



Balade
en FRANCE

LỄ HỘI ẨM THỰC PHÁP 2023

PROPOSAL





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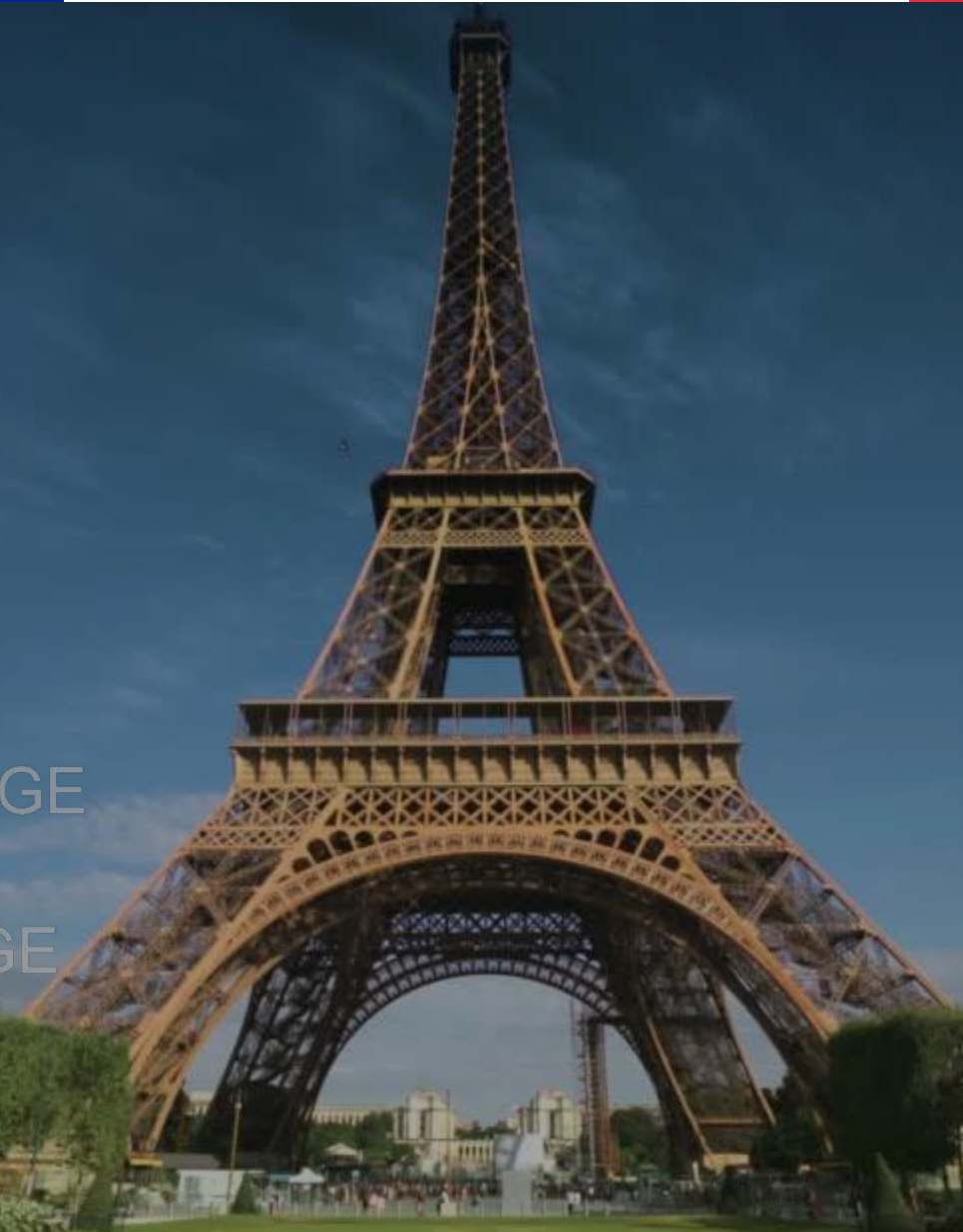
THE CONCEPT

COMMUNICATION

EVENT AGENDA

SPONSORSHIP PACKAGE

PARTNERSHIP PACKAGE



Balade en France – Hanoi 2023



Objective

- **Balade en France** is an **annual event** held in Ho Chi Minh City **since 2009** to promote culture and the French way of life and its food products.
- As following to the successes of 2018 and 2020, **the third edition will be launch at Ha Noi in 2023** to **celebrate 50th anniversary** of **establishment of diplomatic relations between France and Vietnam**.
- Highlight **French regions, food & drinks** and **cultures**.

