

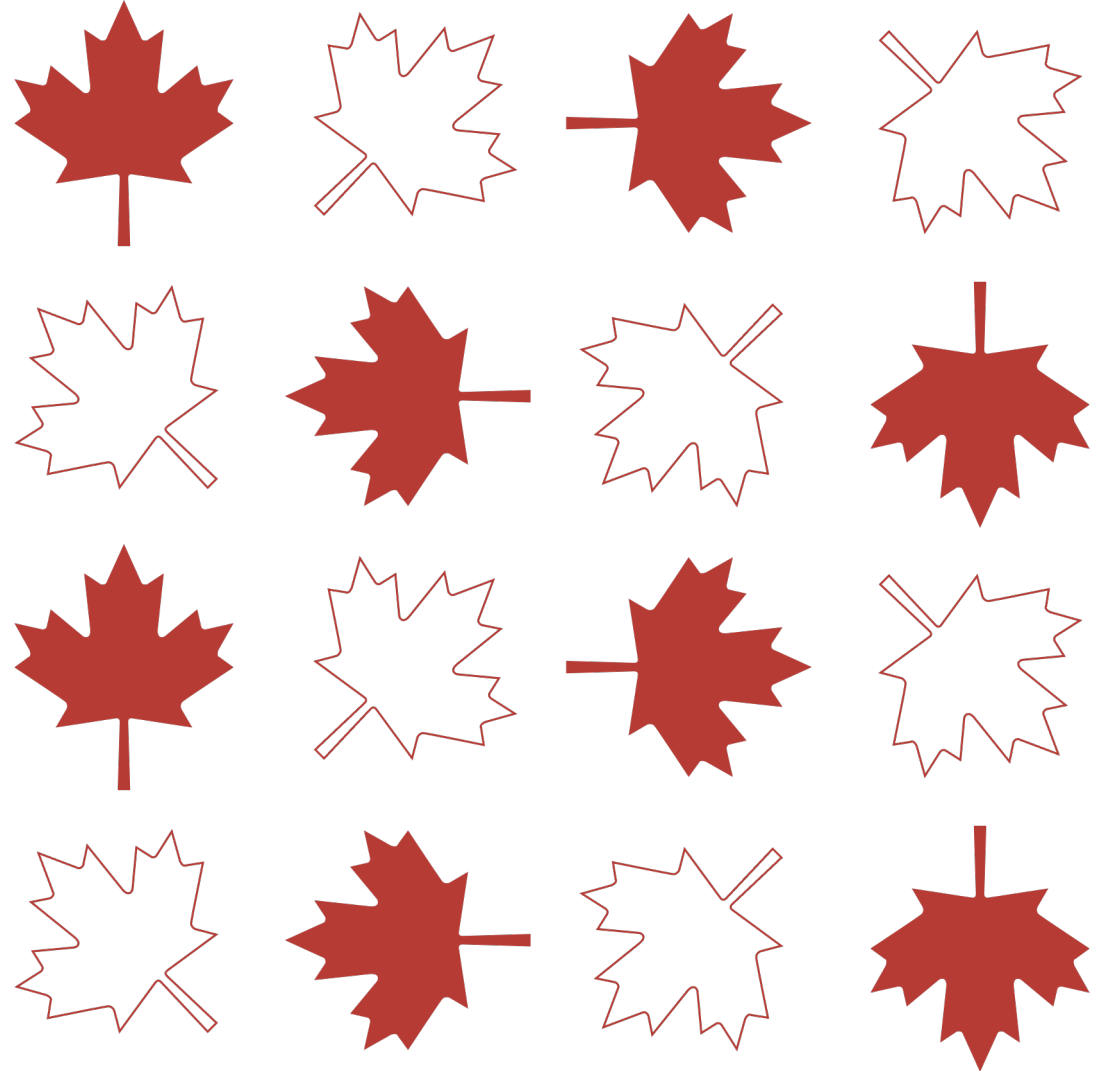


**2021**

**EVENT  
SPONSORSHIP  
PACKAGE**

# About us

The Canadian Chamber of Commerce in Vietnam (CanCham) is a non-profit organization dedicated to assisting companies and individuals doing business in Vietnam. Our mission is to enhance business relations and opportunities for our members by encouraging cooperation between businesses, government, and the community both in Canada and Vietnam. With a strong presence in the local and expatriate communities in Vietnam, CanCham strives to build a synergistic environment in which we all thrive.



# Our Event

## MONTHLY

- CCE! (third Tuesday of each month)
- Capital Markets Series (first Tuesday of each month)

## ANNUAL EVENTS:

- **January:** Crystal Ball
- **March:** AGM
- **April:** Joint Chamber Networking
- **June:** Canada Day
- **October:**
  - Canadian Thanksgiving Dinner
  - Commonwealth Networking
- **November:** CSR Golf Open
- **December:**
  - Member Appreciation Night
  - Christmas Party
- Mentorship Program (3 events - 6 months)

*\*This is our annual events. There might be some changes depending on the situation.*

# Networking events

**Material (examples of possible sponsorship – contact to know more)**

**Type of sponsor:** Event, Venue, In-kind, Media

**Online marketing:** Facebook, Website, Email

**Offline:**

- Prominent brand positioning on the event backdrop
- Recognition onstage for the event sponsorship

	CCE!	Joint Chamber Networking	Commonwealth Networking
<b>Description</b>	Networking event	Networking event co-organized with other chambers	Networking event co-organized with Commonwealth Chambers
<b>Date</b>	Third Tuesday of each month	1 April	19 October
<b>Num. of people</b>	70 - 80	300+	250+
<b>Audience</b>	Networking Audience	Networking Audience	Networking Audience





# Monthly Capital Markets Events



**Date:** First Tuesday of each month

**Number of people:** 50 - 70

**Description:** CanCham will have a new series of monthly events called the Capital Market series. The series will talk about the capital market, macro outlooks, investment opportunities and products and many other interesting topics.

