

HANOI RUN FOR CHILDREN 2009 - SPONSORSHIP OPPORTUNITIES SUMMARY

Sponsorship categories	Platinum	Gold	Silver	Bronze	Team
Sponsorship amount	US\$10,000+	US\$5,000 +	US\$2,500 +	US\$1,000 +	Purchase of 50 + t-shirts
Maximum number of sponsors	2	5	8	Unlimited	Unlimited
Recognition at VIP cocktail with celebrities and beneficiaries					
- Number of VIP invitations	10	6	4	2	2
- Sponsor's logo in the red carpet area backdrop	Largest	Second largest	Third largest	Forth largest	
Recognition in all marketing materials, including:					
- Sponsor's logo on the event's official website	Largest	Second largest	Third largest	Forth largest	
- Sponsor's logo on the posters and promotional flyers	√	√	√		
- All correspondences to private and public community leaders	√	√			
Recognition in all public relations and advertising, including:					
- One representative at the official press conference.	√				
- Sponsor's logo on the backdrop of the official press conference	Largest	Second largest	Third largest	Forth largest	
- Radio and television public service announcements (PSAs)	√	√			
- Sponsor's logo in the advertisements in major newspapers with national circulation before the event	√	√	√	√	
Recognition on site of the event including:					
- One representative to present a mock cheque on the main stage	√	√	√		
- One representative at the ribbon cutting ceremony and tree planting	√	√			
- Sponsor's logo on the backdrop of the main stage	Largest	Second largest	Third largest	Forth largest	
- Sponsor's logo on banners along the route of the run	√	√			
- Photo opportunity with celebrities and beneficiaries	√	√			
Recognition official run t-shirts					
- Sponsor's logo on the back of 7,000 official run t-shirts to be worn by participants	Largest	Second largest	Third largest		
- Special edition of official run t-shirts	50	40	30		
- Sponsor's name on the back of the official run t-shirts which can be purchased for VND 100,000 each. On the day of the event, the t-shirts can be worn by staff or groups of participants from institutions designated by the organizers. Minimum purchase is 50 units.	√	√	√	√	√
Sponsor's logo in the thank-you advertisements in major newspapers with national circulation after the event.	√	√	√	√	



Hà Nội 22.11.09

Notes:

- Deadline for Platinum, Gold, and Silver sponsorship confirmation is October 22, 2009.
- Deadline for Bronze and Team sponsorship confirmation and t-shirt orders is November 6, 2009.