DATE & VENUE

Date: 14-15-16th April 2023 (TBC)

Venue: Ly Thai To, Old Quarter, Ha Noi

EVENT MECHANIC

Free admission for guests

Sponsorship fee

Partner booth rental fee

Draft Layout





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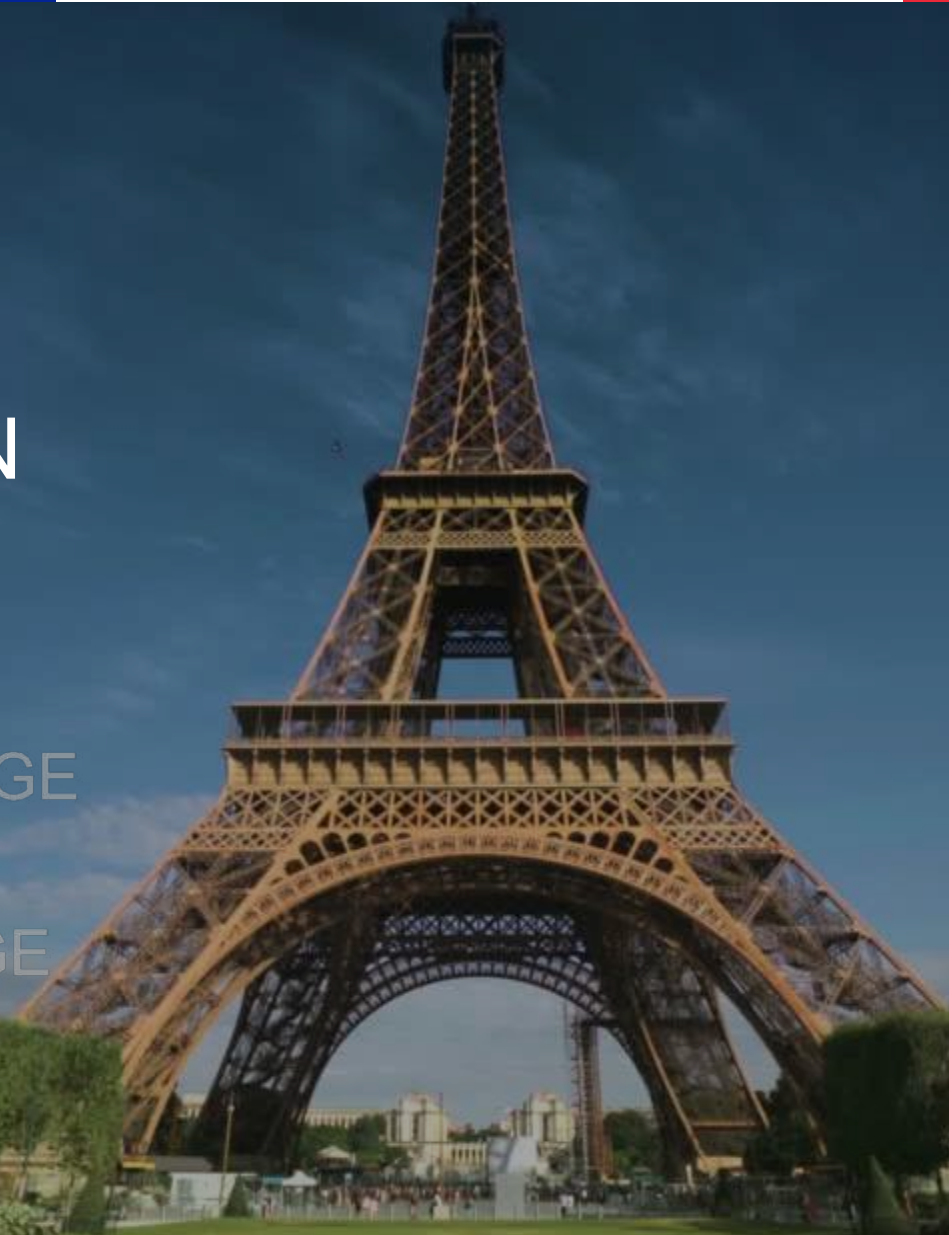
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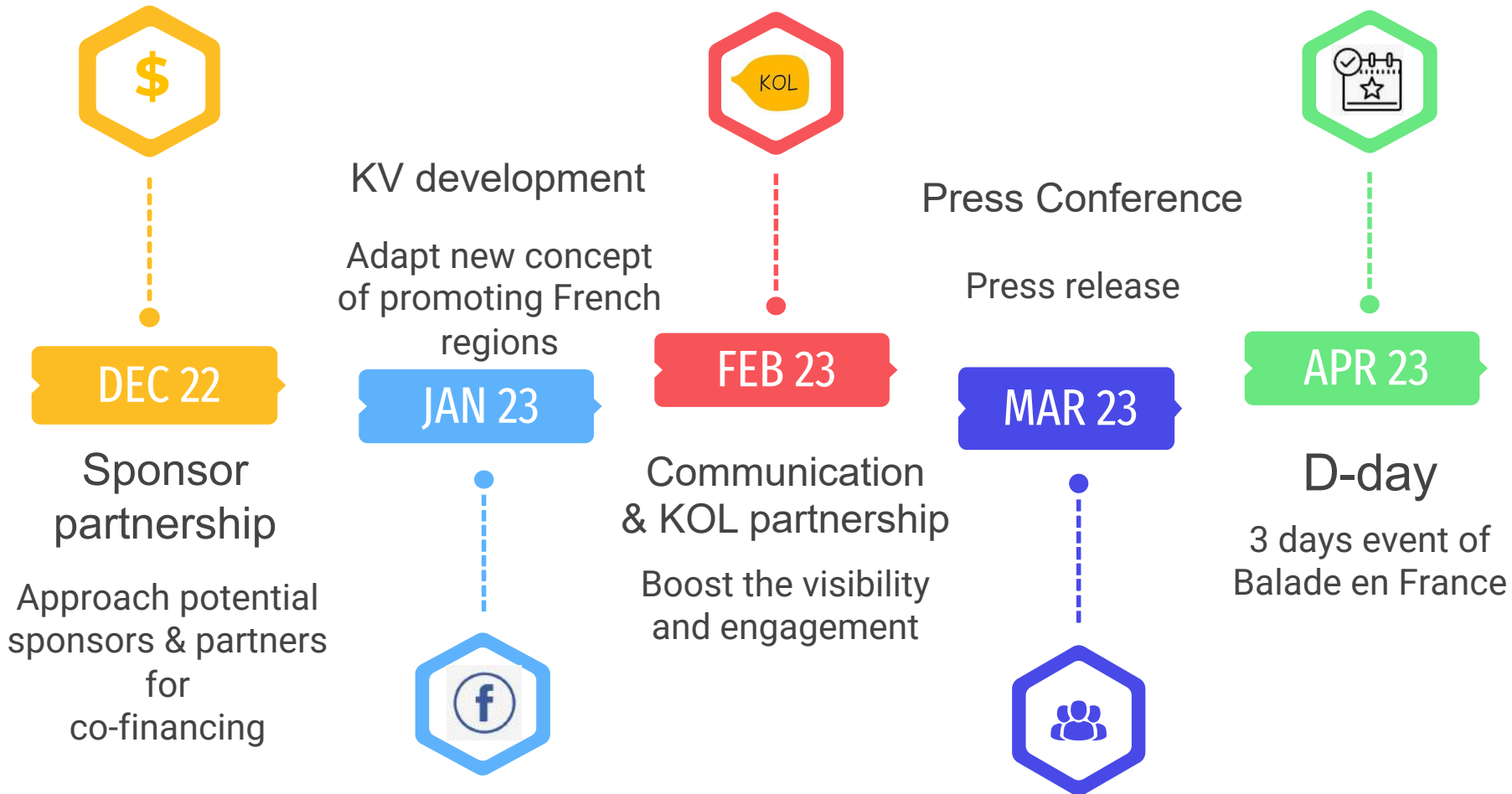
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Strategy Plan



