

Partnership and Sponsorship Kit

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01 About EBC

- 1.1 Expat Business Council ("**EBC**") is a not-for-profit company licensed under Section 8 of the Companies Act, 2013 (CIN U70200KA2025NPL211785), based in Bengaluru.
- 1.2 EBC connects the international business community in India with diplomatic missions, chambers of commerce, government institutions, industry leaders and the Indian business ecosystem. Our tagline says it simply: **Business Beyond Borders**.
- 1.3 This kit explains the ways a company, institution or individual can work with EBC. It does not list prices: every partnership is tailored, and we send a written proposal once we understand what you want to achieve.

02 Why partner with EBC

- 1 **Reach:** meet founders, country heads, expatriate professionals and the consular network in one room.
- 2 **Relevance:** your brand is tied to a specific moment, page or programme, not lost on a wall of logos.
- 3 **Trust:** you work with a regulated not-for-profit that applies every rupee to its objects.
- 4 **Purpose:** you help build a welcoming, well-informed international business community in India.

03 Who you will reach

3.1 Our members

Individual and Corporate Members: founders, managing directors and country heads of foreign companies in India, expatriate professionals, and Indian companies that work with global markets.

3.2 Our network

Honorary consuls and representatives of diplomatic missions, trade offices, chambers of commerce, public institutions and the EBC Advisory Board, together with business and trade delegations: those visiting Bengaluru from abroad, and those EBC organises for its members.

3.3 Our channels

- 1 Networking evenings, business sessions and an annual flagship gala in Bengaluru
- 2 Business delegations, incoming and outgoing
- 3 EBC Global Magazine, in print and as a digital edition
- 4 expatbusinesscouncil.org, the member portal, the newsletter and our social media

04 Eight ways to partner

Choose one option, or combine several into an annual partnership.

Each option is explained on the following pages. Contributions can be financial, in kind, or both. When you are ready, tick your choices on the Expression of Interest page at the end of this kit and send it to us.

A

Sponsor our events

Support an event or delegation programme, or own a named moment.

Page 04

C

Present your brand

Introduce your company to members and visiting delegations.

Page 06

E

EBC Global Magazine

Advertise, feature or sponsor a section of our print and digital magazine.

Page 07

G

Donations

Support EBC's not-for-profit work as a gift, with no commercial return.

Page 08

B

Experience partner

Co-curate an event or host a delegation: your venue, cuisine, culture or expertise.

Page 05

D

Discount partner

Offer an exclusive discount or privilege to EBC members.

Page 06

F

Website and digital

Banners, partner listings and newsletter slots on our own channels.

Page 07

H

Knowledge partner

Support EBC guides, reports and knowledge sessions.

Page 08

A Sponsor our events

A.1 EBC hosts networking evenings, business sessions, roundtables, country and city evenings, and an annual flagship gala, EBC Première. A sponsor supports an event as a whole, or a single named moment of it.

A.2 What a sponsorship can include

- 1** Title or presenting partner: “presented with the support of [your brand]”
- 2** Partner of a named moment: welcome lounge, dinner, panel, award, runway or after-party
- 3** Your logo on invitations, the event page, stage screens and signage
- 4** Announcement from the stage and thanks in the vote of thanks
- 5** A branded desk, standee or product display at the venue
- 6** Complimentary seats for your team and guests
- 7** Official photographs and a post-event summary
- 8** Sponsor of a business delegation programme: the welcome reception, business meetings or networking evening for a visiting delegation, or an EBC delegation abroad

A.3 Good to know

Positions are limited and allocated on a first come, first served basis, in order of written confirmation. Placements at a venue depend on the venue’s approval. Current event opportunities are shared on request.

B Experience partner: co-curate an event

B.1 For hotels, restaurants, venues, tourism boards, cultural institutions, missions and lifestyle, food, design or hospitality brands that bring something to the experience itself.

B.2 How it works

We design the event together. You bring the venue, cuisine, drinks, décor, performance, content or expertise. EBC brings the audience, the invitations, the programme and the hosting.

