

# Corporate Partnership | Annual Program 2023



**03 Categories: Platinum – Gold – Silver**



# EVENT & ACTIVITIES | ADVOCACY



DESCRIPTIONS		PLATINUM	GOLD	SILVER (MARKETING focus)
AMOUNT ( VND)/ 12 MONTHS		240 MIO	135 MIO	80 MIO
<b>*Special offer:</b> Industry Exclusivity for Platinum Category. 1 <sup>st</sup> come-1 <sup>st</sup> served				
<b>EVENT &amp; ACTIVITIES</b>				
<ul style="list-style-type: none"> <li>▪ <b>Partner' Presentation   Speech</b></li> </ul>	<ul style="list-style-type: none"> <li>➤ At GBA Business Meeting</li> </ul>	<ul style="list-style-type: none"> <li>➤ 1 time</li> </ul>	<ul style="list-style-type: none"> <li>➤ 1 time</li> </ul>	N/A
<ul style="list-style-type: none"> <li>▪ <b>Access to GBA events</b></li> </ul>	<ul style="list-style-type: none"> <li>➤ GBA Oktoberfest HCMC or Hanoi.</li> <li>➤ Monthly GBA Business Meeting, Excursions, Sport Events, Seminars and/or Workshops in HCMC or Hanoi...</li> <li>➤ Appreciation dinner with GBA Board Members</li> <li>➤ Events voucher for other GBA events in Hanoi &amp; Ho Chi Minh City – Non-refundable (e.g. GBA Stage Night, Sports events, Net-working events with entrance fee, EuroCham events,...)</li> </ul>	<ul style="list-style-type: none"> <li>✓ 1 table ( 10 tickets)</li> <li>✓ 4 representatives</li> <li>✓ 2 representatives</li> <li>✓ Up to 5 Mio</li> </ul>	<ul style="list-style-type: none"> <li>✓ 2 tickets</li> <li>✓ 2 representatives</li> <li>✓ 1 representative</li> <li>✓ Up to 3 Mio</li> </ul>	<ul style="list-style-type: none"> <li>✓ N/A</li> <li>✓ 1 representative</li> <li>✓ 1 representative</li> <li>✓ N/A</li> </ul>
<ul style="list-style-type: none"> <li>▪ <b>Priority seating</b></li> </ul>	<ul style="list-style-type: none"> <li>➤ Head table at GBA business events</li> </ul>	<ul style="list-style-type: none"> <li>✓ Yes</li> </ul>	<ul style="list-style-type: none"> <li>✓ Yes</li> </ul>	<ul style="list-style-type: none"> <li>✓ Yes</li> </ul>
<ul style="list-style-type: none"> <li>▪ <b>GBA Representatives participation</b></li> </ul>	<ul style="list-style-type: none"> <li>➤ At partner' events/ activities</li> </ul>	<ul style="list-style-type: none"> <li>✓ Yes</li> </ul>	<ul style="list-style-type: none"> <li>✓ Yes</li> </ul>	<ul style="list-style-type: none"> <li>✓ N/A</li> </ul>
<ul style="list-style-type: none"> <li>▪ <b>Event Co-Organising</b></li> </ul>	<ul style="list-style-type: none"> <li>➤ Request GBA to organize/ co-host event following the topics, concepts and speakers provided by the partner in HCMC/ Hanoi. Cost covered by Corporate Partner.</li> </ul>	<ul style="list-style-type: none"> <li>✓ 2 Events  1<sup>st</sup> priority</li> </ul>	<ul style="list-style-type: none"> <li>✓ 1 Event  2<sup>nd</sup> Priority</li> </ul>	<ul style="list-style-type: none"> <li>✓ N/A</li> </ul>
<b>ADVOCACY</b>				
<ul style="list-style-type: none"> <li>▪ <b>High-level meetings/ events</b></li> </ul>	<ul style="list-style-type: none"> <li>➤ Access to GBA's special government events and activities and benefit from facilitation of access to Vietnamese Government authorities.</li> <li>➤ Attend High-level meetings/ events (e.g., Ambassadors' Round-table...)</li> </ul>	<ul style="list-style-type: none"> <li>✓ 1<sup>st</sup> priority</li> <li>✓ 1<sup>st</sup> priority</li> </ul>	<ul style="list-style-type: none"> <li>✓ 2<sup>nd</sup> Priority</li> <li>✓ 2<sup>nd</sup> Priority</li> </ul>	<ul style="list-style-type: none"> <li>✓ N/A</li> <li>✓ N/A</li> </ul>



