



2022 INTERNATIONAL FRIENDSHIP RUN FOR CHILDREN SPONSORSHIP PACKAGE

SUNDAY, DECEMBER 11, 2022

6:00AM – 12:00PM

Dong Kinh Nghia Thuc area,
Dinh Tien Hoang Street, Hoan Kiem Lake, Hanoi

JOIN HANDS FOR VIETNAMESE CHILDREN



The **International Friendship Run for Children**, formerly known as the *Hanoi Run for Children*, is an annual event to raise funds for the support and treatment of disadvantaged children with heart defects and cancer. Since 2009, the event has become a popular community activity attracting the involvement of countless participants, along with local businesses and international friends who join hands to promote social responsibility by helping underprivileged children.

The event is co-organized by the **Vietnam Union of Friendship Organizations (VUFO)**, the **Hanoi Union of Friendship Organizations**, and the **VinaCapital Foundation**. In addition to the “Run”, participants have opportunities to experience social activities, advertise their “brand” and enjoy special art performances. The Run is always a memorable day for everyone.

The “Run” has become a prestigious and influential event on the Hanoi social calendar, attracting leaders of the Ministry of Health, key opinion leaders, Ambassadors and other diplomats, corporate leaders and celebrities. Thousands of Hanoi people and international friends have joined the Run, raising **over 5 billion VND** in the last 5 years. All proceeds are used to support the treatment of disadvantaged children suffering from cancer and congenital heart defects at the **National Children's Hospital**, **Hanoi Heart Hospital** and the **Heartbeat Vietnam program**. Over the last 13 years, the event has improved the lives of **281** children with congenital heart defects and **131** children with cancer, providing a brighter future for the children and their families.



EVENT TIMELINE



Visiting children in
the hospital

Press Conference
& Cocktail

International
Friendship Run for
Children

Gratitude Party

NOVEMBER 8

**National Children's
Hospital**

NOVEMBER 21

**Sofitel Metropole
Hanoi Hotel**

DECEMBER 11

**Dong Kinh Nghia
Thuc Area**

DECEMBER 15

**Sofitel Metropole
Hanoi Hotel**

CASH SPONSORSHIP PACKAGE



Title	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Contribution amount (VND)	200,000,000	100,000,000	50,000,000	30,000,000	20,000,000
Before the event					
Logo on event artworks (e.g. leaflet, invitation, poster, flyers)	Priority position	2 nd Largest	3 rd Largest	4 th Largest	5 th largest
Brand name mentioned in all correspondence with private and public community leaders	x	x			
Representative at Press Conference at the Sofitel Legend Metropole Hanoi	2	2	2		
Logo on the photo backdrop, banner, and standee of the Press Conference	Priority position	2 nd Largest	3 rd Largest	4 th Largest	5 th largest
Brand name mentioned in all social media networking announcements	x	x	x	x	x
Logo in Thank you advertisements in major newspaper with national circulation before the event	x	x	x	x	x
Mention of the company's name in the press release	x	x			
During event					
Representative to present a mock check on the main stage	1	1	1		
Representative at the ribbon cutting	1	1			
Logo on event artworks (e.g. stage backdrop, standee, poster, banner, welcome gate)	Priority position	2 nd Largest	3 rd Largest	4 th Largest	5 th largest
Advertising booth along the route of IFRC	x	x	x		
Big banner for the corporate team on the running day	x	x	x		
Logo on the back of more than 3,000 official IFRC T-shirts	Priority position	2 nd Largest	3 rd Largest		
After event					
Invitations to the Gratitude Party at Hotel Sofitel Metropole Hanoi	10	5	4	2	
Logo on the banner in the red carpet area of the Gratitude Party at Sofitel Metropole Hotel Hanoi	Priority position	2 nd Largest	3 rd Largest	4 th Largest	5 th large
Visit beneficiaries at hospitals and interviewed by HTV9	x				

SPONSORSHIP PACKAGES



IN-KIND SPONSORSHIP

The value of donation of products or service shall equal to 75% of the sponsorship value.

MEDIA/ EVENT SPONSORSHIP PACKAGE

This package shall include:

- Video clip production before and during events
- Photo taking before and during events
- Event artworks design and installation
- Facebook page administration and promotion
- Website design and management

Benefits: as in-kind sponsorship in accordance with actual value.

PLEASE NOTE



Registration for sponsors is no later than **November 8, 2022**

All sponsors must provide company logos for Marketing material no later than **November 8, 2022**

Please transfer the donations to the following account:

Account name : CUOC CHAY HUU NGHI QUOC TE VI TRE EM

Account No. : 088704060086975 (VND); 088840060003763 (USD)

Bank Name : Vietnam International Commercial Joint Stock Bank (VIB) – Ly Thuong Kiet Branch, Hanoi

With the Content:

Sponsor Name – Run for Children 2022

(Tên Nhà tài trợ – Chạy Vì Trẻ Em 2022)

Donations in cash can be made when pre-registering or at the Information Desk on IFRC Day.

For more information about IFRC, please visit <https://www.facebook.com/hanoirunforchildren2018/>

CONTACT

Should you need further information or clarification, please do not hesitate to contact us:

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THANK YOU