B.3 Formats we have in mind

- 1** A country or city evening, built around a culture and its business ties with India
- 2** A venue host evening at your hotel, restaurant or space
- 3** A tasting, showcase or cultural performance
- 4** An industry roundtable, workshop or masterclass led by your experts
- 5** A site visit to your facility, studio or project
- 6** Hosting a visiting business delegation at your venue, office or facility

B.4 The ground rules

Events appear as “EBC in partnership with [your brand]”. In-kind contributions are recorded at an agreed fair value and acknowledged in writing. EBC keeps responsibility for the guest list, the programme and the Code of Conduct, and each event stays open to the members it is meant for.

B.5 Why it works

Your guests experience your brand rather than read about it, and you meet a curated, international audience in a setting you know best.

C Present your brand

- C.1** Introduce your company, product or service directly to EBC members, in a format built for conversation rather than a hard sell.
- C.2 Formats**
- 1** A short spotlight slot at an EBC event
 - 2** A knowledge session or workshop led by your experts at an EBC event
 - 3** A presentation or business meetings with a visiting delegation, arranged by EBC
- C.3** Presentations must be informative and accurate. Members decide for themselves whether to follow up with you.

D Discount partner for our members

- D.1** Offer an exclusive discount or privilege to EBC members and their teams. It suits hotels, restaurants, healthcare, schools, relocation, co-working, travel, retail, wellness and professional services.
- D.2 What you receive**
- 1** A listing in the member portal's partner offers, with your logo, offer and how to redeem it
 - 2** A mention in member announcements and the EBC newsletter
 - 3** Use of an "EBC Member Partner" mark at your outlet or online, as agreed in writing
- D.3** You set the offer and its conditions; members show proof of membership to redeem it. Offers must be genuine, clearly stated and honoured as published. Members come to you: EBC does not share its member list.

E EBC Global Magazine

- E.1** EBC's own publication, in print and as a digital edition, kept in circulation all year through our membership, the consular network, partner venues, events and our mailing list. Edition 02, The Global Edition, launches on 5 December 2026.
- E.2 Options**
- 1** Full-page or half-page advertisement, or a cover position
 - 2** A partner feature, clearly labelled as partner content
 - 3** Edition partner or sponsor of a country or industry section
 - 4** Banner in the digital edition, or copies placed at your venue
- E.3** Editorial content is decided by the editorial team alone. Artwork is supplied as A4 with 3 mm bleed, by the deadline given for each edition.

F Website and digital

- F.1** expatbusinesscouncil.org is home to our member directory, events, magazine and guides.
- F.2 Options**
- 1** Banner advertising on selected pages: home, events, magazine or guides
 - 2** A listing with your logo and link on our partners page
 - 3** A sponsored slot in the EBC newsletter
 - 4** A partner announcement on EBC social media
- F.3** Paid placements are marked "Advertisement" or "Partner". EBC does not place third-party tracking on its website that collects visitors' personal data without their consent.

G Donations

- G.1** Anyone who shares EBC's objects may support our work with a donation, for EBC in general or for a specific programme such as the magazine, our guides or community events.
- G.2** A donation is a gift. No advertising or other commercial benefit is given in return. With your permission, we thank donors by name as an expression of gratitude, not as promotion. If you want visibility for your brand, please choose a sponsorship option instead.
- G.3** We issue a receipt for every donation and accept donations only by bank transfer or another traceable method. We do not accept anonymous donations. Tax benefits are available only where EBC holds a valid registration under income-tax law, and we confirm our current status in writing before you give.

H Knowledge partner

- H.1** Support EBC's guides, reports and knowledge sessions, which explain doing business in India in plain language for international companies and newcomers. It suits law and accounting firms, consultancies, banks, universities and research institutions.
- H.2 Options**
 - 1** Knowledge partner of an EBC guide or report, acknowledged by name on the cover and on our guides page
 - 2** Partner of a knowledge session, workshop or panel series at EBC events
 - 3** Expert input, data or case studies from your team, credited to your organisation
- H.3** Guides and reports are written, edited and owned by EBC and stay independent. They carry no promotional content, and every contribution is reviewed for accuracy.

