



CORPORATE PARTNERSHIP 2023

BENEFITS



OUR OFFICES:

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CORPORATE PARTNERS 2023

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PLATINUM



BNP PARIBAS



GOLD PREMIUM



GOLD

AIRBUS



sanofi



SILVER

Allianz Partners



Deloitte








PREMIUM SERVICE PARTNERS




Decision Lab











EVENTS

			PLATINUM	GOLD PREMIUM	GOLD		SILVER
					Event	Marketing	
			(VND)			350 million	250 million
	Event Co-organising	Without paying an additional event sponsorship fee, the partner can request EuroCham to organise an event following the topics, concepts and speakers provided by the partner in Hanoi or HCMC.	2 Events	1 Event	1 Event		
	Access to Appreciation Night	A cocktail reception organised once per year in order to recognise support from EuroCham’s Sponsors, Supporters and Stakeholders. This is an exclusive event where EuroCham Chair / Vice Chairs hear from Partners what they expect from EuroCham in the following year.	4 Invitations	2 Invitations	2 Invitations	2 Invitations	2 Invitations
	Free Tickets to EuroCham Events	Event tickets for EuroCham events in Hanoi, Ho Chi Minh City and other locations for the duration of the corporate partnership.	30 Tickets	15 Tickets	10 Tickets	10 Tickets	10 Tickets
	Event Logistics and Content Advice	EuroCham Event Team’s expertise is at your disposal to provide advise regarding logistics and venues for your events, as well as recommending speakers.					




ADVOCACY

			PLATINUM	GOLD PREMIUM	GOLD		SILVER	
							Event	Marketing
			350 million	250 million	200 million	200 million	150 million	
(VND)								
	High-Level Meetings Exclusive Access	Invitations to pre-event and other closed meetings with high-level Government representatives (according to relevance and ranking). • Only Corporate Partners and Sector Committee Heads are eligible	✓	✓	✓	✓	✓	
	High-Level Events Attendance and Speakership	EuroCham will prioritise Corporate Partners when involved in high-level events in Vietnam and in other countries in ASEAN: free entry and/or speaker slot prioritisation.	✓	✓	✓	✓	✓	
	Advocacy Services and Official Meeting Requests	As a Corporate Partner, our Advocacy Team is at your disposal for communications with the Government and Advocacy issues. EuroCham supports in the following services: support letters, key issue tracking, organising meetings with the Government representatives and tailor-made advocacy action planning.	Up to 100 Million VND	Up to 70 Million VND	Up to 50 Million VND	Up to 50 Million VND	Up to 50 Million VND	





MEMBERSHIP

			PLATINUM	GOLD PREMIUM	GOLD		SILVER	
							Event	Marketing
			(in VND)	350 million	250 million	200 million	200 million	150 million
	Membership More Representatives	Additional representative(s) are entitled to full membership benefits: • Free tickets to EuroCham Year-End Reception • Additional Discount Card(s) per representative • Up to 6 Representatives featured in the EuroCham Membership Directory	2 Additional Rep.	1 Additional Rep.	1 Additional Rep.	1 Additional Rep.	1 Additional Rep.	
	Publications All in Hard Copy	You will receive additional print versions of our flagship publication: the Whitebook (1 per company)						
	Discount Cards More for your Company	Discount Cards offer great advantages with more than 300 providers in Vietnam and your company will be awarded additional cards for your employees.	15 Cards	10 Cards	10 Cards	10 Cards	10 Cards	




BRAND VISIBILITY

			PLATINUM	GOLD PREMIUM	GOLD		SILVER
					Event	Marketing	
(in VND)			350 million	250 million	200 million	200 million	150 million
EUROCHAM OFFICES							
	Company Brochure Display	Your marketing materials will be displayed at EuroCham offices in HCMC and Hanoi.	✓	✓	✓	✓	✓
	Logo Board Display	Your logo will be displayed on the Corporate Partners Board at the entrance of EuroCham offices in HCMC and Hanoi.	✓	✓	✓	✓	✓
ONLINE DIRECTORY							
	Premium listing in Online Directory	Company listed in “featured list” in the Online Membership Directory	12 Months	12 Months	12 Months	12 Months	12 Months

BRAND VISIBILITY



			PLATINUM	GOLD PREMIUM	GOLD		SILVER
					Event	Marketing	
			(in VND)	350 million	250 million	200 million	200 million
DIGITAL ADVERTISING							
	Hyperlinked Footer Logo	Your logo in EuroCham’s weekly E-bulletin, Event Reminders and Special Announcements sent out regularly to all members & stakeholders.	12 Months	12 Months	12 Months	12 Months	12 Months
	e-Bulletin Banner	Advertising banner with hyperlink inserted in the e-Bulletin	8 Times	8 Times	4 Times	8 Times	4 Times
	Partners’ News and Events	You can request your information or events to be published on our website at any time	12 Times	8 Times	4 Times	8 Times	4 Times
	Logo on EuroCham website	Logo visible on the homepage www.eurochamvn.org and all sub pages (with hyperlink)	12 Months	12 Months	12 Months	12 Months	12 Months

