

*Treasure Trove presents the*

# *Best of British*

**Festival 2019**

*Celebrating the brand of Great Britain and the success  
British businesses large and small are finding in China*

**Sponsorship Proposal**

# What is the *Best of British Festival*?

First held in 2018, the *Best of British Festival* is a celebratory event organised to achieve the following aims:

- to introduce the public to brands, goods and services that they might not have heard of
- to specifically highlight the best of British products, services and people in China
- to help entrepreneurs, innovators and small enterprises network and promote themselves
  - to celebrate British success in China
  - to promote the brand of Great Britain itself!

This event is open to the general public free of charge. It will be promoted by attending merchants and sponsors, on social media and in traditional media outlets in Beijing, plus press releases being sent out to all relevant international media.



Fish & chips  
by Plan B

**How many small enterprises connected with the UK that operate in China can you name?**

*Perhaps just a couple?*



In fact, there are many in Beijing alone!  
Here are just a few examples:



*Shown vendors will not necessarily be attending Best of British.*



# *Best of British 2018*



# **The second *Best of British Festival* will be our most ambitious event yet, and will include:**

Sponsorship from UK companies

30+ British entrepreneurs and merchants of British  
products & services

Well-known British foods like fish 'n' chips,  
South Asian cuisine & afternoon tea

Live music, performances, workshops and charity raffle  
Kids' activities

Free tables for charities connected to the UK

***The Best of British Festival 2019***  
**is proud to support the work of**



Migrant Children's Foundation



British Club of Beijing

This year, the *Best of British Festival* will be held in the beautiful garden and adjoining room of the Beijing Ritz Carlton Hotel at Dawanglu. Their support will ensure a wonderful atmosphere for the event, and help raise the event and our participants' profiles to a new level!





**We expect over 1000  
visitors at the  
*Best of British Festival*  
**2019****

- British expat families
  - young British people
  - Chinese families
  - young Chinese people
- interested in British culture



Treasure Trove presents the

# Best of British Festival 2019

**CELEBRATING THE SUCCESS OF  
BRITISH BUSINESSES IN CHINA!**



*Workshops Live music Performances  
Vendors Fish & Chips Afternoon tea*

PROUDLY SUPPORTED BY:



BLUESTAR  
AMG

AND IN SUPPORT OF:



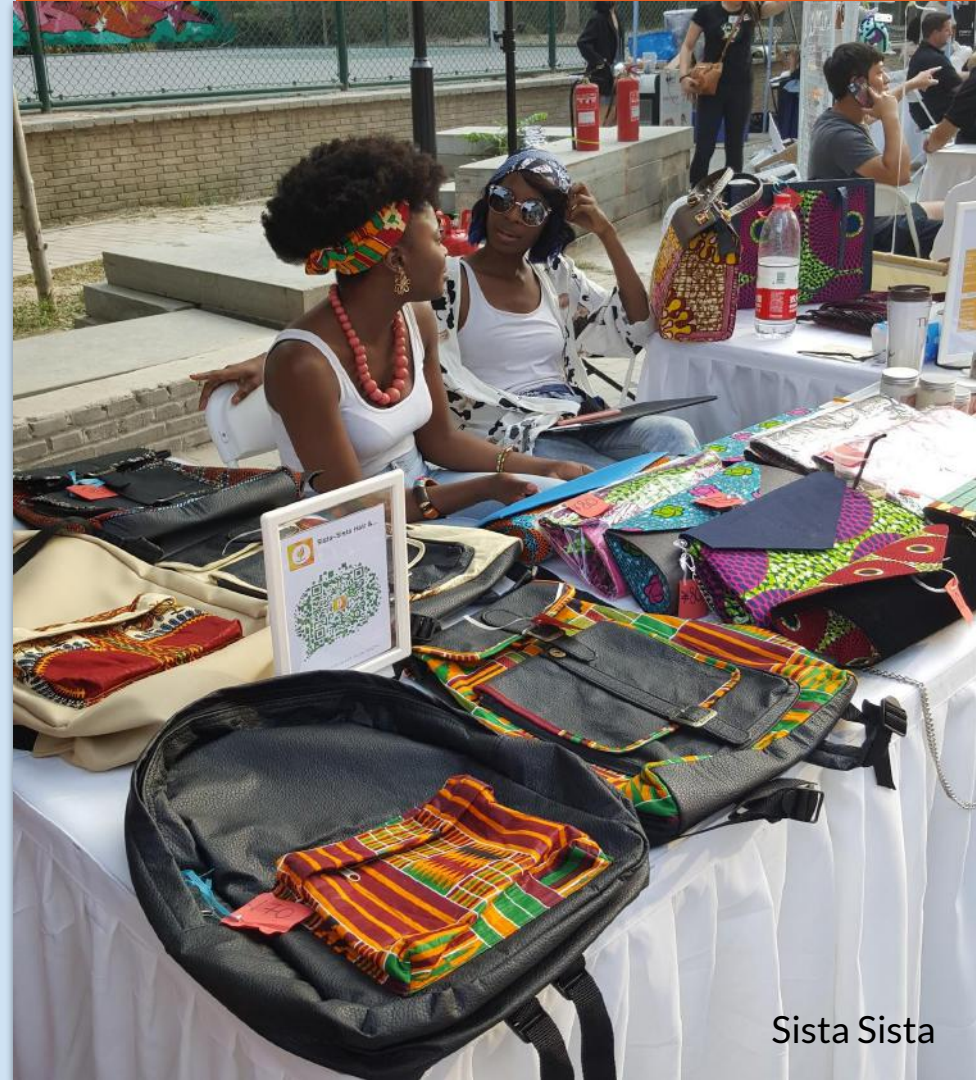
**OCTOBER 13TH 2019 11-5**  
**GARDEN OF THE RITZ CARLTON BEIJING**

*Free entrance to the public.  
No ticket required!*



THE RITZ-CARLTON®

We are hoping to attract sponsors who we ask to show their support for the current cohort of innovative & awesome British entrepreneurs in Beijing, to help us cover the cost of the venue and entertainment at the event.



# How do enterprises benefit by sponsoring the *Best of British Festival* ?



- Increase consumer interest in and awareness of your brand
- Show your support for the British business community in China
- Show your support for entrepreneurs and innovators in China
- Monetary income from items sold or services promoted at the event
- Promote any campaigns you are currently engaged with
- Local and international media attention
- Your logo on all our advertising, including posters, articles and event signage
- Exclusive space at event for your advertising

*Please note that for both domestic and international sponsors, tables are included in your package if you would like to meet with the attending public to directly promote your product or services. However, attendance is not required if you are unable to do so, and your involvement will be equally welcome.*

# How can enterprises sponsor the *Best of British Festival 2019?*



There are two levels of sponsorship:

- 1) Domestic Sponsor: 800RMB - for companies operating on the Chinese mainland only. Includes a 120x60 table and two chairs (if required), space to put up one standing banner, your company logo on all our advertising, including posters, articles and event signage.
- 2) International Sponsor: 1000RMB - for multinational companies. Includes a 120x60 table and two chairs (if required), premium space to put up one standing banner (near the entrance to the event), your large company logo on all our advertising including posters and your logo and company introduction in our articles promoting this event and event signage.

*It is hoped that sponsors will help advertise this event on their social media channels.*



# What resources and experience can *Treasure Trove* offer to ensure the *Best of British Festival 2019* event will be successful?



- The organisers are well regarded within the British and entrepreneurial circles in Beijing
- Our events brand, Treasure Trove, already has access to a large reserve of businesses and merchants, many of whom are British
- Through our company, Cultural Keys, we have access to Beijing's media community, as well as a very wide social media reach with which to promote the event
- Our experience organising markets for Treasure Trove, as well as other events for Cultural Keys, gives us the skills to be able to put this event together well
- All relevant contracts will be entered into with Cultural Keys, our legally registered Beijing company, to ensure legal compliance
- Through Cultural Keys, we are able to issue fapiao, if required.

## Who are the organisers of the Best of British Festival 2019?

We are Nic Doering and AJ Donnelly, long-term British residents of Beijing.

We are the owners and operators of Cultural Keys, a company that aims to help expats and tourists experience and engage more with Chinese culture.

We are also very engaged with the local community in Beijing:

- Cultural Keys is a partner in Expat Connection, an organization dedicated to providing better service to expats in Beijing;
- We are part of the British Club Beijing organising committee;
- We are the founders of the Bootstrap Business Initiative, which provides information and help to expat entrepreneurs in Beijing;
- We are also the organisers of *Treasure Trove*, which has organised events in Beijing for the past 3 years.





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Nicola Doering & Andrew James | Co-founders



*With Cultural Keys, you have the chance to not just see China, but to actually experience it!*

### **Interested in learning more about the culture of China?**

Cultural Keys helps expats experience more while in China, by providing access to classes, information and services related to traditional Chinese culture.

Based in an artists' village, our tranquil culture center offers both scheduled and VIP workshops on many aspects of Chinese culture, such as: calligraphy, painting, knot making, papercutting, taichi.... And more!

We also offer a range of services to help you, your staff, students or members get more out of China. Our services include:

- English-language Chinese culture presentations and lectures
- Custom-made calligraphy for gifts, souvenirs and prizes



- Chinese art decoration services
- Cultural activities for team-building

Feel free to get in contact, and let us know how we can help you.

### **Why Cultural Keys?**

Cultural Keys is run on the passion we have for traditional Chinese culture. We believe in making the beauty, wisdom and traditions of Chinese culture available to everyone. Whether at our culture centre, at your school or office, or at iconic locations around China, when you are with Cultural Keys you truly have the opportunity to unlock the potential of China!



It is under our  
*Treasure Trove* name  
that we will be  
holding our second  
*Best of British*  
*Festival* in 2019.





We've held events in a courtyard house, an art district and a large mall

*Treasure Trove* vendors have served over 7000 people at just 5 events!



Danny  
Milne

Our past *Treasure Trove* events have been very successful!



# What people say about our events

We met lots of people and had fun... Can't wait for future projects!

SistaSista



Thanks for the opportunity, I had an amazing time!

Chariots Handmaydz



We met some good contacts...to explore business together, which is a really good result!

Planet Choco



# Thank you for your consideration!

To discuss this proposal more, or for more information on Treasure Trove and our events, please contact us:

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# Best of British

*A Treasure Trove Event*

**Thank you for reading!**