



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE ■

LSE ASIA FORUM

BEIJING 25-26 March 2010

Sponsorship opportunities

Introduction

About LSE

The London School of Economics and Political Science (LSE) is a world-class centre for teaching and research across the full range of social, political and economic sciences.

The School currently draws around **8,500 students from 140 countries around the world**. LSE alumni and former staff include 14 Nobel Prize winners, while 32 past or present Heads of State have studied or taught at the School.

LSE and China

The LSE has a long history of association with China and Asia stretching back to the School's foundation in 1895.

Currently over one quarter of students are from Asia and there are over 9,000 alumni from the region.



LSE co-founder and Nobel Prize winner George Bernard Shaw visited China in 1933, where he met Ms Song Qingling, wife of the founder of the 1911 Republic of China, Sun Yat-Sen. Shaw also met the writer Lu Xun and the chancellor of Peking University, Cai Yuanpei (pictured). In 1938, anthropologist Professor Fei Xiaotong studied at LSE before going on to play an important role in rural reform in China in the post-Mao era.

In more recent times, LSE's most senior alumnus in China is the current Minister for Foreign Affairs, Mr Yang Jiechi, who studied at LSE in the mid-1970s. Other senior alumni from China include Vice Foreign Minister Wang Guangya; Chinese Ambassador to the USA Zhou Wenzhong; and China's Permanent Representative to the United Nations, Zhang Yesui.

LSE Asia Forum

Forum Objective

To provide a platform to discuss key issues of globalisation with particular reference to China and Asia within a community of policy leaders, academics and leaders of business and civil society.

Delegate Information

- The Forum is open to attendees by invitation only.
- We attract up to **600 participants** including **a range of opinion leaders and policy makers from across the region and the world and senior alumni from LSE.**

Venue Information

- The Forums are always held in **5* venues**, providing a comfortable environment for both delegates and speakers.

PR Information

- The Forums have attracted extensive publicity and are widely reported.
- Discussions from the Asia Forum have helped develop public policy on many important issues.
- A media management and public relations agency will handle the publicity and media relations, including profiling of sponsors.

Associated Events

There are many associated events to the Asia Forum which include:

- Alumni Reception (previous day)
- Gala Dinner (previous day)
- Speakers Dinner (Forum day)

High Profile Speakers

As well as attracting high profile speakers to the Forum we have a proven success record of attracting senior politicians. LSE has always extended an invitation to the Forum to the head of government in the host country or territory.

Singapore 2008

Singaporean Prime Minister Mr Lee Hsien Loong and Finance Minister Mr Tharman Shanmugaratnam.

Delhi 2006

Indian Prime Minister Dr Manmohan Singh and President APJ Abdul Kalam.

Hong Kong 2005

Hong Kong Chief Executive Mr Donald Tsang.

Bangkok 2004

Thai Prime Minister Thaksin Shinawatra and Foreign Minister Surakiart Sathirathai.

Previous Sponsors

Amity Univeristy, Bank of Asia, Bank of Thailand, Bureau of the Crown Property, Cathay Pacific, EDS, Confederation of Indian Industry, Hong Kong Stock Exchange, Hotel Plaza Athenee, ICICI Securities, ISEAS (Institute for Southeast Asian Studies), Image Impact PR, Kotak, Les Amis, Oriental Bank of Commerce, Punjab National Bank, Professor Saw Swee Hock, Reserved Bank of India, Singapore Exchange, Standard Chartered, State Bank of India, Tata, Thai Beverages, Thai International Airways, Yes Bank



*Singaporean Prime Minister
Mr Lee Hsien Loong*



*Indian Prime Minister
Dr Manmohan Singh*



*Hong Kong Chief Executive
Mr Donald Tsang*

LSE Asia Forum, Beijing Friday 26 March 2010

Associated events on Thursday 25 March 2010

Title: China and the World: the Challenges of Change

Focus

The Forum will address a wide range of issues of deep interest to policymakers and wider society, under a general theme relating to the recent challenges and changes that have affected the global economy. A key focus will be on the role of China in tackling the recent challenges, and what lessons can be learnt for the future.

Speakers

- The conference will feature speakers from China and elsewhere in Asia as well as Europe and the Americas, allowing a global perspective to be developed on these important themes.
- Speakers are currently being confirmed and will be of the highest calibre, to create a unique level of intellectual interaction and discussion at the most senior level.

Attendees

Chinese Foreign Minister Yang Jiechi has agreed, in principle, to attend the Forum.

