




AUSTCHAM KOREA

BIG AUSSIE BBQ



2025 Sponsorship Proposal



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Sponsorship

Leverage the unique opportunity to elevate your brand's visibility and engagement by becoming a sponsor for AustCham Korea's signature 'Big Aussie BBQ' event.

This premier sponsorship opportunity offers your brand unprecedented exposure both online and in-person within the dynamic Australia-Korea business corridor. By partnering with us, your brand will gain extensive pre and post-event visibility to thousands of AustCham Korea's subscribers and members. This includes a diverse audience of senior business and industry leaders, governmental representatives from both nations and a wide cross-section of the Australia-Korea and international communities.

During the 'Big Aussie BBQ', your branding will be strategically positioned to capture the attention of hundreds of attendees, offering an unrivalled platform to:

- **Elevate Your Brand:** Associate your brand with the prestigious Australian identity in Korea, enhancing its perception and solidifying its place within the community.
- **Amplify Brand Awareness:** Increase brand visibility through strategic and targeted exposure, ensuring your message resonates effectively with our audience.
- **Engage in Vibrant Celebrations:** Entertain clients and staff in a lively, celebratory setting that embodies the quintessential 'Big Aussie BBQ' spirit, creating lasting positive impressions.
- **Showcase Your Offerings:** Present your products and services to a captivated audience, primed for meaningful connections and interactions, allowing for effective showcasing of what your brand has to offer.
- **Expand Your Network:** Tap into new opportunities and forge valuable connections within our influential community, expanding your professional network and creating avenues for future collaboration.
- **Strengthen Relationships:** Enhance existing relationships and cultivate new ones with potential clients and key stakeholders, fostering a sense of trust and partnership.

The 'Big Aussie BBQ' is not just an event; it's a strategic opportunity for your brand to be prominently featured at one of AustCham Korea's flagship gatherings. This event promises a night of exceptional Australian-themed cuisine, beverages, entertainment, and networking, setting the stage for your brand to make a significant impact among the bilateral business community's most influential decision-makers.



2024 Big Aussie BBQ



2024 Highlights:

- Brand new event concept, focusing on F&B promotion and B2C/B2B engagement.
- A sold-out event with more than 275 guests.
- Attendees were mostly high-net-worth consumers and business leaders.
- Opportunity for corporates to bring clients and key stakeholders for a mix of social & business networking.
- Feedback from 2024 sponsors is that is a “cost-effective opportunity to create brand visibility and recognition within a target audience”.

Sponsorship Benefits

Enhanced Brand Visibility:

- **Comprehensive Marketing Reach:** Boost your brand through a targeted and strategic marketing campaign before, during, and after the event.
- **Marketing & Social Media Presence:** Feature your logo on event promotional materials, extending your reach to thousands of AustCham subscribers across EDM, email and social media platforms.
- **Photographic Highlights:** Access professional photographs from the event and see your brand showcased across AustCham Korea's social media channels.

Event Engagement:

- **Acknowledgment on Stage:** Receive a special acknowledgment of your sponsorship from the event's MC during the opening.
- **Prominent Logo Display:** Ensure your logo takes centre stage on event banners and the photo wall, ensuring high visibility.
- **Interactive Promotions:** Take advantage of the opportunity to host a themed promotional booth at the event.
- **Complimentary Event Access:** Receive complimentary event tickets for your team, guests and clients, providing a perfect blend of business and pleasure.

Leverage all these tailored sponsorship benefits to maximize your brand's presence and engagement at the 'Big Aussie BBQ'.



Sponsorship Package 1

Event Sponsorship Package – KRW 4,000,000

Premium Event Supporter (First-Tier Sponsor)

Exclusive Benefits:

- Premium Event Access: Enjoy twelve (12) complimentary tickets, including reserved VIP tables for you and your guests.
- **Brand Visibility [first-tier placement]:**
 - Prime placement of your corporate logo on the event's landing page, EDM marketing mailouts, posters, X-banners, and SNS promotions.
 - Your corporate logo to be displayed in the prime position on the events photo wall.
 - Your corporate logo and an optional QR code (leading to your website) placed on table signage around the venue
- **On-Stage Recognition:** Opportunity to offer a short speech while also receiving special recognition from the event's MC throughout the event.
- **Exclusive Promotional Opportunity:** Gain the option to host a themed promotional booth, allowing direct engagement with attendees.
- **Event Photography Access:** Exclusive access to professional photos without a watermark for your company's use.
- Sponsorship package can be customised to suit your needs.



Sponsorship Package 2

Event Sponsorship Package – KRW 2,500,000

Event Sponsor (Second-Tier Sponsor)

Exclusive Benefits:

- Premium Event Access:
 - **(Option A)** Enjoy six (6) complimentary tickets, including a reserved VIP table for your guests.
 - **(Option B)** Enjoy eight (8) complimentary regular tickets for you and your guests
- **Brand Visibility [Second-tier placement]:**
 - Your corporate logo placement on the event's landing page, EDM marketing mailouts, posters, X-banners, and SNS promotions.
 - Your corporate logo to be displayed on the photo wall in the second-tier sponsor position.
 - Your corporate logo and an optional QR code (leading to your website) placed on table signage around the venue
- **On-Stage Recognition:** Receive a special mention from the event's MC during the opening and closing speeches.
- **Exclusive Promotional Opportunity:** Gain the option to host a themed promotional booth, allowing direct engagement with attendees.
- **Event Photography Access:** Exclusive access to professional photos without a watermark for your company's use.
- Sponsorship package can be customised to suit your needs



TEAM AUSTRALIA

The Australian Chamber of Commerce in Korea is committed to building Australia's national brand in the Korean market.

Research consistently indicates that Australia is well known for our 'softer' attributes including unique flora and fauna, friendly people and beautiful scenery, however, we are less well regarded for 'harder' attributes such as capabilities in business and science.

Working with our partners within the public and private sector, AustCham Korea works to promote Australia as a multifaceted brand to a captive international audience.

We strongly believe that a unified and strategic representation of Australia's capabilities will improve our global competitiveness, leading to more international people choosing Australia when buying, investing, studying and travelling.

In developing a stronger Team Australia, AustCham Korea aims to:

- Encourage Australian companies to think about their national branding efforts
- Promote Australia beyond an ideal holiday destination to include our world-class technological and innovative capabilities, education system, premium food and beverage and investment opportunities
- Attract new Australian goods and service suppliers to the Korean market
- Advocate for Australian values and cultural principles.



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To organise a call or meeting to discuss the right tailor-made sponsorship package for you, please contact:

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