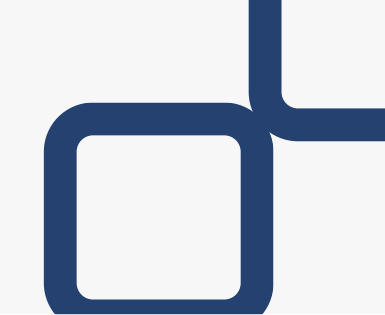
# PROMOTION – BRAND VISIBILITY| MEDIA| MEMBERSHIP



DESCRIPTIONS	PLATINUM	GOLD	SILVER	
<b>PROMOTION – BRAND VISIBILITY</b> – logo size may vary according to categories				
<ul style="list-style-type: none"> <li>▪ <b>Logo visibility</b></li> <li>▪ <b>Promotional Material visibility</b></li> <li>▪ <b>Exclusive email blast</b></li> <li>▪ <b>Biz Connection</b></li> <li>▪ <b>Partner’s Name</b></li> <li>▪ <b>Certificate of Appreciation</b></li> <li>▪ <b>GBA Logo</b></li> </ul>	<ul style="list-style-type: none"> <li>➤ Banners and backdrops of the GBA’s monthly networking events and at least 10 additional GBA events but not special events or project-related events.</li> <li>➤ All online and offline marketing materials of GBA, except the typical events with specific sponsors.</li> <li>➤ All meeting/event proceedings (e.g., presentations, and slideshows).</li> <li>➤ Signature banner of all GBA emails blast, except typical events with specific sponsors.</li> <li>➤ Partners’ banner at GBA office</li> <li>➤ At GBA office.</li> <li>➤ At GBA Monthly Business Meeting: Displayed at Reception desk</li> <li>➤ Direct contact to all GBA members &amp; GBA network</li> <li>➤ Direct e-introduction to the member of your choice</li> <li>➤ Mentioned in the annual cover letter for membership renewal</li> <li>➤ Appreciation trophy (different design based on their partnership category)</li> <li>➤ Use of “GBA Corporate Partner” and GBA logo as reference in Company marketing material in agreement with GBA</li> </ul>	<ul style="list-style-type: none"> <li>✓ Large</li> <li>✓ Yes</li> <li>✓ 4 times</li> <li>✓ 4 times</li> <li>✓ Yes</li> <li>✓ Yes</li> <li>✓ Yes</li> <li>✓ Yes</li> <li>✓ Yes</li> </ul>	<ul style="list-style-type: none"> <li>✓ Medium</li> <li>✓ Yes</li> <li>✓ 2 times</li> <li>✓ 2 times</li> <li>✓ Yes</li> <li>✓ Yes</li> <li>✓ Yes</li> <li>✓ Yes</li> <li>✓ Yes</li> </ul>	<ul style="list-style-type: none"> <li>✓ Small</li> <li>✓ Yes</li> <li>✓ 1 time</li> <li>✓ 1 time</li> <li>✓ Yes</li> <li>✓ Yes</li> <li>✓ Yes</li> <li>✓ Yes</li> <li>✓ Yes</li> </ul>
<b>MEDIA  PRESS</b>				
<ul style="list-style-type: none"> <li>▪ <b>Press requests to the GBA</b></li> <li>▪ <b>Logo visibility</b></li> </ul>	<ul style="list-style-type: none"> <li>➤ Preferred referral upon press requests to the GBA to give a platform to partners expert if suitable</li> <li>➤ During GBA interviews, if applicable</li> </ul>	<ul style="list-style-type: none"> <li>✓ 1st Priority</li> <li>✓ Large</li> </ul>	<ul style="list-style-type: none"> <li>✓ Priority</li> <li>✓ Medium</li> </ul>	<ul style="list-style-type: none"> <li>✓ N/A</li> <li>✓ Small</li> </ul>
<b>MEMBERSHIP</b>				
<ul style="list-style-type: none"> <li>▪ <b>More Member Representatives</b></li> </ul>	<ul style="list-style-type: none"> <li>➤ Additional representative(s) are entitled to full GBA-EuroCham membership benefits.</li> </ul>	<ul style="list-style-type: none"> <li>✓ 2 Additional Rep.</li> </ul>	<ul style="list-style-type: none"> <li>✓ 1 Additional Rep.</li> </ul>	<ul style="list-style-type: none"> <li>✓ N/A</li> </ul>