Communication Plan



SOCIAL MEDIA

Promote event through different associations

Ad boosted & Minigame to increase visibility & engagement



KOL PARTNERSHIP

Announce about the event through Fan page & Instagram



PRESS EVENT

Organize 1 press conference and invite journalists then send press release



Prospective KPI

360 Degree of Marketing Communication for

2M+
Indirect
Consumer/Reader
Reaches

1M+
Reaches
via Social Media

100K+
Visitor
for 2.5 days

30+
Clippings
via Online News



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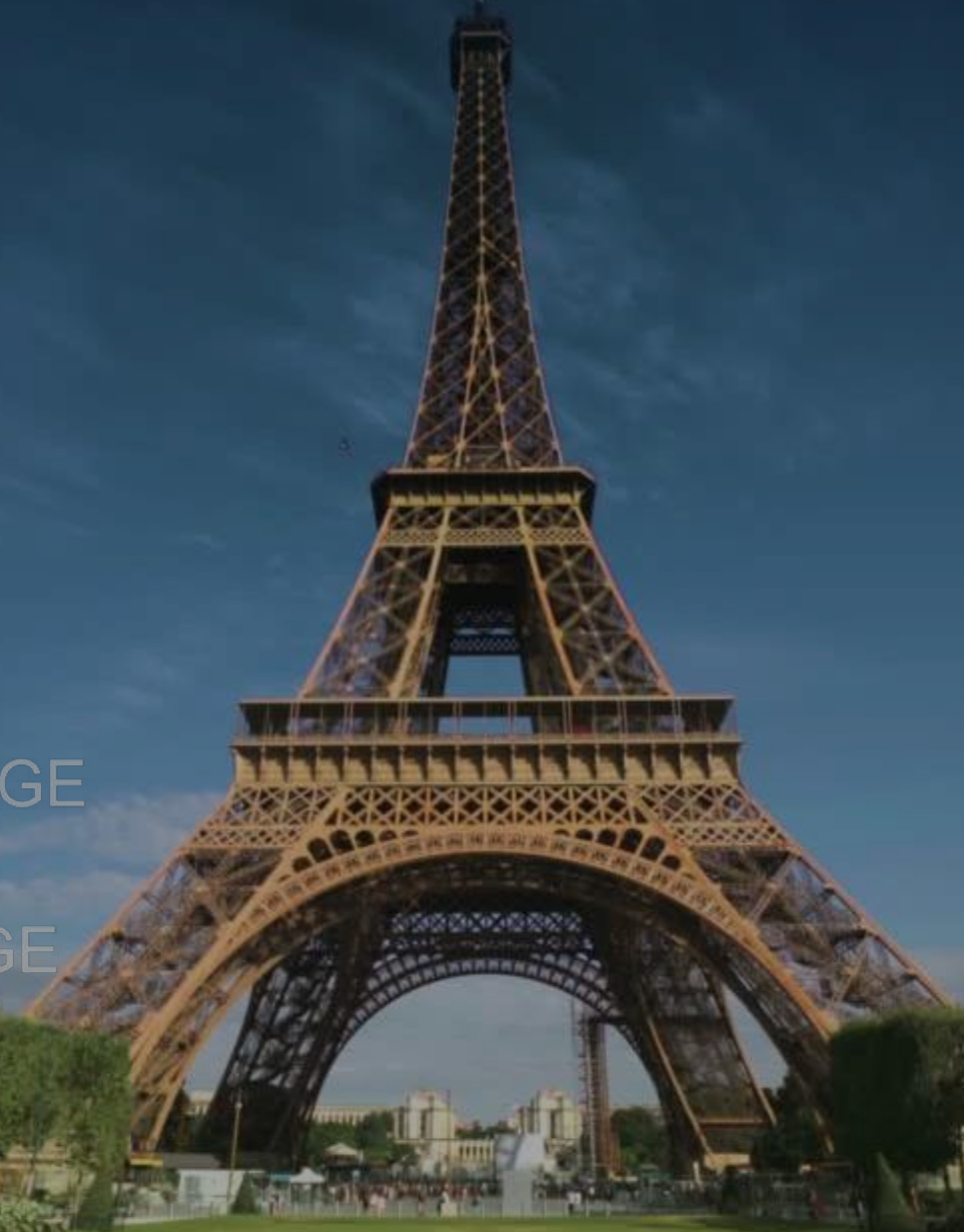
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Program on Stage

