

# GBA Oktoberfest 2022

- Hanoi: 29 Sep. - 1 Oct. & 2 Oct. (Family Day) | JW Marriott Hanoi
- HCMC: 6 - 8 Oct. | Hotel Nikko Saigon



## Oktoberfest HCMC - Sponsorship Package

	Diamond	Platinum	Gold	Silver
Normal (in VND, incl. VAT)	355,000,000	255,000,000	190,000,000	140,000,000
Early bird (payment before 5 August 2022)	295,000,000	195,000,000	130,000,000	80,000,000
<b>Benefits</b>				
<b>Tickets and Tables</b>				
Complimentary tickets	180	120	80	50
Premium table location	1 <sup>st</sup> option	2 <sup>nd</sup> option	3 <sup>rd</sup> option	4 <sup>th</sup> option
Reserved tables with logo display on tablecloth	yes	yes	yes	yes
Free mugs with company logo	230	150	100	60
<b>Recognition</b>				
Industry exclusivity in same sponsor level	yes	no	no	no
Company name announced at opening ceremony	yes	yes	no	no
<b>Visibility</b>				
Company logo on tickets	extra large	large	medium	small
Company logo on flyers	extra large	large	medium	small
Company logo on posters campaign	extra large	large	medium	small
Company logo on backdrops at the venue	extra large	large	medium	small
Company logo on banners at the venue	extra large	large	medium	small
Company logo on banners around the stage at the venue	extra large	large	medium	small
Company logo on press conference backdrop	extra large	large	medium	small
<b>Media recognition</b>				
Press conference participation	5-minute speech	3-minute speech	acknowledged by MC	acknowledged by MC
Company logo on GBA Oktoberfest website, GIC/AHK and GBA websites	extra large	large	medium	small
Company logo on GBA Oktoberfest, GIC/AHK and GBA social media channels	extra large	large	medium	small
Announcements in VN and international media	yes	yes	yes	yes
Company logo on videos posted on YouTube	extra large	large	medium	small
Company name on press release	yes	yes	yes	yes
Post-event event report	yes	yes	yes	yes
Photo coverage during event	yes	yes	yes	yes



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## Oktoberfest Hanoi - Sponsorship Package

	Diamond	Platinum	Gold	Silver
Normal (in VND, incl. VAT)	325,000,000	230,000,000	175,000,000	110,000,000
Early bird (payment before 20 August 2022)	285,000,000	200,000,000	145,000,000	80,000,000
<b>Benefits</b>				
<b>Tickets and Tables</b>				
Complimentary tickets	150	100	75	40
Premium table location	1 <sup>st</sup> option	2 <sup>nd</sup> option	3 <sup>rd</sup> option	4 <sup>th</sup> option
Reserved tables with logo display on tablecloth	large	medium	normal	small
Free mugs with company logo	200	150	100	50
<b>Recognition</b>				
Industry exclusivity in same sponsor level	yes	no	no	no
Company name announced at opening ceremony	yes	yes	yes	yes
Booth display	yes	20% discount	10% discount	5% discount
<b>Visibility</b>				
Company logo on tickets	extra large	large	medium	small
Company logo on flyers	extra large	large	medium	small
Company logo on posters campaign	extra large	large	medium	small
Company logo on backdrops at the venue	extra large	large	medium	small
Company logo on banners at the venue	extra large	large	medium	small
Company logo on press conference backdrop	extra large	large	medium	small
<b>Media recognition</b>				
Press conference participation	5-minute speech	3-minute speech	acknowledged by MC	acknowledged by MC
Company logo on GBA Oktoberfest website, GIC/AHK and GBA websites	extra large	large	medium	small
Company logo on GBA Oktoberfest, GIC/AHK and GBA social media channels	extra large	large	medium	small
Announcements in Vietnam and international media	yes	yes	yes	yes
Company logo on videos posted on YouTube	extra large	large	medium	small
Company name on press release	yes	yes	yes	yes
Post-event media report	yes	yes	yes	yes
Photo coverage during event	yes	yes	yes	yes

