



FOOT FOR HOPE

INTER-COMPANY SOLIDARITY FOOTBALL TOURNAMENT

**SOLIDARITY TOURNAMENT FOR THE BENEFIT OF THE NGO
SCHOOL ON THE BOAT**

Cocktail

Games

Music

**Saturday 8 am
6th Oct 2018**

XUAN LA STADIUM 101 XUAN LA, TAY HO



About the tournament

- ✓ Football tournament organized by the French Chamber of Commerce and Industry in Vietnam (CCIFV), in partnership with School on the Boat; part of the benefit will go to this latter Association which helps disadvantaged children living by the Red River
- ✓ Composed of 16 teams of 7 players each coming from French & Vietnamese companies in Hanoi
- ✓ Date and Time : Saturday October 6th 2018, from 8am to 5pm
- ✓ Location : Xuan La Stadium – 101 Xuan La, Tay Ho, Hanoi



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The aim of the event

- Promote the practice of sport among employees of participating companies by encouraging them to attend a team event
- Bring a total of 16 teams together in the form of a team building, where their families and colleagues can come to support and cheer on the teams
- Make this tournament a sporting and charitable event by supporting a project helping disadvantaged children



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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 consumers or customers
- Improve your company's image by associating it with a humanitarian project
- Create a team for your employees and encourage them to participate in a sporting activity



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The project that we are supporting: School on the Boat

Their main goal:

- To give access to education to disadvantaged children living by the Red River and in Long Bien area, Hanoi
- Set up a sponsorship program to cover children's school fees
- Ensure an optimal support and follow-up of the children beneficiaries via the tutoring program
- Monthly rice distribution up to 10 kg per children in partnership with another French association
- Organize monthly activities to entertain and teach children

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**CCI FRANCE
VIETNAM**



School on the Boat



School on the Boat



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Program of the day

- 08h00 : Morning matches
- 12h00 : Lunch break
- 13h00 : Afternoon matches
- 14h45 : Female/ Kids matches (FOC)*
- 15h30 : The Grand Final
- 16h30 : Awarding prizes & trophies
- 17h00 : The end of the tournament



Beside, other activities:

- ✓ Play areas dedicated to children such as: Egg & Spoon races; Sack races; Relay races, etc ...
- ✓ Food and refreshment booths available
- ✓ Information booth on the activities of School on the Boat Association

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* FOC: Registration Free Of Charge

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, School On The Boat websites
- ✓ Newsletters (weekly and monthly) of the CCIFV and School On The Boat
- ✓ Online newspapers

Proximity media

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



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Sponsorship Package		GOLD	SILVER	NATURE	What it means?
Amount (in VND)		24 000 000	18 000 000	Prizes and/or food & beverages for the event	
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	High media exposure before, during and after the event to the targeted public
	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)	NO	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	YES	NO	Introduce and approach with potential consumers & customers



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THANK YOU FOR YOUR ATTENTION



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