

# CORPORATE PARTNERSHIP | ANNUAL PROGRAM 2024

## 03 Categories: Platinum – Gold – Silver with Benefits



*Exclusively for GBA members*



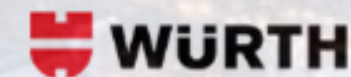
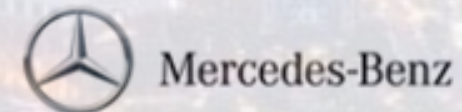
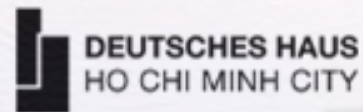
### Corporate Partners 2024

#### PLATINUM

Deutsche Bank 

Rödl & Partner

#### GOLD



#### PREMIUM SERVICE PARTNER







# EVENT & ACTIVITIES| ADVOCACY



DESCRIPTIONS	PLATINUM	GOLD	SILVER
	<b>240 MIO</b>	<b>135 MIO</b>	<b>80 MIO</b>

**AMOUNT ( VND)/ 12 MONTHS**

**PLATINUM**

**GOLD**

**SILVER**

**240 MIO**

**135 MIO**

**80 MIO**

**\*Special offer: Industry Exclusivity for Platinum Category. 1<sup>st</sup> come-1<sup>st</sup> served**

## EVENT & ACTIVITIES

<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>➢ 1st priority</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 Hanoi or Danang or Ho Chi Minh City.</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> <li>➢ Head table at GBA business 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>▪ <b>Priority seating</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>▪ <b>GBA Representatives participation</b></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>

## ADVOCACY

<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>
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# 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> </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> </ul>	✓ Large	✓ Medium	✓ Small
<ul style="list-style-type: none"> <li>▪ <b>Promotional Material visibility</b></li> </ul>	<ul style="list-style-type: none"> <li>➤ At GBA office.</li> <li>➤ At GBA Monthly Business Meeting: Displayed at Reception desk</li> </ul>	<ul style="list-style-type: none"> <li>✓ Yes</li> <li>✓ 4 times</li> </ul>	<ul style="list-style-type: none"> <li>✓ Yes</li> <li>✓ 2 times</li> </ul>	<ul style="list-style-type: none"> <li>✓ Yes</li> <li>✓ 1 time</li> </ul>
<ul style="list-style-type: none"> <li>▪ <b>Exclusive email blast</b></li> <li>▪ <b>Biz Connection</b></li> <li>▪ <b>Partner’s Name</b></li> </ul>	<ul style="list-style-type: none"> <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> </ul>	<ul style="list-style-type: none"> <li>✓ 4 times</li> <li>✓ Yes</li> <li>✓ Yes</li> </ul>	<ul style="list-style-type: none"> <li>✓ 2 times</li> <li>✓ Yes</li> <li>✓ Yes</li> </ul>	<ul style="list-style-type: none"> <li>✓ 1 time</li> <li>✓ Yes</li> <li>✓ Yes</li> </ul>
<ul style="list-style-type: none"> <li>▪ <b>Certificate of Appreciation</b></li> <li>▪ <b>GBA Logo</b></li> </ul>	<ul style="list-style-type: none"> <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>✓ Yes</li> <li>✓ Yes</li> </ul>	<ul style="list-style-type: none"> <li>✓ Yes</li> <li>✓ Yes</li> </ul>	<ul style="list-style-type: none"> <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> </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> </ul>	✓ 1st Priority	✓ Priority	✓ N/A
<ul style="list-style-type: none"> <li>▪ <b>Logo visibility</b></li> </ul>	<ul style="list-style-type: none"> <li>➤ During GBA interviews, if applicable</li> </ul>	✓ Large	✓ Medium	✓ Small
<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>	✓ 2 Additional Rep.	✓ 1 Additional Rep.	✓ N/A



# 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>
<ul style="list-style-type: none"> <li>▪ <b>Partners' notifications on selected topics</b></li> </ul>	<ul style="list-style-type: none"> <li>➤ To GBA Konnects Platform</li> </ul>	1 <sup>st</sup> priority		
<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



# LOYALTY DISCOUNT

TERM	ANNUAL PAYMENT	ONE-TIME PAYMENT
<b>2 YEARS</b>	5%	10%
<b>3 YEARS</b>	10%	15%

★ **New Version:** If you're interested in establishing a corporate partnership with us, where we can exchange our relevant services, please reach out to explore the possibilities of our **NEW PREMIUM SERVICE PARTNERSHIP**. This offer is available to all guests, including non-GBA members.



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