# SOCIAL MEDIA & WEBSITE | NEWSLETTER



DESCRIPTIONS		PLATINUM	GOLD	SILVER
<b>SOCIAL MEDIA (FACEBOOK/ LINKEDIN) &amp; GBA ANNOUNCEMENT GROUPS ( WHATSAPP &amp; ZALO GROUPS)</b>				
<ul style="list-style-type: none"> <li>▪ <b>Logo Visibility</b></li> </ul>	<ul style="list-style-type: none"> <li>➤ Prime location at the top page of GBA's Social Media Channels</li> </ul>	✓ Yes	✓ Yes	✓ Yes
<ul style="list-style-type: none"> <li>▪ <b>Partner's News/ Events Posts/ Advertisement of partners' Product/ Service</b></li> </ul>	<ul style="list-style-type: none"> <li>➤ To GBA Announcement Groups</li> <li>➤ On GBA's Social Media Channels</li> </ul>	<ul style="list-style-type: none"> <li>✓ 4 times</li> <li>✓ 4 times</li> </ul>	<ul style="list-style-type: none"> <li>✓ 2 times</li> <li>✓ 2 times</li> </ul>	<ul style="list-style-type: none"> <li>✓ 1 times</li> <li>✓ 1 times</li> </ul>
<b>GBA WEBSITE</b>				
<ul style="list-style-type: none"> <li>▪ <b>Logo visibility</b></li> </ul>	<ul style="list-style-type: none"> <li>➤ On GBA website homepage - floating banner</li> <li>➤ On GBA website footer with hyperlink to partner's website</li> </ul>	✓ Large	✓ Medium	✓ Small
<ul style="list-style-type: none"> <li>▪ <b>Partner's News/ Events Posts</b></li> </ul>	<ul style="list-style-type: none"> <li>➤ On GBA website homepage - "News" sector</li> </ul>	✓ 4 times	✓ 2 times	✓ 1 times
<ul style="list-style-type: none"> <li>▪ <b>Advertisement of partners' product/ Service</b></li> </ul>	<ul style="list-style-type: none"> <li>➤ On GBA website homepage - running banner for 1 month, link to corporate partner 's website.</li> </ul>	✓ 2 times	✓ 1 times	✓ N/A
<b>NEWSLETTER</b>				
<ul style="list-style-type: none"> <li>▪ <b>Logo Display</b></li> </ul>	<ul style="list-style-type: none"> <li>➤ Monthly GBA-AHK E-newsletter issue</li> </ul>	✓ Large	✓ Medium	✓ Small
<ul style="list-style-type: none"> <li>▪ <b>Partner's News/ Events Posts/ Advertisement of partners' Product/ Service</b></li> </ul>	<ul style="list-style-type: none"> <li>➤ Monthly GBA-AHK E-newsletter issue</li> </ul>	✓ Yes	✓ Yes	✓ Yes