



**AUSCHAM**  
VIETNAM



AUSCHAM BUSINESS  
**AWARDS**

24
25

**SPONSORSHIP PROPOSAL**

This year, the AusCham Business Awards (ABA) is back to celebrate outstanding businesses and individuals of the AusCham community. The award ceremony will be held in Hanoi and HCMC on **17 April, 2025**.

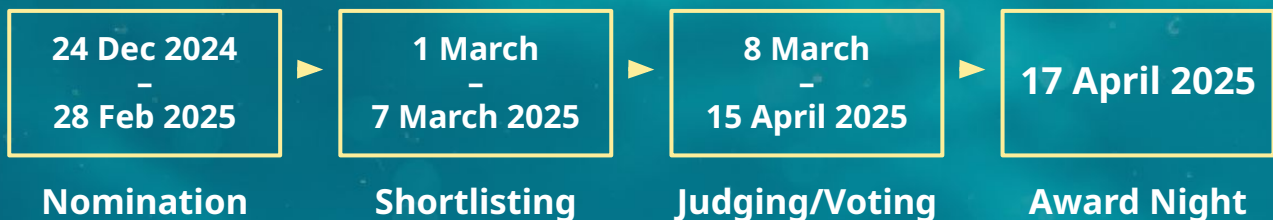
Becoming a sponsor of **ABA 2024-25** will give you the opportunity to:

**Affirm your industry leadership status in our vibrant community**

**Gain brand recognition through multichannel communication efforts**

**Connect with 200+ high-level business executives in-person**

## EVENT TIMELINE



## FROM LAST YEAR



## LIST OF AWARDS

### Business Excellence Awards

1. Leading SMALL Business (<\$1M AUD in annual turnover)
2. Leading MEDIUM Business (<\$1-7M AUD in annual turnover)
3. Leading LARGE Business (<\$7-20M AUD in annual turnover)
4. Leading CORPORATE Business (>\$20M AUD in annual turnover)
5. Leading EDUCATION Provider (*NEW*)
6. Outstanding Businesswoman
7. Outstanding Leader
8. Outstanding Employee
9. Chris Donnellan Young Businessperson of the Year (U40)
10. Impactful ESG Program (*Reserved*)

### Peer-Voted Awards

#### 1 winner for each region – Northern & Southern

11. Best Bar or Restaurant
12. Best Hotel or Resort
13. Best Locally Produced Product
14. Best Place to Work (*NEW*)

## SPONSORSHIP OPPORTUNITIES

### 1. EXCLUSIVE – Event Headline Sponsor 125,000,000 VND (approx. \$5,000 USD)

#### Media and Advertising Benefits

- Logo placement in all marketing materials, backdrops, and banners *with the most outstanding position*;
- Featured description on the event webpage;
- 02 Ad Banners (1920 x 1080 px) in AusCham's weekly e-newsletter;
- 02 Ad Banners (1080 x 1080 px) on AusCham's homepage\*;
- 01 Featured thank-you post on AusCham's social media channels.

*\* To be displayed up to 1 month each.*

#### Gala Dinner Benefits

- 02 Tickets to the Gala Dinner in either HCMC or Hanoi;
- 01 promotional video (2-minute max) to be played at the award ceremony;
- 01 promotion desk at the event venue – either in HCMC or in Hanoi;
- Mentions in the MC Script;
- Featured speech (3-minute max) – with the content mutually agreed by AusCham and the Sponsor.

## SPONSORSHIP OPPORTUNITIES (cont.)

### 2. Award Sponsor

**50,000,000 VND (approx. \$2,000 USD)/award**

#### Media and Advertising Benefits

- Logo placement in all marketing materials, backdrops, and banners ;
- 01 Ad Banners (1920 x 1080 px) in AusCham's weekly e-newsletter;
- 01 Ad Banners (1080 x 1080 px) on AusCham's homepage\*;
- Joined thank-you posts on AusCham's social media channels.

*\* To be displayed up to 1 month.*

#### Gala Dinner Benefits

- 01 Ticket to the Gala Dinner in either HCMC or Hanoi;
- 01 promotional video (30-second max) to be played at the award ceremony;
- 01 promotion desk at the event venue – either in HCMC or in Hanoi;
- Mentions in the MC Script;
- Representative to give out the trophy on stage.

## COMMUNICATION CHANNELS

### Facebook

**11K+ followers**  
**10%+ engagement rate**

### LinkedIn

**7K+ followers**  
**24%+ engagement rate**

### Newsletter

**7K+ subscribers**  
**8%+ open rate**

## JOIN US!

Contact [execdirector@auschamvn.org](mailto:execdirector@auschamvn.org) for further discussion.

*Please note that your sponsorship entitlement will be reserved based on your reservation, pending payment, and subject to the availability of the chosen category.*