



**AUSCHAM**

VIETNAM



AUSCHAM BUSINESS  
**AWARDS** **20**  
**23**

**Friday, 15 March 2024**

From 6:30PM

**Hanoi**

Grand Mercure  
Dong Da District

**HCMC**

Sofitel Saigon Plaza  
District 1





# AUSCHAM BUSINESS AWARDS **20 23**

To celebrate stellar members of the AusCham community, the AusCham Business Awards for 2023 (ABA 2023) will be held in Hanoi and HCMC on the 15 March 2024. We will recognize exemplary achievements made in a challenging year with a cozy gala dinner welcoming all members and friends of AusCham.

## Becoming a sponsor of ABA 2023 will allow you the opportunities to:

- Establish your business as an industry leader in our thriving community
- Gain brand recognition through multichannel communication efforts
- Connect with high-level business executives in an amicable setting

As we expect over **200 in-person** participants including prominent leaders and media representatives, the award night will be a memorable event you do not want to miss.





## Sponsorship Opportunities

### 1. EXCLUSIVE – Event Headline Sponsor 120,000,000 VND (approx. \$5,000 USD)

#### Media and Advertising Benefits

- Logo placement in all marketing materials, backdrops, and banners of the event with the most outstanding position
- Logo placement in AusCham's website banner, AusCham's social media, and AusCham's weekly E-Newsletter
- 02 highlighted Ad Banners (1920pxW x 1080pxH) \* in AusCham's weekly E-Newsletter and social media platforms over the 3 weeks preceding the event
- Mentioned in the official press release of the event
- Exclusive interviews with news reporters
- Featured thank-you posts on AusCham's social media channels

#### Gala Dinner Benefits

- 02 Tickets to the Gala Dinner, in either HCMC or Hanoi
- Promotional video (2-minute max) \* to be played before and after the award ceremony
- Featured speech (3-minute max) – with the content mutually agreed by AusCham and the Sponsor
- 01 promotion desk at (double slot) the event venue – either in HCMC or in Hanoi
- 02 standees \* at the event reception area – both in HCMC and Hanoi
- Double-page spread feature in the Program Booklet – placed on each guest table
- Mentioned in the MC Script





## **2. Endorser of Business Awards – 9 slots** **48,000,000 VND (approx. \$2,000 USD each)**

### **The awards open for endorsement are:**

- Leading Small Business (<\$1M USD in annual turnover)
- Leading SME (\$1 – 7M USD in annual turnover)
- Leading Large Business \$7 – 20M USD
- Leading Corporate Organization (>\$20M USD in annual turnover)
- Businesswoman of the Year
- Chris Donnellan Young Businessperson of the Year (U40)
- Outstanding Employee of the Year
- Outstanding Leader of the Year
- ESG Program of the Year

### **Media and Advertising Benefits**

- Logo placement in all marketing materials, backdrops, and banners of the event with the most outstanding position
- Logo placement in AusCham's website banner, AusCham's social media, and AusCham's weekly E-Newsletter
- 01 Ad Banner (1920pxW x 1080pxH) \* in AusCham's weekly E-Newsletter and social media (Facebook, LinkedIn, and Instagram)

### **Gala Dinner Benefits**

- 01 ticket to the Dinner Event in HCMC or Hanoi
- 01 promotion desk at (single slot) the event venue – either in HCMC or in Hanoi
- 01 standee \* at the event reception area – either in HCMC or Hanoi
- 01-page feature in the Program Booklet – placed on each guest table
- Promotional video (1-minute max) to be played before and after the award ceremony
- Mentioned in the MC Script





### 3. Endorser of Peer Voted Awards – 3 slots 24,000,000VND (approx. \$1,000 USD each)

The awards open for endorsement are:

#### **Northern Region** (Hue to the North)

- Best Hospitality Venue Bar or Restaurant
- Best Hotel or Resort
- Best Locally Produced Brand - Product or Marque in a Retail Space

#### **Southern Region** (Da Nang to the South)

- Best Hospitality Venue Bar or Restaurant
- Best Hotel or Resort
- Best Locally Produced Brand - Product or Marque in a Retail Space

#### **Media and Advertising Benefits**

- Logo placement in all marketing materials, backdrops, and banners of the event with the most outstanding position
- Logo placement in AusCham's website banner, AusCham's social media, and AusCham's weekly E-Newsletter
- 01 Ad Banner (1920pxW x 1080pxH) \* in AusCham's weekly E-Newsletter and social media (Facebook, LinkedIn, and Instagram)

#### **Gala Dinner Benefits**

- 01 ticket to the Dinner Event in HCMC or Hanoi
- 01 standee\* at the event reception area – either in HCMC or Hanoi
- Mentioned in the MC Script

\* Designs should be provided by the Sponsors





## Confirmation & Payment

Kindly fill out the following application to join ABA 2023 as a sponsor. Please note that your sponsorship entitlement will be reserved based on your application, pending payment, and subject to the availability of the chosen category.

Payments must be made within 14 days of the application submission to secure the chosen category. There will be No Refunds after payments have been received.

## Sponsorship Application Form

**Preferred Category** (Select one)

### 1. Headline Sponsor (1 slot)

120,000,000 VND (approx. \$5,000 USD)

### 2. Endorser of Business Awards (9 slots)

48,000,000 VND each (approx. \$2,000USD | 1 USD = 24.000 VND)

- Leading Small Business (<\$1M USD in annual turnover)
- Leading SME (\$1 – 7M USD in annual turnover)
- Leading Large Business \$7 – 20M USD
- Leading Corporate Organization (>\$20M USD in annual turnover)
- Businesswoman of the Year
- Chris Donnellan Young Businessperson of the Year (U40)
- Outstanding Employee of the Year
- Outstanding Leader of the Year
- ESG Program of the Year

### 3. Endorser of Peer Voted Awards (6 slots)

24,000,000 VND each (approx. \$1,000USD / 1 USD = 24.000 VND)

- Best Hospitality Venue Bar or restaurant (Northern & Southern Region)
- Best Hotel or Resort (Northern & Southern Region)
- Best Locally Produced Brand - Product or Marque in a Retail Space (Northern & Southern Region)





Company Name	
Telephone	
Contact Person	
Title	
Email	
Mobile	
Payment Method	<input type="checkbox"/> By Credit Card <input type="checkbox"/> In Cash at the AusCham office <input type="checkbox"/> By Bank Transfer
Signature	
Date	

### What's Next?

Please sign and email this confirmation form to [events@auschamvn.org](mailto:events@auschamvn.org)

### For sponsorship inquiries

Ms. Tra Nguyen [events@auschamvn.org](mailto:events@auschamvn.org) or +84 (0) 28 7100 1909