting from
September 2019 -
May 2020



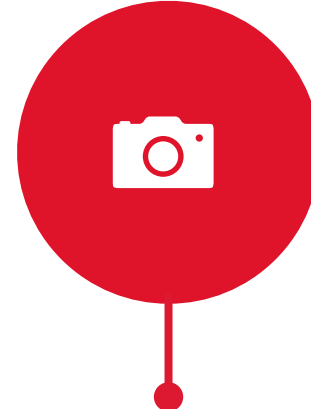
WeChat posts
advertisement

Include your
company
introduction and
banner



Media exposure

Inclusion in press
materials



Free content

Professional images
and videos of the
event with your logo









Prestige

As a key supporter
of a signature
Chamber event

*Please note that media coverage can not be guaranteed.

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Pre Event benefits

Pre Event	Gold Partner	Silver Partner
Logo on event invitation		
Logo placement in WeChat event announcements		Visible
Logo in GC Ticker Spring Issue (logo in event announcement)		Visible
Logo placement on event website		Visible
Logo placement on initiative's website		Visible
Banner placement in WeChat announcements	2	1
Standalone WeChat post about your company	1	/

*Please note that the information is subject to change. The GCC Shanghai reserves the right to final interpretation.

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Event Day benefits

Event Day	Gold Partner	Silver Partner
Logo exposure around the venue (banners, stage backdrops, brochures)	Prominent	
Free Gala tickets	10	10
Free Forum ticket	10	10
Corporate video on foyer screens		N/A
Booth display		/
Recognition of sponsorship during opening and closing remarks		NA
Advertisement in event program brochure		NA
Speaking slot during the Forum		NA
Place promotional materials and gifts in all gifts bags		

*Please note that the information is subject to change. The GCC Shanghai reserves the right to final interpretation.
The content of the speaking slot will be determined together with the GCC Shanghai.

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After Event benefits

After Event	Gold Partner	Silver Partner
Logo in GC-Ticker Summer Issue (event recap)	Prominent	
Logo in GCC Annual Report	Prominent	
Logo placement in WeChat event recap	Prominent	NA
Acknowledgement in Shanghai Daily		
Banner placement in WeChat announcements	2	1

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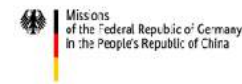
LET'S PARTNER UP!

For partnership opportunities,
please get in touch with:

Veronika Glauberman
Manager Social Responsibility

German Chamber of Commerce | Shanghai
glauberman.veronika@sh.china.ahk.de

Tel +86 (0) 21 5081 2266 * 1647



| BertelsmannStiftung