



CORPORATE PARTNERSHIP | ANNUAL PROGRAM 2023

03 Categories: Platinum – Gold – Silver with Benefits

Exclusively for GBA members



Corporate Partners 2023

PLATINUM



GOLD



SILVER





EVENT & ACTIVITIES | ADVOCACY



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



PROMOTION – BRAND VISIBILITY| MEDIA| MEMBERSHIP



DESCRIPTIONS		PLATINUM	GOLD	SILVER
PROMOTION – BRAND VISIBILITY – logo size may vary according to categories				
<ul style="list-style-type: none"> ▪ Logo visibility 	<ul style="list-style-type: none"> ➤ 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. ➤ All online and offline marketing materials of GBA, except the typical events with specific sponsors. ➤ All meeting/event proceedings (e.g., presentations, and slideshows). ➤ Signature banner of all GBA emails blast, except typical events with specific sponsors. ➤ Partners’ banner at GBA office 	✓ Large	✓ Medium	✓ Small
<ul style="list-style-type: none"> ▪ Promotional Material visibility 	<ul style="list-style-type: none"> ➤ At GBA office. ➤ At GBA Monthly Business Meeting: Displayed at Reception desk 	<ul style="list-style-type: none"> ✓ Yes ✓ 4 times 	<ul style="list-style-type: none"> ✓ Yes ✓ 2 times 	<ul style="list-style-type: none"> ✓ Yes ✓ 1 time
<ul style="list-style-type: none"> ▪ Exclusive email blast ▪ Biz Connection ▪ Partner’s Name 	<ul style="list-style-type: none"> ➤ Direct contact to all GBA members & GBA network ➤ Direct e-introduction to the member of your choice ➤ Mentioned in the annual cover letter for membership renewal 	<ul style="list-style-type: none"> ✓ 4 times ✓ Yes ✓ Yes 	<ul style="list-style-type: none"> ✓ 2 times ✓ Yes ✓ Yes 	<ul style="list-style-type: none"> ✓ 1 time ✓ Yes ✓ Yes
<ul style="list-style-type: none"> ▪ Certificate of Appreciation ▪ GBA Logo 	<ul style="list-style-type: none"> ➤ Appreciation trophy (different design based on their partnership category) ➤ Use of “GBA Corporate Partner” and GBA logo as reference in Company marketing material in agreement with GBA 	<ul style="list-style-type: none"> ✓ Yes ✓ Yes 	<ul style="list-style-type: none"> ✓ Yes ✓ Yes 	<ul style="list-style-type: none"> ✓ Yes ✓ Yes
MEDIA PRESS				
<ul style="list-style-type: none"> ▪ Press requests to the GBA 	<ul style="list-style-type: none"> ➤ Preferred referral upon press requests to the GBA to give a platform to partners expert if suitable 	✓ 1st Priority	✓ Priority	✓ N/A
<ul style="list-style-type: none"> ▪ Logo visibility 	<ul style="list-style-type: none"> ➤ During GBA interviews, if applicable 	✓ Large	✓ Medium	✓ Small
MEMBERSHIP				
<ul style="list-style-type: none"> ▪ More Member Representatives 	<ul style="list-style-type: none"> ➤ Additional representative(s) are entitled to full GBA-EuroCham membership benefits. 	✓ 2 Additional Rep.	✓ 1 Additional Rep.	✓ N/A

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