



Finnish Business Council Beijing

NORDIC DRAGON BOAT RACE 2019: SPONSORSHIP OPPORTUNITY

We are now looking for companies that are interested in sponsorship opportunities as cash sponsor or in kind sponsor of sports gear or the food and beverages. As a sponsor you have a unique opportunity to brand your company to the whole Sino-Nordic community in Beijing. If you are interested don't hesitate to let us know!

We invite you to challenge your colleagues, competitors, clients as well as your Nordic friends. This is a great opportunity to expand your network and promote your company through a fun and engaging competition. The Nordic Dragon boat Race 2019 welcomes people of all ages and fitness levels, therefore, do not hesitate to join all the fun! Let us find out which Nordic country has the best dragon boat team.

If you are interested in becoming a sponsor for the Nordic Dragon Boat Tournament for 2019 we will be happy to provide our sponsorship opportunities to you or work with you to develop a fitting sponsorship package.

More information:

The first Nordic Dragon Boat Tournament was held last year at Houhai Lake in central Beijing, a week before the famous Chinese Dragon Boat Festival. The event was co-organized by the Danish Chamber of Commerce in Beijing, SwedCham, Norwegian Business Association and Finnish Business Council.

Last year's event attracted 15 teams from various companies, around 200 guests and journalists from People's Daily, Tencent Media, The Beijinger and Time-Out Beijing. This year we are increasing the number of Dragon Boat teams and are expecting more than 250 guests, including teams from the Nordic embassies, Nordic Chambers as well as individual companies. It is going to be the biggest Nordic event of 2019!

SPONSORSHIP PACKAGES

MAIN SPONSORS (up to three sponsors) 15.000 RMB

The MAIN SPONSOR packages offer broad exposure of company profile during and leading up to the event in June. As the biggest Nordic event of the year in Beijing for companies and families alike, it is a unique opportunity for exposure and visibility among many groups from the Beijing community.

Included in the MAIN SPONSOR package:

- 1 Dragon Boat for a team of 11 people (ten rowers and 1 team leader)
- Company profile on all promotional material and media
- Logo on official Nordic Dragon Boat Tournament t-shirt
- “VIP” area with seating area including refreshments personalized with company logo

FOOD SPONSORS AND ITEM SPONSORS

Are you a company providing food or drinks? We would love to hear from you! At the Nordic Dragon Boat Tournament we offer great exposure to the Sino-Nordic community in Beijing with guests coming from a broad range of companies.

At the event venue we provide breakfast to all the Dragon Boat Teams, including company and embassy teams.

Please contact Erika Staffas for more information regarding sponsorships: erika@swedcham.cn