05 How partnering works

- 1 **Tell us what interests you.** Send us the Expression of Interest page, or simply write to us.
- 2 **A conversation.** We learn about your goals, audience and timing.
- 3 **A tailored proposal.** Deliverables, placements and contribution, set out in writing.
- 4 **A written agreement.** Scope, brand use, data, payment and cancellation terms, approved under EBC's internal procedures.
- 5 **Invoice or receipt.** All payments go to EBC's bank account only.
- 6 **Delivery and report.** Photographs, a summary and distribution figures where available.

06 Our principles

As a Section 8 company, EBC works within clear rules. Every partner agrees to them.

6.1 Not for profit

All income, including sponsorship, advertising and donations, is applied only to promoting EBC's objects. No dividend or share of income is paid to members, as required by Section 8 of the Companies Act, 2013 and EBC's licence.

6.2 Sponsorship is a service, a donation is a gift

Sponsorship and advertising are payments for defined services. EBC issues a tax invoice and applies GST as the law requires. Donations are handled separately and carry no commercial benefit.

6.3 Foreign contributions

EBC accepts donations from foreign sources, including foreign nationals, foreign companies and foreign governments or missions, only where the Foreign Contribution (Regulation) Act, 2010 permits. Please tell us at the outset if your organisation may be a foreign source.

6.4 Neutrality

We do not partner with political parties or candidates, or for religious causes, and our channels never carry political, religious or divisive messaging.

6.5 Categories we do not accept

Tobacco and nicotine products, gambling and betting, products or services that are unlawful in India, and persons subject to sanctions. Alcohol brands may take part only in ways Indian and Karnataka law allow, without direct advertising of alcoholic drinks.

6.6 No endorsement

A partnership does not mean that EBC, its members or any mission in our network endorses your products. Partners must not say or imply otherwise.

6.7 Honest advertising

All partner content must be truthful and not misleading, in line with the Consumer Protection Act, 2019 and the ASCI Code. EBC may decline or remove any content.

6.8 Members' data stays with EBC

EBC never sells, rents or shares member data with partners. You receive contact details only from people who choose to share them, in line with the Digital Personal Data Protection Act, 2023.

6.9 Our name and logo

EBC's name and logo may be used only as agreed in writing, and only for the partnership.

6.10 Integrity and transparency

No partnership is offered or accepted in exchange for favours or access to officials. Partners may be named in EBC's annual report.

6.11 Conflicts of interest

Directors, Advisory Board members, office-holders and staff disclose any personal or financial interest in a partner and take no part in the decision, in line with the Companies Act, 2013 and the EBC Code of Conduct. Partners tell us at the outset of any such link. EBC may decline a partnership that conflicts with its objects or with an existing exclusive partnership.

6.12 First come, first served

Options with limited availability, such as exclusive event positions, magazine covers and banner slots, are allocated on a first come, first served basis, in order of written confirmation. A proposal holds a position only for the period it states.

6.13 Code of Conduct

Partners and their representatives follow the EBC Code of Conduct at all EBC activities. EBC may decline any partnership at its discretion.

07 Expression of interest

Tick what interests you and send this page to admin@expatbusinesscouncil.org. This is not a commitment.

Organisation

Contact person

Designation

Email and phone

Website

I am interested in

☐ A · Sponsoring an event

☐ E · EBC Global Magazine

☐ B · Experience partnership

☐ F · Website and digital

☐ C · Presenting our brand

☐ G · Making a donation

☐ D · Member discount partner

☐ H · Knowledge partner

☐ Business delegations

☐ An annual partnership

☐ Not sure yet, please advise

Our contribution would be

☐ Financial

☐ In kind

☐ Both

Timing

☐ EBC Première 2026

☐ Events in 2027

☐ Ongoing

Is your organisation a foreign source (for example a foreign company or mission)?

☐ Yes

☐ No

☐ Not sure

CONTACT

admin@expatbusinesscouncil.org

+91 99015 92144

www.expatbusinesscouncil.org

ADDRESS

No. 25, SV Arcade, Jayanagar 9th Block,
South End Main Road, Bengaluru 560069,
Karnataka, India