



# COMMUNITY CENTER SHANGHAI PROMOTIONAL & SPONSORSHIP OPPORTUNITIES 2010-2011

## WELCOME TO COMMUNITY CENTER SHANGHAI!

Community Center Shanghai (CCS) offers print, online, and event-based promotional opportunities to help connect your business to the thousands of international residents we serve. If your market is the Shanghai-based expat, then you'll want to make sure your name is being marketed side by side with CCS—a reputable non-profit organization with then years of history, four locations across Shanghai, and a name expats trust.

In this document, you will find ways to promote with CCS through:

- 1. PRINT MEDIA:**
  - a. The Community Guide
  - b. Minhang Community Insider newsletter
- 2. ONLINE MEDIA:**
  - a. Community Center Shanghai website
  - b. The Community Insider e-newsletter
- 3. EVENTS:**
  - a. Ongoing programs
  - b. Scheduled events

## I. PRINT MEDIA

### A. THE COMMUNITY GUIDE

Contact: Lauren Tiller, [Lauren@communitycenter.cn](mailto:Lauren@communitycenter.cn)

The CCS Community Guide, a 50-page magazine published three times per year, is a valued resource of essential information for international residents in Shanghai. Our patrons are more likely to keep the Guide for longer than any other publication as it details all of the classes, tours, and upcoming events held at our Centers for months to come. This kind of long-lasting exposure gives your company wide-ranging access to an eager and prosperous market.

Promotional space in the Community Guide ranges from 1/8 page to a double-page spread. We work diligently to ensure that our Guide is available immediately after publication, and that it is easily found at the locations most frequented by Shanghai's expats.



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## **B. MINHANG COMMUNITY INSIDER NEWSLETTER**

A bi-monthly 4-page newsletter detailing our Minhang Center's developments, events, courses, new groups, volunteer and job opportunities, and charitable programs. Distributed exclusively in the Minhang area for the most targeted coverage. Full, half, and quarter pages available.

## **2. ONLINE MEDIA**

Contact: Lauren Tiller, [Lauren@communitycenter.cn](mailto:Lauren@communitycenter.cn)

### **A. COMMUNITY CENTER SHANGHAI WEBSITE**

**CCS HOMEPAGE:** This is the landing page for all pages within the site. With approximately 5,000 home page hits per month, our 5 graphic spots on this page offer you maximum

**CLASSES AND TOURS PAGE:** The primary search and registration method for CCS' extensive catalog of classes and tours, this is the most extensively browsed page on the site. Two graphic spots are available.

### **B. THE COMMUNITY INSIDER E-NEWSLETTER**

Our weekly e-newsletter reaches over 7,000 international families each week, providing an excellent direct marketing tool for your company. Three promotional spots are available each week, and are linked lived to your company website.

## **3. EVENTS**

Community Center Shanghai (CCS) offers a wide range of unique event sponsorship opportunities for businesses looking to reach out to the thousands of expats we serve. Whether you have a specific target market in mind, or would like to focus your promotions within a specific time of year, our events can help you connect with a community very much in need of expat-focused products and services.

Please contact us for any further information about the below programs, or other ways to promote your enterprise through CCS.



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## A. ONGOING PROGRAMS SUMMARY

EVENT	FREQUENCY	TARGET MARKET
Coffee Connection	1 per month at each Center	Expat women
Shanghai 123	10 per year	Expat men, women, families
River of Hearts	Quarterly	Expat men, women, families

### 1. Coffee Connection

*Contact:* Lauren Tiller, [Lauren@communitycenter.cn](mailto:Lauren@communitycenter.cn)

*Market:* Expat women with above average purchasing power

Coffee Connection events help Shanghai expats, usually women, make valuable connections, learn about topics relevant to their life here in Shanghai, and enjoy great food and coffee. Each of CCS' three locations holds one Coffee Connection per month, always on a Friday morning. Popular past themes have included Traditional Chinese Medicine, Organic Foods in Shanghai, and Chinese History & Geography in a Snapshot.

Sponsorship opportunities:

- 1) Lunch sponsor
- 2) Coffee/tea sponsor
- 3) Set up a bazaar table with your wares for sale: the best ones are those whose proceeds go to charity!

### 2. Shanghai 123

*Contact:* Lauren Tiller, [Lauren@communitycenter.cn](mailto:Lauren@communitycenter.cn)

*Market:* International new arrivals, here on assignment, and their families

Shanghai 123 is an intensive ½ day orientation for new arrivals held 10 times throughout the year. Both expatriate employees and supporting spouses gain valuable knowledge in adapting to the dynamic lifestyle of Shanghai. The information provided by our professional speakers is designed to get expats off to a good start and help make their assignment a success.



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Sponsorship opportunities:

- 1) Tier I Sponsor (includes booth space at 4 of 10 events, among other benefits)
- 2) Tier II Sponsor

## 3. River of Hearts

Contact: Daniel and Marguerite, [roh2@communitycenter.cn](mailto:roh2@communitycenter.cn)

River of Hearts is a Community Outreach program which re-distributes gently used items to people in need throughout China. Individuals and manufacturers donate items such as clothing, bedding, household goods and toys at various drop-off locations in Shanghai. Collected items are then consolidated at our tri-annual Sorting Parties to prepare for shipment.

