



Dear Members and Oktoberfest Friends,

We are proud to announce the 25<sup>th</sup> anniversary of our *GBA Oktoberfest Vietnam*!

This year, we will celebrate the Oktoberfest in **Ho Chi Minh City** at Hotel Nikko Saigon - Nikko Garden for 03 days, **Thursday through Saturday, 21.09- 23.09.2017**, as the same time as the original Oktoberfest in Munich.

The Oktoberfest in **Hanoi** will be celebrated at the JW Marriott Hotel two weeks later for 03 days, **Thursday through Saturday, 05.10. - 07.10.2017**.

The *GBA Oktoberfest Vietnam 2017* is expected to welcome more than 8,000 guests, representing the local and expat business community. The German Business Association (GBA) and the Delegation of German Industry and Commerce in Vietnam (GIC/AHK) host and celebrate the event under the patronage of the Embassy of the Federal Republic of Germany in Hanoi and the German Consulate General in Ho Chi Minh City.

With our own unique Oktoberfest in Vietnam we create the authentic atmosphere found in the massive beer halls of the original Oktoberfest in Munich, rounded out with savory German cuisine, premium imported German brews and a great party mood with very authentic Bavarian music from our Munich-based Oktoberfest Band.

The *GBA Oktoberfest Vietnam 2017* is a unique opportunity to promote your company or your brand to a broad audience, while you are entertaining your business partners, coworkers and friends in a traditional German setting with an authentic flair of the world's largest beer festival.

The sponsorship options offer a suitable solution for all purposes. For detailed information on the benefits provided through our sponsorship packages, please see below.

We thank you very much for your continuous support.

We are looking forward to welcoming you with a *Prosit* at the *GBA Oktoberfest Vietnam 2017*.

**Marko Walde**

GBA – German Business Association



## OKTOBERFEST HCMC 2017 – SPONSORSHIP PACKAGE

	Diamond	Platinum	Gold	Silver
Normal	VND 350,000,000	VND250,000,000	VND 190,000,000	VND 125,000,000
<b>Early-bird (payment before 31<sup>st</sup> July 2017)</b>	VND 275,000,000	VND 200,000,000	VND 150,000,000	VND 100,000,000
<b>Benefits</b>				
<b>Tickets and Tables</b>				
Complimentary tickets	180 tickets	120 tickets	80 tickets	50 tickets
Premium table location	VVIP	VIP	preferred	normal
Reserved tables with logo display	large	medium	normal	small
Free mugs with company logo	300	200	100	50
<b>Recognition</b>				
Industry exclusivity	yes	no	no	no
Greeting remark at opening ceremony	yes	yes	no	no
<b>Visibility</b>				
Company logo on tickets	yes	yes	yes	yes
Company logo on flyers	yes	yes	yes	yes
Company logo on posters campaign	yes	yes	yes	yes
Company logo on backdrops at the venue	large	medium	normal	small
Company logo on banners at the venue	large	medium	normal	small
Company logo on press conference backdrop	large	medium	normal	small
<b>Media recognition</b>				
Press conference participation	5-minutes speech	3-minute speech	acknowledged by MC	acknowledged by MC
Company logo on GBA Oktoberfest website, GIC and GBA websites	large	medium	normal	small
Company logo on GBA Oktoberfest, GIC and GBA Social Media	large	medium	normal	small
Company logo on magazine ads (AsiaLife)	large	medium	normal	small
Announcements in VN and international media	yes	yes	yes	yes
Company logo on videos posted on youtube	large	medium	normal	small
Company name on press release	yes	yes	yes	yes
Post-event media report	yes	yes	yes	yes
Photo coverage during event	yes	yes	yes	yes
High resolution photos	yes	yes	yes	yes

**The deadline to subscribe for a sponsorship package is the 10<sup>th</sup> August 2017.**

The *Oktoberfest Vietnam 2017* sponsorships are distributed on a “first come first served” basis.

Ticket sales will start later this year and will be announced in a separate mailing. Stay tuned!

**Contact:** If you are interested in sponsoring the *Oktoberfest 2017 in Ho Chi Minh City*, contact Ms. Mai Anh at [oktoberfestsaijon@gba-vietnam.org](mailto:oktoberfestsaijon@gba-vietnam.org) or 0903 720 788.



