German Business Association

# CORPORATE PARTNERSHIP PROGRAM 2026

## PLATINUM

BOSCH
Invented for life

RÖDL

## GOLD

contagi

Deutsche Bank

DEUTSCHES HAUS
HO CHI MINH CITY

LUBRICANTS. TECHNOLOGY. PEOPLE. FUCHS

GW

kobler

Luther.

Mercedes-Benz

MESSER
Gases for Life

WIR
WIR GROUP

## SILVER

BNP PARIBAS
The bank for a changing world

DÜRR

HAN SPACES

Hettich

STADA
PYMEPHARCO

## PREMIUM SERVICE PARTNER

BAYER

GRADION
scaling business

| BENEFITS | PLATINUM | GOLD | SILVER | PREMIUM SERVICE PARTNER |
|---|---|---|---|---|
| Amount (VND) \| 12 Months | 240 Million | 135 Million | 80 Million | 200 Million |
| **EVENTS** | | | | |
| GBA Oktoberfest (Tickets) | 1 Table (10 Tickets) | 2 Tickets | N/A | 2 Tickets |
| GBA Monthly Business Meeting | 4 Rep. | 2 Rep. | 1 Rep. | 2 Rep. |
| GBA Excursion | 4 Rep. | 2 Rep. | 1 Rep. | 2 Rep. |
| GBA Sports Event | 4 Rep. | 2 Rep. | 1 Rep. | 2 Rep. |
| GBA Members for Members Workshop | 4 Rep. | 2 Rep. | 1 Rep. | 2 Rep. |
| Appreciation Dinner | 2 Rep. | 1 Rep. | 1 Rep. | 1 Rep. |
| Event Voucher (Non-refundable) | Up to 5 Mil. VND | Up to 3 Mil. VND | N/A | Up to 3 Mil. VND |
| 1st Priority Presentation/Speech | GBA Business Meeting | GBA Business Meeting | N/A | GBA Business Meeting |
| Priority Seating | Head Table | Head Table | Head Table | Head Table |
| Participation in Partner's Events | Yes | Yes | N/A | Yes |
| Event Co-Organizing (Costs Covered by Partner) | 2 Events (1st Priority) | 1 Event (2nd Priority) | N/A | 1 Event (2nd Priority) |

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| **BRAND VISIBILITY** | | | | |
| Logo Visibility at GBA Office | Large | Medium | Small | Small |
| Promotional Marketing Materials (Displayed in GBA Office) | Large | Medium | Small | Small |
| Promotional Marketing Materials (Event Reception Desk) | 4 times | 2 times | 1 time | 2 times |
| Direct E-Introduction | Yes | Yes | Yes | Yes |
| Annual Membership Letter Mention | Yes | Yes | Yes | Yes |
| Exclusive Email Blasts | 4 times | 2 times | 1 time | 2 times |
| Trophy of Appreciation | Yes | Yes | Yes | Yes |
| Use of GBA Logo | Yes | Yes | Yes | Yes |
| Logo Visibility (Event Banners) | Large | Medium | Small | Small |
| Logo Visibility (Digital Marketing Materials) | Yes | Yes | Yes | Yes |
| Logo Visibility (Email Blast Banner) | Large | Medium | Small | Small |
| Event Proceedings (Presentations, Slideshow, etc.) | Large | Medium | Small | Small |

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| Exclusive Offer | First Come, First Served | N/A | N/A | N/A |
| **MEMBERSHIP BENEFITS** | | | | |
| Additional Representatives | 2 | 1 | N/A | N/A |
| **ADVOCACY & HIGH-LEVEL MEETINGS** | | | | |
| Access to Government Events | 1st Priority | 2nd Priority | N/A | 2nd Priority |
| Attend High-Level Meetings | 1st Priority | 2nd Priority | N/A | 2nd Priority |

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| Attend High-Level Meetings | 1st Priority | 2nd Priority | N/A | 2nd Priority |
| **NEWSLETTER** | | | | |
| Logo Display (Monthly) | Yes | Yes | Yes | Yes |
| Corporate Partner’s News (Monthly) | Yes | Yes | Yes | Yes |

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| **GBA WEBSITE** | | | | |
| Logo Visibility (Homepage) | Large | Medium | Small | Small |
| Logo Visibility (Corporate Partner Page) | Large | Medium | Small | Small |
| News/Events Posts on GBA Website | 4 Times | 2 Times | 1 Time | 2 Times |
| Website Banner Placement | 2 Times | 1 Time | N/A | 1 Time |
| **MEDIA & PRESS** | | | | |
| Press Requests | 1st Priority | Priority | N/A | Priority |
| Logo Visibility (Marketing Materials) | Large | Medium | Small | Small |
| **SOCIAL MEDIA & GBA ANNOUNCEMENT GROUPS** | | | | |
| Logo Visibility (Homepage Banner) | Large | Medium | Small | Small |
| Partner News & Events on Zalo & WhatsApp Groups | 4 times | 2 times | 1 time | 2 times |
| Partner News & Events on Social Media | 4 times | 2 times | 1 time | 2 times |
| Partner's Notifications (GBA Konnects Platform) | 1st priority | 1st priority | 1st priority | 1st priority |

German Business Association

| LOYALTY DISCOUNT | | |
|---|---|---|
| TERM | ANNUAL PAYMENT | ONE-TIME PAYMENT |
| 2 YEARS | 5% | 10% |
| 3 YEARS | 10% | 15% |




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