Friday 14th April 2023

The Opening Ceremony

- ✓ 17:00 – 17:45 Welcoming, Opening ceremony & speech
- ✓ 18:05 Inauguration banner cutting
- ✓ 18:05 - 20:00 Music show performance and entertainment

Saturday 15th April 2023

- ✓ 10:00 – 19:00: Various music performance and entertainment

Sunday 16th April 2023

- ✓ 10:00 – 17:00: Various music performance, cooking show and entertainments.



Activities Agenda

Date	Time	Stage	Booth	Animation by Organizer
Day 1 14 th April	18:00 – 22:00	<ul style="list-style-type: none"> ✓ Opening Speech & Ceremony ✓ Key Moment ✓ Music Performance 	<ul style="list-style-type: none"> ✓ French Market ✓ Special Promotion 	<ul style="list-style-type: none"> ✓ Game zone ✓ Check-in ✓ Photo booth ✓ Mini-game
Day 2 15 th April	10:00 – 12:00	Golden Hour & Lucky Draw led by MC	<ul style="list-style-type: none"> ✓ French Market ✓ Special Promotion for Golden Hour 	<ul style="list-style-type: none"> ✓ Street art & performance ✓ Game zone ✓ Photo booth ✓ Mini-game
	13:00 – 15:00	Golden Hour led by MC	<ul style="list-style-type: none"> ✓ French Market ✓ Special Promotion for Golden Hour 	<ul style="list-style-type: none"> ✓ Photo booth ✓ Game zone

Activities Agenda

Date	Time	Stage	Booth	Animation by Organizer
Day 2 15 th April	15:00 – 22:00	✓ Music Performance	✓ French Market	<ul style="list-style-type: none"> ✓ Street art & performance ✓ Game zone ✓ Check-in ✓ Photo booth ✓ Mini-game
Day 3 16 th April	10:00 – 12:00	Golden Hour & Lucky Draw led by MC	<ul style="list-style-type: none"> ✓ French Market ✓ Special Promotion for Golden Hour 	<ul style="list-style-type: none"> ✓ Street art & performance ✓ Game zone ✓ Photo booth ✓ Mini-game
	13:00 – 15:00	Golden Hour led by MC	<ul style="list-style-type: none"> ✓ French Market ✓ Special Promotion for Golden Hour 	

Activities Agenda

Date	Time	Stage	Booth	Animation by Organizer
Day 3 16 th April	15:00 – 20:00	✓ Music Performance	✓ French Market	<ul style="list-style-type: none"> ✓ Street art & performance ✓ Game zone ✓ Check-in ✓ Photo booth ✓ Mini-game
	20:00 – 21:00	✓ Closing Ceremony	✓ Closure	✓ Closure