**Audience:**

- Individual Investor
- Employee in finance industry
- Anyone interested in capital market

**Material (examples of possible sponsorship – contact to know more)**

**Type of sponsor:** Event, Venue, In-kind, Media

**Online marketing:** Facebook, Website, LinkedIn, Email

**Offline:**

- Prominent brand positioning on the event backdrop
- Recognition onstage for the event sponsorship
- Brand exposure through CanCham's media partner marketing channels

# Members only events

**Material (examples of possible sponsorship – contact to know more)**

**Type of sponsor:** Venue, In-kind, Media

**Online marketing:** Email; Facebook, LinkedIn and website (after event)

**Offline:**

- Prominent brand positioning on the event backdrop
- Recognition onstage for the event sponsorship
- Prominent brand distinction as the event sponsor on all online materials

	Annual General Meeting	Member Appreciation Night
<b>Description</b>	A networking with the for CanCham members with report of last year sponsorships, activities, finance, memberships, ...	An event to honor CanCham members and sponsors
<b>Date</b>	11 March	9 December
<b>Num. of people</b>	20 - 30	50 - 70
<b>Audience</b>	CanCham Members	CanCham Members and sponsors





# Mentorship Program



**Date:** To be determined

**Number of people:** 20 - 30

**Description:** A platform for professionals to develop their careers

**Audience:**

- Mentors: CanCham Members only
- Mentees: anyone

**Material (examples of possible sponsorship – contact to know more)**

**Type of sponsor:** Venue, In-kind, Media

**Online marketing:** post-event post on Facebook, Website, LinkedIn, Email

**Offline:**

- Prominent brand positioning on the event backdrop
- Recognition onstage for the event sponsorship
- Prominent brand distinction as the event sponsor on all online materials

# Crystal Ball Business Luncheon

**Date:** 14 January

**Number of people:** 120 – 150

**Description:** An event where business leaders of their respective field says what they expect about the year to come.

**Audience:**

- Business Leaders (Manager & C-level executives) : 95%
- Other: 5%



**Material (examples of possible sponsorship – contact to know more)**

**Type of sponsors:** Event, Door gift, Media

**Online marketing:** Facebook, Website, LinkedIn, Email

**Offline:**

- Prominent brand positioning on the event backdrop
- Recognition onstage for the event sponsorship
- Promotional booth in 1 section of the event
- Standee located next to the stage
- Advertisement on the event program placed on event's table
- Brand exposure through CanCham's media partner marketing channels



# Canada Day



**Date:** 3rd July

**Number of people:** 150 - 200

**Audience:** CanCham Community (People related to Canada – work for a Canadian company, is Canadian, friends & family of Canadian, and people who want to work with Canadian company)

**Material (examples of possible sponsorship – contact to know more)**

**Type of sponsors:** Event, Photo booth, Event management, In-kind, Beverage, Door gift, Media, Entertainment

**Online marketing:** Facebook, Website, LinkedIn, Email

**Offline:**

- Prominent brand positioning on the event backdrop
- Recognition onstage for the event sponsorship
- Promotional booth in 1 section of the event (3m x 3m)
- Standee located next to the stage
- Advertisement on the event program placed on event's table
- Brand exposure through CanCham's media partner marketing channels

# Canadian Thanksgiving Dinner

**Date:** 11 October

**Number of people:** 180 - 200

**Audience:** CanCham Community (People related to Canada – work for a Canadian company, is Canadian, friends & family of Canadian, and people who want to work with Canadian company)

**Material (examples of possible sponsorship – contact to know more)**

**Type of sponsors:** Event, Photo booth, Entertainment, Event management, In-kind, Beverage and Turkey, Media

**Online marketing:** Facebook, Website, LinkedIn, Email

**Offline:**

- Prominent brand positioning on the event backdrop
- Recognition onstage for the event sponsorship
- Promotional booth in 1 section of the event (3m x 3m)
- Standee located next to the stage
- Advertisement on the event program placed on event's table
- Brand exposure through CanCham's media partner marketing channels





# CSR Golf Open



**Date:** 26 November

**Number of people:** 80 - 100

**Description:** A CSR event where everybody gather for networking and raise fund for VinaCapital Foundation

**Audience:** Business Leaders (Manager & C-level executives)

**Material (examples of possible sponsorship – contact to know more)**

**Type of sponsors:** Title, Hole sponsor, Prize sponsor, In-kind (Gift, voucher), Food and Beverage, Media

**Online marketing:** Facebook, Website, LinkedIn, Email

**Offline:**

- Prominent brand positioning on the event backdrop
- Recognition onstage for the event sponsorship
- Brand exposure through CanCham's media partner marketing channels
- Brand on event name for Title sponsor (for example: VinaCapital – CanCham CSR Golf Open 2020)
- Booth at event

# Contact us

Contact Ms Nhung at [nhung@canchamvietnam.org](mailto:nhung@canchamvietnam.org) for more information about the sponsorship

## 2021 Maple Leaf National Corporate Sponsors



Manulife



Sun Life



VinaCapital

## 2021 Gold National Corporate Sponsors

Baker  
McKenzie.

KPMG

laVie