



Indian Business Chamber in Vietnam

Promotional Opportunities

INCHAM Hanoi Indian Business Chamber in Viet Nam (INCHAM Hanoi)

The Indian Business Chamber along with the Indian community is going to celebrate one of the biggest Indian festivals - the 'Festival of Lights' - 'Diwali' in Hanoi.

Over the years, the celebration of this festival has become a permanent fixture in the capital's cultural calendar, growing from strength to strength each year. Last year, more than 1500 distinguished guests from all walks of life including the Government, business, professional, cultural communities and the vibrant expat community attended the festivities. But especially Vietnamese families have started to note this cultural experience as one of a kind. In fact, enquiries on this year's proposed program, from those who have attended this extravaganza earlier, have already begun to pour in.

This year, a grand cultural extravaganza is being organized over a weekend evening, which will feature Indian dances and music, face painting and lucky draws to spice the event. We will be having a special visit of the **Indian Band UDX** to Hanoi to perform at Diwali Night. There will also be smattering of Indian gourmet delicacies and drinks to spoil one's palate.

The details of venue and schedule as follows:

22nd October, 2016

Time: 5.30 PM till late night

Venue: Main stage - Water Park

614 Lac Long Quan, Tay Ho, Hanoi

E-mail: info@inchamhanoi.vn

Tel: 043 7724248/ 0912 849 886

We have had major sponsors like **Tiger, Pepsi, Platinum Cineplex, General Motors, TATA Group, Dalcheeni, Alliance Minerals, Minda Vietnam, R.K. Marble, Phu Ben Tea, Japfa Comfeed, Minda Automotive, 105 Construction, Discovery Diamonds** etc associating with the event in the past.

For you as a sponsor, this is an opportunity to get great exposure for your brands and products amongst the exclusive Vietnamese and the expat community in Hanoi. The event has a foot fall of over 1500 people and at the same time finds extensive coverage in social media, written media and a large number of outlets through Hanoi. The information related to the event and its coverage is also available subsequently in the internet for the entire business community and hence continuous coverage is available throughout the year. It is therefore, a good opportunity to connect with a distinguished audience.

This year too, we look forward to your kind co-operation and sponsorship for making the event a major success and reinforcing its image as a landmark event in the vibrant cultural community in Hanoi. The details for sponsorship are mentioned below in this letter, and we will be happy to meet you at your convenience to discuss further on the same.

We look forward to your support and co-operation in making the festival a grand success. We request for your confirmation on sponsorship by 3rd October 2016 for better arrangement.

Thanking you,

Yours sincerely,



**Rajeev Garg,
Chairman,
Indian Business Chamber in Viet Nam (INCHAM Hanoi)**

**Contact person: Ms. Lan Anh (Office Manager)
Telephone: 043 772 4248
Mobile: 0912 849 886**

SPONSORSHIP DETAILS - MAIN SPONSORSHIPS

Mega Sponsor (US\$10,000) – CASH

Logo on entrance banner at venue with INCHAM logo
Logo on ticket (Confirmation by 3rd October 2016)
Logo on stage backdrop banner, posters
One banner at venue (provided by sponsor)
10 Free invitations
Stage announcement as Mega sponsor
Advertisement projected on LED screen
Space allocation for display of product (if any)

Platinum Sponsor (US\$7000) – CASH

Logo on all advertisement, Posters
6 Free invitations
One banner at venue (provided by sponsor)
Logo on stage backdrop banner
Stage announcement as platinum sponsor
Space allocation at the Venue to display product (if any)

Gold Sponsor (US\$3000) –CASH

Logo on all Advertisement, posters
4 Free Invitations
One Banner at Venue (Provided by sponsor)
Logo on stage Backdrop Banner
Stage announcement as Gold sponsor

Silver Sponsor (US\$1000) CASH

Logo in advertisement and posters
2 free invitations

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