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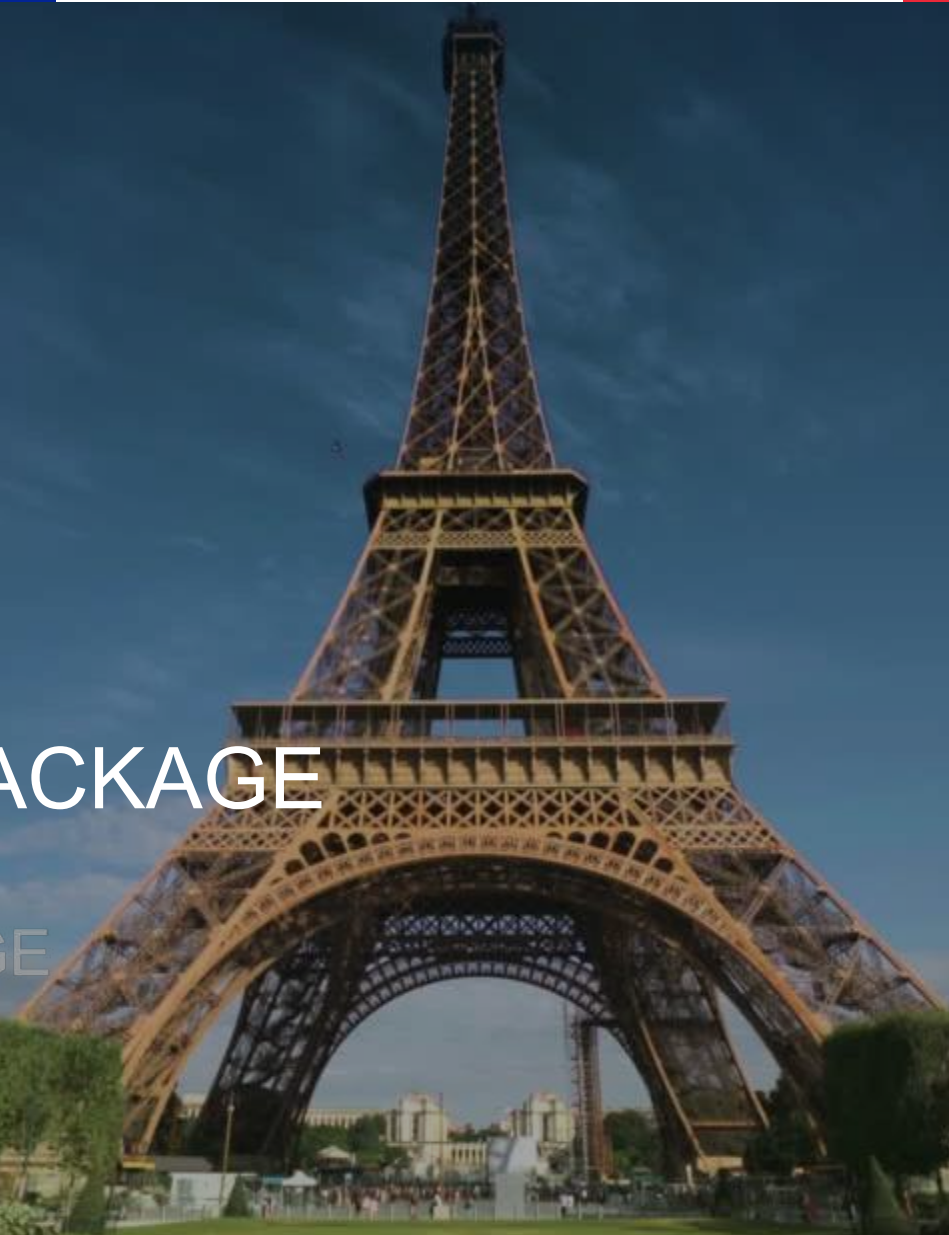
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SPONSOR BENEFITS			DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
AUDIENCE SIZE			400M VND €16K (VAT 10% excluded)	250M VND €10K (VAT 10% excluded)	175M VND €7K (VAT 10% excluded)	125M VND €5K (VAT 10% excluded)	70M VND €2.8K (VAT 10% excluded)
INVITATION	VIP's invitation to the Opening Ceremony (14 th April 2023)		12	8	6	4	2
BOOTH	Special Exhibition at the entry of the Fair	50.000 - 100.000 visitors/day	Y	-	-	-	-
	Number of booths during event	50.000 - 100.000 visitors/day	1 Special booth (customizable) 3mx9mx3mH in the VIP zone	1 Special booth (customizable) 3mx7.5mx3mH in the VIP zone	1 Booth Gold 3mx6mx2.5mH	1 Booth Silver 3mx3mx2.5mH	1 Booth Bronze 3mx3mx2.5mH
	Place of booth on layout		VIPP Zone	VIP Zone	Sponsor's choice (According to availability on the first come, first serve basis)		
VIP BARRIER	Area of logo on the VIP barrier	50.000 - 100.000 visitors/day	2.5m2	2.0m2	1.5m2	1.0m2	0.5m2
PHOTO BOOTH	Special Photobooth in front of the park	50.000 - 100.000 visitors/day	Y	Y	-	-	-
PRINT	Flyers	6000	Large Logo	Medium Logo	Medium Small Logo	Regular Small Logo	Small Logo
	Posters	100	Large Logo	Medium Logo	Small Logo	Small Logo	Small Logo
PRESS	Press Conference		Speech	Presence	Company name	Company name	Company name
	Press Release		Logo 2-3 paragraphs introduction	Logo	Logo	Logo	Logo
	PR online article		2	1	-	-	-
ADVERTISEMENT	Advertisement on LED screen		100	80	35	35	25
	On-site minigame		Y	Y	-	-	-

