

MARCH 2021

# CHIFAN FOR CHARITY SHANGHAI SPONSORSHIP PROPOSAL



# **IN THIS PROPOSAL**

- 01 THE PARTNERSHIP AMBITION**
- 02 INTRO TO CHIFAN FOR CHARITY**
- 03 THIS YEAR'S CHARITY BENEFICARY**
- 04 SPONSORSHIP TIERS**
- 05 NEXT STEPS**
- 06 CONTACT**

**THE PARTNERSHIP AMBITION**

Your company becomes one of the official sponsors for Chi Fan for Charity Shanghai 2021, Asia's biggest F&B event for good.



## WHAT IS CHIFAN FOR CHARITY?

**CHIFAN FOR CHARITY (CFFC)** has been merging the best of Shanghai and Beijing's F&B scene with meaningful causes since 2009. It is now a highly successful multi-city social event for good.

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For one night only every year, the top restaurants across Shanghai, Beijing and now Tianjin all donate an exclusive table for each city's movers and shakers.

**EACH SEAT IS PRE-SOLD WITH 100% SALES GOING DIRECTLY TO CHARITY.**

After dinner, ~400 diners in their respective cities all come together for an epic After Party for more fundraising activities, along with drinks, snacks and good music.

**THIS YEAR'S EVENT IN SHANGHAI**

**DATE:** April 17 2021

**CHARITY BENEFICIARY:** PickUp China,  
a local grassroots environmental protection organization

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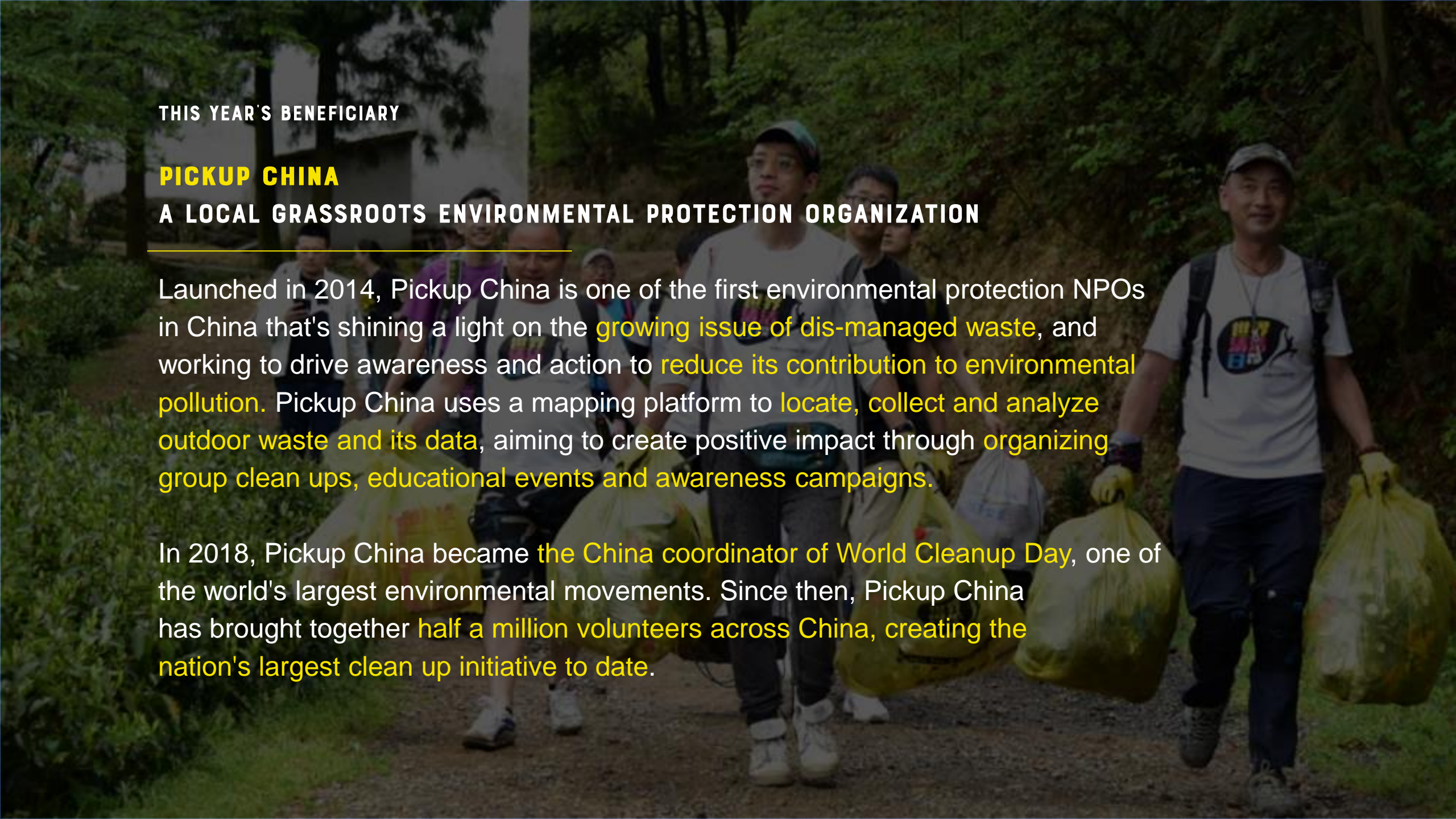
**OVER 10 RESTAURANTS CONFIRMED SO FAR (AIMING FOR 35):**

The Kitchen Table at The W | BOR Eatery | HENKES | Mr. Willis  
| RAC | Beef & Liberty | Italo | SOIF | Ginger Modern Asia Bistro |  
Tomatito | M on the Bund | GLAM

**AFTER PARTY LOCATION:**

Cotton's, 294 Xinhua Road, Shanghai



A group of volunteers, including men and women, are walking along a dirt path outdoors. They are carrying large, full yellow plastic bags filled with trash. The background shows lush green trees and a building. The overall scene is a community cleanup activity.

