



THE 15TH AUSTRALIA CHINA ALUMNI AWARDS 2023

BUILDING ON SUCCESS SPONSORSHIP PACKAGE



ACAA'S PATRON

HIS EXCELLENCY MR GRAHAM FLETCHER

Australian Ambassador to the People's Republic of China

Australian Embassy, China



Australian Embassy
China

QUICK FACTS

15

Years of history

698

Finalists, including 131 winners and 28 Judges Commendation recipients over the past 14 years

≈ 30

Australian universities participating every year

400,000+

Views of Award posts every year

400+

Attendees at Awards ceremonies in 6-10 cities in Australia and China every year

2022 ALUMNI AWARD WINNERS AND JUDGES COMMENDATIONS



For full list of 2022 finalists, as well as finalists and winners profiles from previous years, please visit:
<http://awards.austchinaalumni.org/>

2023 ALUMNI AWARDS SPONSORSHIP BENEFITS AND CATEGORIES

		PLATINUM Exclusive Sponsorship \$20K	GOLD Award category sponsorship \$10K	SILVER Award category sponsorship \$5K	JADE Awards networking sponsorship \$3K
Naming	Exclusive naming rights for “2023 XXX Australia China Alumni Awards”	YES	NO	NO	NO
Digital Communication	Naming rights for ONE award category	YES	YES	YES	NO
	Organization Video display on all Awards communications during the 2023 Awards period through ACAA media	YES	YES	NO	NO
	LOGO display on all Awards communications during 2023 Awards period in ACAA media	YES	YES	YES	NO
	Organization introduction display during the promotion of sponsored category, nominations, finalists and winner(s)	YES	YES	YES	NO
	LOGO display on Awards PPT	YES	YES	YES	YES
On-Site	LOGO display during Awards multi-city networking events and the relevant promotions prior to the event	YES	YES	YES	YES
	LOGO and organization profile display on Awards brochure – distributed to guests	YES	YES	YES	YES
	Awards multi-city networking events tickets	4	3	2	1
	Present sponsored awards	YES	YES	YES	NO
	Awards report	YES	YES	YES	YES

2023 AWARDS CATEGORIES

1. Young Australia China Alumni of the Year Award
2. Australia China Alumni Award for Major Corporate Achievement
3. Australia China Alumni Award for Innovation in Business
4. Australian China Alumni Award for Women in Leadership
5. Australia China Alumni Award for Research & Science
6. Australia China Alumni Award for the Arts and Creative Industries
7. Australia-China Community Service Award
8. Australia China Alumni Award for Contribution to the Australia-China Relationship
9. Australia China Alumni of the Year Award

Add your own new category?

Do you want to create an Award for alumni from a certain background or region?

Please contact us at awards@austchinaalumni.org

2023 AWARDS NETWORKING - MULTIPLE CITIES IN CHINA AND AUSTRALIA

- BEIJING
- SHANGHAI
- GUANGZHOU
- HONGKONG
- SHENYANG
- SYDNEY
- MELBOURNE
- BRISBANE

2023 AWARDS PUBLICITY

- ACAA media including website, WeChat platforms, Weibo, LinkedIn, Facebook, EDM
- ACAA Awards period lasts 7 months from 1 July 2023 to 31 January 2024

PREVIOUS SPONSORS AND PARTICIPATING UNIVERSITIES



AWARDS NETWORKING IN 2022

BEIJING | SHANGHAI | HONGKONG | SYDNEY | MELBOURNE | BRISBANE



Your organisation can be part of the celebration of Australian alumni excellence and the consolidation of alumni links with Australia.
To enquire about sponsorship opportunities for the 2023 Awards, please contact us via awards@austchinaalumni.org

Australia China Alumni Awards Sponsorship Agreement

This agreement is between:

➤ Australia China Alumni Association (hereafter referred to as the “ACAA”)

ABN: 93 123 690 844

Address: Suite 06-202,6/F, Tower A, Sino Ocean International Center, 56 East 4th Ring Road (Middle), Chaoyang District Beijing 100025

Email: mesa@austchinaalumni.org

Website: www.austchinaalumni.org

Contact: Ms Mesa Chen, Director of Development & Communication

and

➤ _____ (hereafter referred to as the “Sponsor”)

Address:

Email:

Website:

Contact:

1. The Sponsor agrees to sponsor the 2023 Australia China Alumni Awards. The level of Sponsorship is (please tick or highlight the appropriate level)

☐

Platinum

☐

Gold

☐

Silver

☐

Jade

2. The benefits the Sponsor shall receive from ACAA during the 2023 Australia China Awards period shall accord with those described in the attached 2023 ALUMNI AWARDS SPONSORSHIP BENEFITS AND CATEGORIES page of the ACAA 2023 Alumni Awards Package document.
3. The Sponsor provides ACAA with permission to use its logo and name in all Awards signage and communication.
4. The Sponsor commits to pay ACAA a sponsor fee of A\$_____ which will be paid in full into ACAA's Australian bank account within 30 days after the Sponsorship Agreement has signed. The Sponsor and ACAA agree to keep the details of this agreement confidential.

For and on behalf of:

Name:

Signature:

Date:

For and on behalf of the
Australia China Alumni Association

Name:

Signature:

Date: