

Organized by



Solidarity tournament for
the benefit of the association



2019

FOOT FOR HOPE

JOIN THE TOURNAMENT !
AND BECOME A SPONSOR !



Contact: hanoi@ccifv.org

SATURDAY
NOV
30

About the tournament

- ✓ Football tournament organized by the French Chamber of Commerce and Industry in Vietnam (CCIFV), in partnership with Coup de Pouce Vietnam (CDPVN)
- ✓ Part of the benefit will go to this association which helps underprivileged children by providing the with monthly food parcels and by helping pay school fee
- ✓ A unique sporting event which brings together the French community in Hanoi in a friendly atmosphere
- ✓ **Date and Time** : Saturday November 30th 2019, from 9am to 5pm
- ✓ **Location** : Stadium in Hanoi to be confirmed



Saturday 30th Nov

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Concept

- ✓ Participants :
 - Teams of 12 players coming from French companies and organizations in Hanoi
 - Spectators are composed of supporters, colleagues, partners, family and friends of the players
 - The organisers: CCIFV, with the participation of Coup de Pouce Vietnam



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The aim of the event

- ✓ Encourage meetings between French and Vietnamese companies and organisations in Hanoi in a festive atmosphere;
- ✓ Promote the practice of sport among employees of participating companies by encouraging them to attend a team event
- ✓ Make this tournament a sporting and charitable event by supporting a project helping disadvantaged children



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The organisers

The French Chamber of Commerce and Industry in Vietnam (CCIFV)

The French Chamber of Commerce and Industry in Vietnam (CCIFV) main goal is to drive and represent the French business community in Vietnam and to facilitate the exchange of goods, services and capital between the two countries. It was created in 1989 and is part of the worldwide network which is composed of 115 Chambers in 85 countries. It gathers over 280 members and offers its services in Hanoi as well as in Ho Chi Minh City.

Coup de Pouce

Coup de Pouce is a French NGO, founded in 2000. Based in Hanoi, they help underprivileged children in Vietnam. They collect funds in order to help those children go to school and live in decent conditions.

Advantages by becoming sponsor of this event

- ✓ Increase the visibility & promote your company's products and services to a broad and varied audience that could potentially include your target customers
- ✓ The association with a humanitarian project will improve the employee engagement
- ✓ Strengthen your team and encourage your employees to work together



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Provisional program

Football matches

09h00 : Opening ceremony

09h30 : Morning matches

11h45 : Lunch break

13h00 : Afternoon matches

14h45 : Female/ Kids matchs (FOC)*

15h30 : The Grand Final

16h30 : Awarding prizes & trophies

17h00 : The end of the tournament

Beside, other activities:

- ✓ Food and refreshment booths
- ✓ Organisers' booths
- ✓ Information booth on the activities of Coup de Pouce Vietnam Association



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Visibility of the event

To ensure the best visibility of the event, we will relay information through different media channels such as:

Internet

- ✓ Official Facebook page dedicated to the event
- ✓ The CCIFV, Coup de Pouce websites
- ✓ Newsletters (weekly and monthly) of the CCIFV and Coup de Pouce
- ✓ Online newspapers

Proximity media

- ✓ Posters, Flyers and Standees
- ✓ Banners & Backdrop during the event

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Sponsorship Package		GOLD	SILVER	NATURE	
Amount (in VND)		20 000 000	15 000 000	Gifts and/or food & beverages	
Free team registration		YES	YES	NO	Create your own team & encourage your employees to participate in a sporting event
Logo	Logo size	LARGE	MEDIUM	SMALL	Media exposure before, during and after the event
	Posters, flyers, standees	LARGE	MEDIUM	SMALL	
	Banner & Backdrop	LARGE	MEDIUM	SMALL	
	Official Facebook page	LARGE	MEDIUM	SMALL	
Advertising on CCIFV's website and Newsletter		4 weeks (294x245 px)	2 weeks (294x245 px)	1 week (294x245 px)	Brand awareness to 4,000 employees & 280 company members of CCIFV
Thank you note on stage		YES	NO	NO	Acknowledgement speech during ceremonies
Possibility to give away prizes on stage		YES	YES	YES	High impression to around 500 participants on D-Day
Booth during the event		YES	NO	NO	Introduce and approach with potential consumers & customers

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Thanks you for your attention!

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