THIS YEAR'S BENEFICIARY

## PICKUP CHINA

### A LOCAL GRASSROOTS ENVIRONMENTAL PROTECTION ORGANIZATION

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Launched in 2014, Pickup China is one of the first environmental protection NPOs in China that's shining a light on the **growing issue of dis-managed waste**, and working to drive awareness and action to **reduce its contribution to environmental pollution**. Pickup China uses a mapping platform to **locate, collect and analyze outdoor waste and its data**, aiming to create positive impact through **organizing group clean ups, educational events and awareness campaigns**.

In 2018, Pickup China became **the China coordinator of World Cleanup Day**, one of the world's largest environmental movements. Since then, Pickup China has brought together **half a million volunteers across China**, creating the **nation's largest clean up initiative to date**.



RESTAURANTS #MOOD



GINGER MODERN ASIAN BISTRO



SOIF



THE KITCHEN TABLE - W SHANGHAI



BOR EATERY



AFTER PARTY LOCATION: COTTON'S



**COTTON'S** is a Shanghai landmark, having been around for more than a decade. Out of their two locations, we are working with the one that has a gorgeous courtyard - perfect for Shanghai's springtime dusk.





## SNAPSHOT OF CHIFAN FOR CHARITY GUESTS

- Ranging from 25-45 years old
- Urbanites with high disposable income
- Cross-industry professionals  
(from tech to fashion)
- High adoption of wellness lifestyle

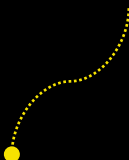


\*Actual profile pictures from 2019 event goers, including recurring participants

CONCEPT OF CFFC SHANGHAI 2021

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# SUSTAINABLE WELLBEING



Advocating sustainable action and impact that  
benefits the community & the environment



Supporting personal wellbeing  
and healthier lifestyles



# **SPONSORSHIP TIERS**

## SPONSORSHIP TIERS

### **GOLD PARTNER**

Gold Partners enjoy the highest level of visibility and exposure in front of thousands of highly engaged CFFC followers before, during and after the event.

**20,000 RMB**

### **SILVER PARTNER**

Silver Partners are offered premier brand exposure throughout the event, all for a reasonable investment.

**10,000 RMB**

### **BRONZE PARTNER**

Bronze Partners can benefit from direct exposure amongst our decade-strong CFFC community, of which you will now be a part of.

**5,000 RMB**



On top of being associated with the biggest F&B event in Asia for good, here are the **TANGIBLE BENEFITS THAT YOU GET:**

## SPONSORSHIP TIERS

# PRE EVENT

BENEFIT	GOLD PARTNER	SILVER PARTNER	BRONZE PARTNER
Company logo on event flyer	Prominent	Visible	Visible
Company logo in all upcoming WeChat posts*	Prominent	Visible	Visible
Advertising banner placement in WeChat posts**	2	1	-
Standalone WeChat posts about your company	1	-	-
Standalone Instagram post about your company	2 + story	1 + story	1
Company recognition on LinkedIn	Prominent – standalone	Visible – with other Silver Partners	Visible – with other Bronze Partners
Company logo on ticket platform	Prominent	Visible	Visible

\*except standalone posts about other partnerships

\*\*banner to be provided by company



## SPONSORSHIP TIERS

# DURING EVENT

BENEFIT	GOLD PARTNER	SILVER PARTNER	BRONZE PARTNER
Ticket entrance to After Party	6	4	2
Company logo on menu / table stand at restaurants	Prominent	Visible	Visible
Promotional material placement at the After Party*	2	1	1
Company logo on event backdrop at After Party	2	1	-
Recognition of partnership at After Party by Chi Fan representative	Prominent	-	-
Company logo on staff t-shirts	Prominent	Visible	-
Company logo on wristband	Visible-	-	-

\*Promotional material can be flyers, leaflets, booklets and spread around the venue.  
The organizers reserve the right to allocate the placement and remove materials if needed.

## SPONSORSHIP TIERS

# POST EVENT

BENEFIT	GOLD PARTNER	SILVER PARTNER	BRONZE PARTNER
Company logo on WeChat recap post	Prominent	Visible	Visible
Additional standalone WeChat post with company representative (f.e. interview)	1	-	-
Additional standalone Instagram post with company representative (f.e. interview)	1	1	1



**NEXT STEPS**

## NEXT STEPS

- 1.** Confirm your sponsorship tier.
- 2.** Sign and chop the sponsorship agreement form.
- 3.** Provide your company introduction in 100 words in English and Chinese, together with your logo (ai/psd) and fapiao information.
- 4.** Save the date and tell your teams! Chi Fan for Charity 2021 will take place on April 17 in Shanghai!

**LET'S  
PARTNER UP!**

**VERONIKA GLAUBERMAN**

CO-DIRECTOR, CHIFAN FOR CHARITY SHANGHAI

EMAIL: [V.GLAUBERMAN@GMAIL.COM](mailto:V.GLAUBERMAN@GMAIL.COM)

WECHAT: VEROGLAUB