## OKTOBERFEST HANOI 2017 – SPONSORSHIP PACKAGE

	Diamond	Platinum	Gold	Silver
Normal	VND 280,000,000	VND 220,000,000	VND 150,000,000	VND 115,000,000
<b>Early-bird (payment before 30<sup>th</sup> June 2017)</b>	VND 230,000,000	VND 180,000,000	VND 120,000,000	VND 95,000,000
<b>Benefits</b>				
<b>Tickets and Tables</b>				
Complimentary tickets	150 tickets	100 tickets	75 tickets	40 tickets
Premium table location	1st option	2nd option	3rd option	4th option
Reserved tables with logo display	large	medium	normal	small
Free mugs with company logo	200	150	100	50
<b>Recognition</b>				
Industry exclusivity	yes	no	no	no
Greeting remark at opening ceremony	yes	yes	no	no
<b>Visibility</b>				
Company logo on tickets	yes	yes	yes	yes
Company logo on flyers	yes	yes	yes	yes
Company logo on posters campaign	yes	yes	yes	yes
Company logo on backdrops at the venue	large	medium	normal	small
Company logo on banners at the venue	large	medium	normal	small
Company logo on press conference backdrop	large	medium	normal	small
<b>Media recognition</b>				
Press conference participation	5-minutes speech	3-minute speech	acknowledged by MC	acknowledged by MC
Company logo on GBA Oktoberfest website, GIC and GBA websites	large	medium	normal	small
Company logo on GBA Oktoberfest, GIC and GBA Social Media	large	medium	normal	small
Company logo on magazine ads (AsiaLife)	large	medium	normal	small
Announcements in VN and international media	yes	yes	yes	yes
Company logo on videos posted on youtube	large	medium	normal	small
Company name on press release	yes	yes	yes	yes
Post-event media report	yes	yes	yes	yes
Photo coverage during event	yes	yes	yes	yes
High resolution photos	yes	yes	yes	yes

**The deadline to subscribe for a sponsorship package is the 30<sup>th</sup> July 2017.**

The *Oktoberfest Vietnam 2017* sponsorships are distributed on a “first come first served” basis.

Ticket sales will start later this year and will be announced in a separate mailing. Stay tuned!

**Contact:** If you are interested in sponsoring the Oktoberfest 2017 in Hanoi, contact Ms. Khanh Linh at [oktoberfesthanoi@gba-vietnam.org](mailto:oktoberfesthanoi@gba-vietnam.org) or 0909 883 230.



## OKTOBERFEST VIETNAM 2017 – COMBINED SPONSORSHIP PACKAGE

	Diamond	Platinum	Gold	Silver
Normal	VND 630,000,000	VND 470,000,000	VND 340,000,000	VND 240,000,000
<b>Early-bird (payment before 31<sup>st</sup> July 2017)</b>	VND 505,000,000	VND 380,000,000	VND 270,000,000	VND 195,000,000
<b>Benefits</b>				
<b>Tickets and Tables</b>				
Complimentary tickets	<b>200 tickets HCMC</b> 150 tickets HN	<b>135 tickets HCMC</b> 100 tickets HN	<b>90 tickets HCMC</b> 75 tickets HN	<b>55 tickets HCMC</b> 40 tickets HN
Premium table location	VVIP	VIP	preferred	normal
Reserved tables with logo display	large	medium	normal	small
Free mugs with company logo	<b>330 mugs HCMC</b> 200 mugs HN	<b>220 mugs HCMC</b> 150 mugs HN	<b>110 mugs HCMC</b> 100 mugs HN	<b>55 mugs HCMC</b> 50 mugs HN
<b>Recognition</b>				
Industry exclusivity	yes	no	no	no
Greeting remark at opening ceremony	yes	yes	no	no
<b>Visibility</b>				
Company logo on tickets	yes	yes	yes	yes
Company logo on flyers	yes	yes	yes	yes
Company logo on posters campaign	yes	yes	yes	yes
Company logo on backdrops at the venue	large	medium	normal	small
Company logo on banners at the venue	large	medium	normal	small
Company logo on press conference backdrop	large	medium	normal	small
<b>Media recognition</b>				
Press conference participation	5-minutes speech	3-minute speech	acknowledged by MC	acknowledged by MC
Company logo on GBA Oktoberfest website, GIC and GBA websites	large	medium	normal	small
Company logo on GBA Oktoberfest, GIC and GBA Social Media	large	medium	normal	small
Company logo on magazine ads (AsiaLife)	large	medium	normal	small
Announcements in VN and international media	yes	yes	yes	yes
Company logo on videos posted on youtube	large	medium	normal	small
Company name on press release	yes	yes	yes	yes
Post-event media report	yes	yes	yes	yes
Photo coverage during event	yes	yes	yes	yes
High resolution photos	yes	yes	yes	yes

**The deadline to subscribe for a sponsorship package is the 10<sup>th</sup> August 2017.**

The *Oktoberfest Vietnam 2017* sponsorships are distributed on a “first come first served” basis.

Ticket sales will start later this year and will be announced in a separate mailing. Stay tuned!

**Contact:** If you are interested in sponsoring the *Oktoberfest Vietnam 2017*, contact Ms. Mai Anh at [maianh@gba-vietnam.org](mailto:maianh@gba-vietnam.org) or 0903 720 788.