Sponsorship opportunities:

- 1) Venue Sponsor
- 2) Lunch Sponsor
- 3) Transportation Sponsor
- 4) Drop-off Location Sponsor
- 5) Financial Sponsor

## **B. SCHEDULED EVENTS SUMMARY**

<b>MONTH</b>	<b>EVENT</b>	<b>TARGET MARKET</b>
JANUARY	Arts & Charity Extravaganza (ACE)	<i>Expat youth and children; families</i>
FEBRUARY		
MARCH	Annual Spelling Bee	<i>Expat youth and children; families</i>
APRIL	Annual Benefit Golf Tournament	<i>Expat men and women; families</i>
MAY		
JUNE		
JULY		
AUGUST		
SEPTEMBER		
OCTOBER		



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NOVEMBER	Annual Fundraising Gala	<i>Expat men and women; families</i>
DECEMBER		

## **JANUARY**

### 4. Arts & Charity Extravaganza (ACE)

*Contact:* Lauren Tiller, [Lauren@communitycenter.cn](mailto:Lauren@communitycenter.cn)

*Market:* High school students and their families

ACE is a fund raising charity event that strives to utilize student talent in the arts, fashion, music and organizational arenas to raise awareness and make a difference in the lives of those less fortunate in China.

## **MARCH**

### 5. China Regional Spelling Bee

*Contact:* Stella Si, [stella@communitycenter.cn](mailto:stella@communitycenter.cn)

*Market:* Middle school students (from both international and local schools), their parents, relatives, teachers, and school administrative staff

The “Spelling Bee” is an English language competition with 82 years of history, originating in the United States. In 2009, over 11 million students from around the world participated in the competition. With the CCS Sponsorship, China entered for the first time in 2009, sending Jacky Qiao, the China Champion, to Washington, D.C. He competed with 293 champions from around the world, and ranked 42nd in the final competition.

Sponsorship opportunities:

- 1) Title Sponsor (1)
- 2) Gold Sponsor (1)
- 3) Bee Sponsors (5)
- 4) Airline Sponsor (1)
- 5) Hotel Sponsor (1)



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## APRIL

### 6. CCS Benefit Golf Tournament

*Contact:* Lauren Tiller, [Lauren@communitycenter.cn](mailto:Lauren@communitycenter.cn)

*Market:* Between 10 and 20 teams of four players with their families and supporters

The 2011 CCS Benefit Golf Tournament will be played at the prestigious Shanghai Links Golf & Country Club. It is an 18-hole tournament played in scramble formation—this is a great way to reach Shanghai-based executives. Parkway Health served as our 2010 tournament's Title Sponsor.

Sponsorship opportunities:

- 1) Print Sponsor
- 2) Lunch Sponsor
- 3) Team Sponsor
- 4) Prize Sponsors

## MAY

### 7. CCS Bazaar

*Contact:* Lauren Tiller, [Lauren@communitycenter.cn](mailto:Lauren@communitycenter.cn)

*Market:* Expat women with above average purchasing power

The CCS Annual Bazaar, held at our Pudong and Puxi locations, is a once-a-year fundraising event for our "Coffee Connections" Program. Our 2010 Bazaars drew more than a hundred vendors and an enormous shopping crowd of over 1500 in both Pudong and Puxi!

Sponsorship Opportunities:

- 1) Tent Sponsor
- 2) Table and chair Sponsor
- 3) OR purchase a table to sell your wares!



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## NOVEMBER

### 8. Annual Fundraising Gala

*Contact:* Lauren Tiller, [Lauren@communitycenter.cn](mailto:Lauren@communitycenter.cn)

*Market:* 300 internationals, including high level international company executives, media, and CCS corporate partner representatives.

The CCS Annual Fundraising Gala is our most important fundraiser of the year. It is an annual celebration of the Center's achievements, the generosity of our partners, and the contributions and connections made between members of the Shanghai expat community. In 2009, 300 guests enjoyed an evening of cocktails, dinner, entertainment and auctions at the Grand Hyatt's Jinmao Tower.

Sponsorship opportunities:

- 1) Corporate Table Sponsor
- 2) Silent Auction item donation
- 3) In-kind cash donation

## DECEMBER

### 9. Giving Tree

*Contact:* Lauren Tiller, [Lauren@communitycenter.cn](mailto:Lauren@communitycenter.cn)

Giving Tree (GT), established in 2003, is an outreach program of Community Center Shanghai in partnership with the Shanghai Charity Foundation and other local NGOs. Donors, sponsors and volunteers share the joy of Christmas with underprivileged children by providing them with a bag of new holiday gifts during the Spring Festival season.

Sponsorship opportunities:

- 1) Bag Sponsor
- 2) Company group Donors
- 3) Storage Sponsor
- 4) Transportation Sponsor
- 5) In-kind donation Sponsor
- 6) Goods Sponsor



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**THANK YOU FOR YOUR INTEREST—  
We look forward to hearing from you!**