SPONSOR BENEFITS			DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
			400M VND €16K (VAT 10% excluded)	250M VND €10K (VAT 10% excluded)	175M VND €7K (VAT 10% excluded)	125M VND €5K (VAT 10% excluded)	70M VND €2.8K (VAT 10% excluded)
FACEBOOK (TBC)	Post on Taste France Magazine's Vietnam	16K likes	12	8	6	4	2
	Paid post on Taste France Magazine's page	Reach target Diamond: 300K Platinum: 180K Gold: 150K Silver: 120K Bronze: 80K	6	4	3	2	1
	Minigame on Taste France Magazine's page		5	4	3	2	1
FACEBOOK (TBC)	Post on French Embassy's Facebook page (shared on at least 4 other Facebook pages of French Embassy's other services) mentioning every company	French Embassy: 73.000 followers	2	2	2	2	2
		IFV HN: 76.000 followers					
		Campus France: 51.000 followers					
		France Alumni Vietnam: 12.000 followers					
VIDEO	Event Recap Video		Logo + interview	Logo	Logo	Logo	Logo
FACILITIES SUPPORT	DEPENDS UPON REQUEST	Fridge supply Storage managed within the booth	AVAILABLE FOR ONLY INTERBRAND				

Diamond Sponsor Booth (TBC)



- ✓ Dimension: **3m x 9m x 3m H**
- ✓ Location : **VIP Zone, customized design & built-in booth**
- ✓ 1 triple table, 6 chairs
- ✓ Designed with BEF's theme, customizable to suit the sponsor's requirements
- ✓ Sponsor's logo on signboard.
- ✓ On-site support from Sopexa
- ✓ Electricity and light provided in standard application*

Platinum Sponsor Booth (TBC)



- ✓ Dimension: **3m x 7.5 m x 3m H**
- ✓ Location : **VIP Zone, customized design and built-in booth**
- ✓ 1 triple table, 6 chairs
- ✓ Designed with BEF's theme, customizable to suit the sponsor's requirements
- ✓ Sponsor's logo on signboard.
- ✓ On-site support from Sopexa
- ✓ Electricity and light provided in standard application*

Example of customized design & built-in for Diamond & Platinum



Silver & Gold Sponsor Booth (TBC)



SILVER SPONSOR

- ✓ Dimension: **3m x 3m x 2,5m H**
- ✓ 1 table, 2 chairs
- ✓ Designed with BEF's theme
- ✓ Sponsor's logo on signboard.
- ✓ On-site support from Sopexa team
- ✓ Electricity and light provided in standard application*



GOLD SPONSOR

- ✓ Dimension: **3m x 6m x 2,5m H**
- ✓ 1 double table, 4 chairs
- ✓ Designed with BEF's theme
- ✓ Sponsor's logo on signboard.
- ✓ On-site support from Sopexa team
- ✓ Electricity and light provided in standard application*

Bronze Sponsor Booth (TBC)



- ✓ Dimension: **3m x 3m x 2,5m H**
- ✓ 1 table, 2 chairs
- ✓ Designed with BEF's theme
- ✓ Place of booth on layout: sponsor's choice (according to the availability on a first come, first served basis)
- ✓ Sponsor's logo and name on signboard
- ✓ Onsite support from Sopexa
- ✓ Electricity and light provided in standard application*