BRAND VISIBILITY

			PLATINUM	GOLD PREMIUM	GOLD		SILVER
					Event	Marketing	
			(in VND)	350 million	250 million	200 million	200 million
SOCIAL MEDIA							
	Partners' News and Events	For every Partner's article published on our website, a post mirroring the same article will be posted on our LinkedIn (approx. 40,000 followers), Facebook (approx. 16,000 followers), Twitter (approx. 3,500 followers), and YouTube page (where applicable)	12 Times	8 Times	4 Times	8 Times	4 Times
	Logo as Cover Photo	Corporate Partner logos board to be displayed regularly as cover photo on EuroCham's Facebook, LinkedIn and Twitter pages.	12 Months	12 Months	12 Months	12 Months	12 Months
LOGO DISPLAY ON EVENTS & MEETING MATERIALS							
	Logo on Event Backdrops	In all EuroCham events throughout the year in HCMC, Hanoi and other locations.	✓	✓	✓	✓	✓
	Logo on all marketing and event materials	In all EuroCham events throughout the year in HCMC, Hanoi and other locations, materials displayed at the events.	✓	✓	✓	✓	✓
	Logo displayed on all EuroCham work presentations	Group Logos shown in all meeting/event proceedings (e.g. presentations, and slideshows).	12 Months	12 Months	12 Months	12 Months	12 Months

OTHERS



			PLATINUM	GOLD PREMIUM	GOLD		SILVER
					Event	Marketing	
			(in VND)			350 million	250 million
	EuroCham Representative participation in Partners' Events	EuroCham Representatives participation in Partners' Events	✓				
	Ads in well-known Newspaper in Vietnam	Every year, EuroCham books a colour advertisement in a select well-known newspaper in Vietnam (such as Vietnam Investment Review or Vietnam News). Logo of all Corporate Partners are featured in this colour ads	✓	✓	✓	✓	✓





LOYALTY DISCOUNT



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

DEFINITION & DISCRETION

EVENTS

	Event Sponsorship Exclusive and Co-Sponsorships	<p>Without paying an additional event sponsorship fee, the partner can request EuroCham to organise an event following the topics, concepts and speakers provided by the partner in Hanoi or HCMC.</p> <p>The partner's brand can have prominent visibility in all communications materials of this event and space to display promotional materials directly at the event.</p> <p>EuroCham reserves the right to bring in other co-sponsors. All co-sponsors of an event will equally share visibility and benefits of sponsorship. When different levels of sponsorship are provided, Partner will be provided more prominent visibility than the other co-sponsors.</p>
	Free Tickets to EuroCham Events	<p>EuroCham Events Business Luncheon, Government dialogues, Breakfast Briefings. Excludes premium events (i.e. EuroCham Challenge, Food Festival, Whitebook Launch).</p> <p>Event Tickets Provided for events organised by EuroCham in Hanoi and HCMC, validity stated on each ticket.</p> <ul style="list-style-type: none"> • 1 ticket/1 attendance - maximum 5 tickets are allowed per event. • 50% of the number of free tickets can exceptionally be used for EuroCham's Christmas Party.

ADVOCACY


	High-Level Meetings Exclusive Access	<p>High-Level Meetings Meetings that have the presence of a Minister, Vice Minister, EU Commissioner, high-level figures, national ministers, Heads of State and other related-level officials. Priority given to members whenever possible. EuroCham reserves the right to invite at will, prioritising by topic and rank of sponsorship.</p>
	Advocacy Services and Official Meeting Requests	<p>Free deliverables and work hours: actions are measured by the value at the requested deliverables' value and billable hours. These are free of charge only up to the value indicated in the corporate partnership package contracted, valid until its expiration.</p> <p>Any actions beyond this amount will be charged at normal Advocacy Services rates.</p> <p>Guarantees: EuroCham is well positioned as a trusted stakeholder before the Vietnamese Government but cannot guarantee that requested official meetings will take place or any expected outcomes in a given advocacy initiative.</p> <p>Sector Committee Fees: This benefit refers to EuroCham Secretariat services only and does not apply to internal Sector Committee fees or rules.</p>

DEFINITION & DISCRETION

BRAND VISIBILITY

	e-Bulletin Banner	<p>e-Bulletin Provides an overview of EuroCham upcoming events/activities and weekly highlighted news. Emails sent out every Monday morning, to +13,000 contacts, including 2,000 companies' representatives (top management, CEOs, Managing Directors) and other stakeholders.</p> <p>Banner description A banner placed inside the e-Bulletin's content Size of the banner: 1,200(W) x 500(H) pixel in .png format Hyperlinked to a landing page/website/file.</p>
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OTHERS

	EuroCham Representative participation in Partners' Events	<p>Partners have the right to request the presence of EuroCham representatives at their own events up to 3 times per year. Appointment of EuroCham representatives is conditioned by availability. If requested rank is not available the next rank will be appointed.</p>
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THANK YOU!

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