Topics

Specific topics for discussion are to be finalised but are likely to include all or some of the following:

- The future role of financial markets in creating affluence (led by LSE Director Howard Davies, former Chairman of the UK Financial Services Authority, adviser to the China Banking Regulatory Commission and the China Securities Regulatory Commission)
- Climate change and economic growth (led by LSE Professor Lord Stern, author of the highly influential 2006 Stern report on the economics of climate change)
- The challenges in developing a healthcare system (led by LSE Professor Julian Le Grand)
- China: An Emerging Diplomatic Superpower? (led by LSE Professor Arne Westad)



LSE Director Howard Davies



Professor Lord Stern

Sponsorship – Why support the LSE Asia Forum 2010?

The School is seeking sponsorship at various levels for the 2010 Forum. We believe that joining us as a sponsor would enable you to:

- **Associate with LSE**, one of the world's most prestigious universities.
- **Build your profile** during a unique non-political pan-Asian Forum, which draws on the highest calibre of speakers from around the world.
- **Widen your network** and participate in a high profile series of networking events.
- **Contribute visibly to the debate** on some of the most important issues for China and the world.
- **Support China** as an important academic and economic player in the global arena.
- **Support the LSE** in its mission to use its research and expertise for the benefit of wider society.



Sponsorship Opportunities

Lead Sponsor £50,000 (2 available)

As a lead sponsor you will headline the main one-day Forum. You will have the most prominent advertising on all promotional material and literature, and will have a high profile presence both during the opening of the Forum and throughout the conference day.

Benefits

- Prominent display of logo and description as lead sponsor on all brochures, website and promotional materials for LSE Asia Forum 2010
- Rights to use 2010 LSE Asia Forum logo on own organisation's marketing materials for 12 months
- Publicity for the sponsorship through our nominated professional partner
- A quotation from the sponsor carried on Forum brochure and website
- Opportunity for a senior representative to briefly address the Forum
- Opportunity for four representatives to attend Gala Dinner
- Opportunity for a senior representative to be seated at Guest of Honour table at Gala Dinner on the night preceding the event
- Opportunity for ten further representatives to attend Alumni Reception
- 25 places at the Forum
- Opportunity for two representatives to attend Speakers' Dinner on night of the event

Add-on: As a lead sponsor if you're interested in adding the Alumni Dinner and the Gala Dinner packages to your sponsorship (see below) you can do so for an extra £15,000 as a special combined deal.

Event Sponsor £20,000 (4 available)

You will benefit from a high level of visibility throughout the Forum, in recognition of sponsorship of one of the themed discussion sessions, of which there will be four. As indicated above, topics are likely to include issues such as financial markets, health systems and policy, climate change and foreign relations.

Benefits

- Display of logo and description as event sponsor on all brochures, website and promotional materials for LSE Asia Forum 2010
- Rights to use 2010 LSE Asia Forum logo on organisation's own marketing materials for 12 months
- Publicity for the sponsorship through our nominated professional partner
- 15 places at the Forum
- Opportunity for two representatives to attend Speakers' Dinner on night of the event

Supporting Sponsors (2 available)

Opportunities exist for one Supporting Sponsor for the Alumni Reception and one for the Gala Dinner on the day preceding the Forum. You will achieve considerable visibility within the programme, particularly amongst LSE alumni and Friends, with a focus on specific pre-conference sessions. LSE alumni and Friends are typically successful and well connected, and many are leaders in the fields of government and business.

Alumni Reception £10,000

All alumni of LSE both travelling to the event and within China will be invited to an Alumni Reception from 6:00-7:30pm on the evening preceding the Forum. This event will draw around 300 alumni. As described above, some of LSE's most senior alumni and LSE academics (including Professors Nick Stern, Julian Le Grand and Arne Westad) will be present.

The event will be hosted by LSE Director Howard Davies. The Chairman of the LSE Court of Governors, Peter Sutherland, will also be present.

- Display of logo and description as supporting sponsor for Alumni Reception on all brochures, website and promotional materials for LSE Asia Forum 2010
- Opportunity for 20 representatives to attend Alumni Reception
- 10 places at the Forum

Gala Dinner £10,000

The Gala Dinner will be held from 7:30-9:30pm on the evening preceding the Forum, immediately after the reception.

This event will include up to 150 VIPs, including senior business and political leaders. The Sponsor will receive high levels of recognition and will have the opportunity to welcome guests and make introductory remarks. This event will be well attended by senior LSE members including LSE Director Howard Davies and the Chairman of the LSE Court of Governors, Peter Sutherland.

Other specific benefits, for both sponsors, are envisaged as the following:

- Display of logo and description as supporting sponsor for Gala Dinner on all brochures, website and promotional materials for LSE Asia Forum 2010
- Opportunity for 10 representatives to attend Gala Dinner
- 5 places for the Forum

Contact

If you require further information on Sponsorship or Logistical information or have any other query please contact:

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