

# 12<sup>th</sup> Norwegian Seafood Dinner Sponsorship Letter



The Norwegian Business Association China invite you to sponsor the Annual Norwegian Seafood Dinner, 12th edition in Shanghai, on November 19, 2021. The Norwegian Seafood Dinner in Shanghai has become a proud annual tradition. We aim to create an outstanding and memorable integrated seafood dinner experience for the Norwegian business community and their Chinese guests.

The Beijing Winter Olympics is approaching, and the theme for the dinner this year will be Winter Sport. Norway has traditionally been a strong force in the Winter Olympics Games, therefore it could be a fun arena for Norwegian companies to bring their guests to experience the atmosphere.

Due to the COVID-19, the seafood dinner was cancelled last year, we are therefore aiming for a more splendid dinner this year. We will not only present the guests with excellent theme-related entertainment and cultural elements, but also let the guests immerse into the atmosphere, offering genuine experience of the Winter sport. There will be an interactive area in foyer with different winter sport experience e.g VR skating, Curling. As sponsor, you will have the opportunity to have a display area in the foyer promoting your brand and products.

The 12th Norwegian Seafood Dinner this year will be held at Bellagio Hotel, with approximately 400 guests, including corporate executives and government representatives. As the sponsor of the Norwegian Seafood Dinner, your company will be enjoying the following benefits:

## **1. Booth onsite in the foyer**

The sponsor will have a display area in the foyer, and the company are encouraged to decorate the area.

## **2. Video & Speech**

The sponsor will have the opportunity to show a promotion video (1-2min) as well as a speech (1-2min) after the video. This will be shown once during the event.

### **3. QR code promotion.**

QR code will be attached on menu which will lead to a separate page to the sponsor with point of purchase or any preferred content chosen by the sponsor.

### **4. Logo presence on all the promotional materials**

The sponsor's logo will be visible on all our promotional materials, including

- a. Invitations
- b. On-site photo wall
- c. Main visual on the stage screen
- d. Menu

### **5. Company promotion materials displayed at the public area**

- a. Pre-event reception at the foyer
- b. Dining table centerpieces

The sponsorship amount is RMB 25,000

Limited sponsorship slots available

Should you be interested in sponsoring, or have other practical questions, please do not hesitate to contact the NBA: [administration@norbachina.com](mailto:administration@norbachina.com).

Organized by:



Supported by:



Norwegian Consulate General

Shanghai