

Sponsorship Proposal



Le Beaujolais Nouveau

Thursday
21 ^{nov} 2019
from 6pm

HANOI



6th edition

Breaking News



The 2019 edition of Beaujolais Nouveau will take place at
the **French Embassy**
On **21st November** from 6pm



Presentation



- The “Beaujolais Nouveau” celebration is a typical French tradition that celebrates the end of the annual grape harvest and the release of the year’s first wine
- It’s happening every 3rd Thursday of November.
- On this occasion, the **Chamber of Commerce and Industry France-Vietnam (CCIFV)** is delighted to celebrate the tradition and the arrival of 2019’s Beaujolais Nouveau **shipped directly from France this November!**



The Experience

Enjoy unlimited **Beaujolais Nouveau Wine** all night long, tailor-made cuisine from best French restaurants in Hanoi and dance the night away at **The Wine Event Of The Year!**



Objectives



- To **discover France** through its specialties (food and wine);
- Increase the visibility and awareness of **French restaurants/products** to the general Vietnamese public and all expat communities;
- Share the French **lifestyle and culture** in a friendly atmosphere;
- **Strengthen the partnership** between the French business community and other foreign business communities in Vietnam.



Concept

Description

- **General public event (Adults)**
- Good occasion to network and meet the foreign business community in a French atmosphere
- Objective: around **600 participants**



Entertainment



- Live music, live cooking show
- Dance floor, DJ
- Tombola, quiz and more...



Communication



Online

- CCIFV Website (4500 followers)
- Social networks (Facebook, Twitter, LinkedIn)
- CCIFV Newsletter and E-mailing



Proximity media

- Posters & Flyers at CCIFV and Partners' Offices
- Communication to the Embassies, Business Associations and Expat Communities.
- Standees and backdrop during the event

Media coverage

- Press release and press conference
- Magazines: Sketch, Word Hanoi, The TayHo Times



Sponsorship Package 2019



OFFERS	PLATINUM VND 60 000 000	GOLD VND 30 000 000	SILVER VND 15 000 000
Invitation tickets	20	15	10
Corporate booth at the event	10 m ²	2 tables	1 shared table *
Opening speech at the ceremony	Yes	No	No
VIP corporate table on the event	2	1	No
Video during the event	Yes	No	No
Company name on press release	Yes	Yes	Yes
Ads banner on CCIFV website (more than 70 000 visitors per year)	02 months	01 month	No
Ads banner on CCIFV newsletter	03 publications	01 publication	No
Ads article on dedicated FB event page	Yes	Yes	Yes
Logo on principal backdrop/ posters/ flyers/ standees/ tickets	Tall size	Medium size	Small size

* One common table for all Silver sponsors (only for leaflets display)

Corporate Table

As the end of the year is approaching, offer your team, partners or clients the unique opportunity to spend a night all together, while discovering French culture through its food, wine and animations.

Book a table for 10 people at 9,500,000 VND and get:

- A VIP reserved table with company logo display
- **20** Food coupons and **10** Drink Coupons
- 2 extra bottles of Beaujolais Wine on the table offered by CCIFV
- A photo of the team (everyone will go back with one picture)
- Latest reservation date: 8th November



About CCIFV



Founded in
1989 in
HCMC

Non-governmental
and non-profit
organization

Over 280 members
in HCMC and Hanoi

115 chambers in
85 countries

Main missions:

Drive the
French business
community
in Vietnam

Promote the
image of France
in Vietnam

One Stop-shop
solution for
French and
Vietnamese
companies

Please confirm your participation by:
31st October

For more information, please contact

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Thank you !