



2024 INTERNATIONAL DAY FAIR

Call for Sponsors and Vendors

We are thrilled to announce the upcoming **International Day Fair 2024**, scheduled to take place on Saturday, March 2nd, from 11 am to 3 pm at the BGS South Lake Campus. We extend a warm invitation to you to join us as a *Sponsor* or as one of our *Vendors*, contributing to the success of this day as we bring joy to our families and visitors while also raising funds for our chosen local charities, *Hopeful Hearts* and *Huiling School*.

Last year's event was a massive success, hosting nearly 4000 guests and raising an impressive 130,000 RMB for our chosen charities, thanks to 77 creatively decorated country stalls, featuring a variety of activities, games, and delicious treats from our incredible parent volunteers, staff, students and vendors.

This year, we anticipate again welcoming over thousands of visitors to the Fair, ensuring significant exposure for all our sponsors and vendors. Our vibrant community will actively participate in the Fair, engaging in various games and activities organized by our teachers and vendors to raise funds in support of our local charities.

We are actively seeking vendors providing:

- Food & Drinks
- Snacks & Bakery
- Ornaments, jewellery, handcrafted goods
- Children's toys
- Children's themed goods & gifts
- Services in education field or related to children and teenagers (academies, sports, enrichment programmes etc)
- Clothes and fashion
- Travel & Hotels

If you are interested in becoming a vendor or sponsor at our fair, please mark the date in your diary and complete the registration form via the QR code below. Provide your company name and details about the services, activities, or goods you will offer on the day.

Note that registrations will close on January 30th at 5 pm, and space is limited with only **25 booths** available on a first-come, first-served basis.

Upon approval of your vendor registration, we will contact you to arrange the booking fee by February 4th, 2024. Refer to the booking details below:

	Vendor Stalls	Electricity
Electricity Access (limited amount)	1,400 RMB	220V and 10A only
No Electricity Access	1,200 RMB	N/A
Booth details	One booth set: 1 tent 3x3m, 2 tables 1.2 x0.6m, 4 chairs	

Additionally, vendors have the option to become a **Raffle Sponsor**. If you'd like to contribute gifts or vouchers, kindly inform us, and we'll gladly feature your company under Raffle Sponsor banners.

For those interested in sponsoring our event, please find the Sponsorship Levels outlined below. Your support is crucial for the success of this event. For any inquiries, please email marketing@bsg.org.cn or call 020-87094788 ext 2044, and we will be delighted to assist.

INTERNATIONAL DAY 2024- SPONSORSHIP LEVELS

DIAMOND SPONSOR	
<p><i>Minimum 7,000 RMB</i> OR <i>Minimum 2 Raffle Prizes worth 5,000 RMB each</i></p>	<ul style="list-style-type: none"> • Company Logo appears in the most prominent position in all printed materials • Sponsorship Exclusivity • Company Logo to be displayed on a large banner under Diamond Sponsors at the stage (playground) • 1 free booth • 10 free tickets • Frequent announcements will be made during event referring to our Diamond Sponsors • BSG Wechat Posts (over 10,000 subscribers) • BSG Newsletter – Full page advert and Thank you message (over 3000 Subscribers + Facebook & Instagram)
PLATINIUM SPONSOR	
<p><i>Minimum 5,000 RMB</i> OR <i>Minimum 2 Raffle Prizes worth 4,000 RMB each</i></p>	<ul style="list-style-type: none"> • Company Logo placed on all printed materials • Company Logo to be displayed on a large banner under Platinum Sponsors at the stage (playground) • 6 free tickets • 50% discount for 1 booth • BSG Wechat Posts (over 10,000 subscribers) • BSG Newsletter – Half Page advert & Thank you message (over 3000 Subscribers + Facebook & Instagram) • Frequent announcements will be made during event referring to our Platinum Sponsors

GOLD SPONSOR	
<p><i>Minimum 3,000 RMB</i> OR <i>Minimum 3 Raffle Prizes worth 2,000 RMB each</i></p>	<ul style="list-style-type: none"> • Company Logo placed on all printed materials • 5 free tickets • Frequent announcements will be made during event referring to our Gold Sponsors • BSG Wechat Posts (over 10,000 subscribers) • BSG Newsletter – 1/4 Page advert & Thank you message (over 3000 Subscribers + Facebook & Instagram) • 30% discount for 1 booth

We look forward to hearing from you.

Kind regards,

ERINDA DEMETI
DIRECTOR OF ADMISSIONS & MARKETING