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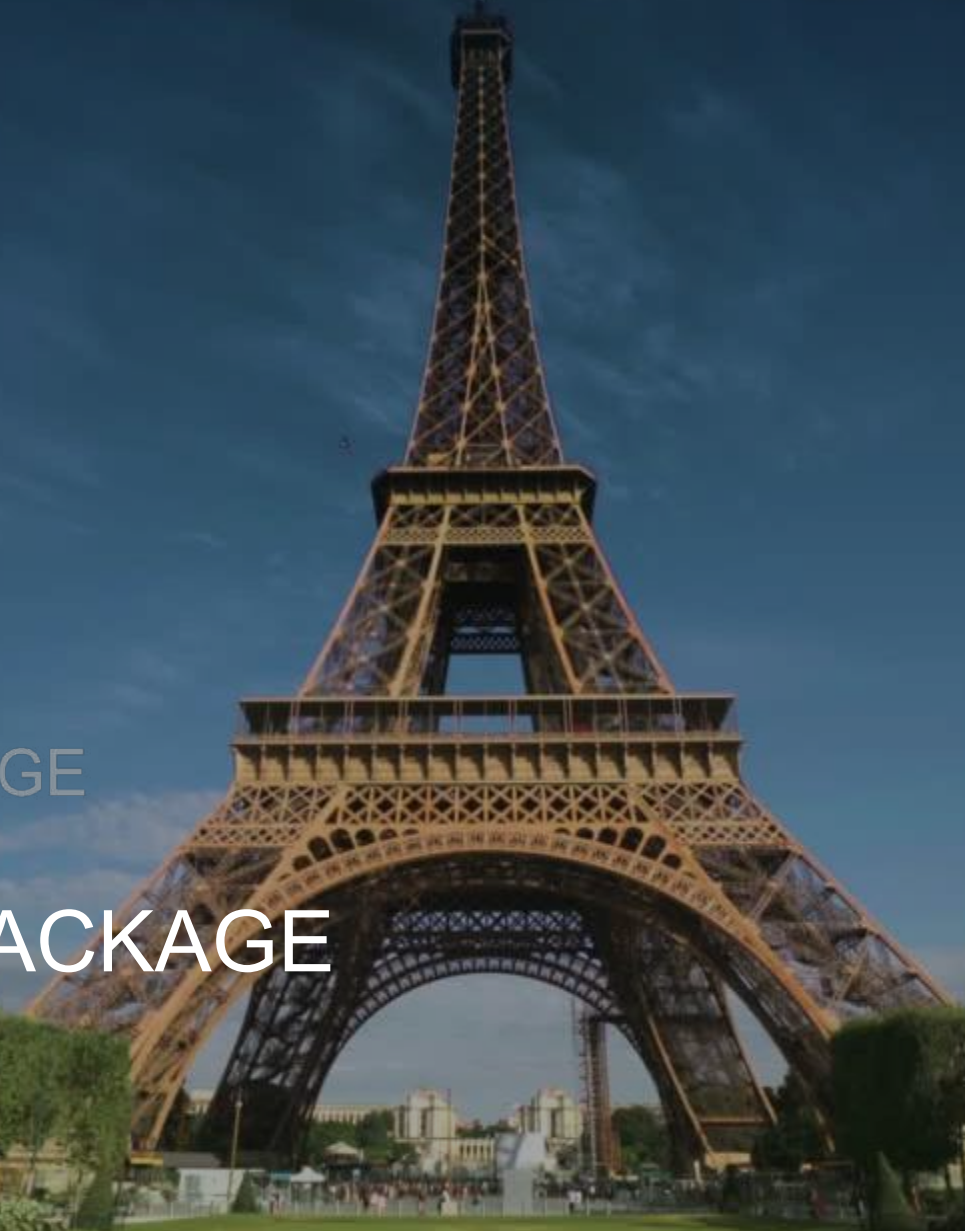
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Partnership – Booth Package

Registration before 17th February 23 :

VND 12.000.000 / 500€ *

Registration after 17th February 23 :

VND 18.000.000 / 700€ *

THE PACKAGE INCLUDES

- ✓ 01 booth (3m x 3m x 2,5mH), 1 table, designed with the theme of the year
- ✓ 2.5 days and standard electricity provided
- ✓ Logo on BEF communication materials
- ✓ On-site support from Sopexa team

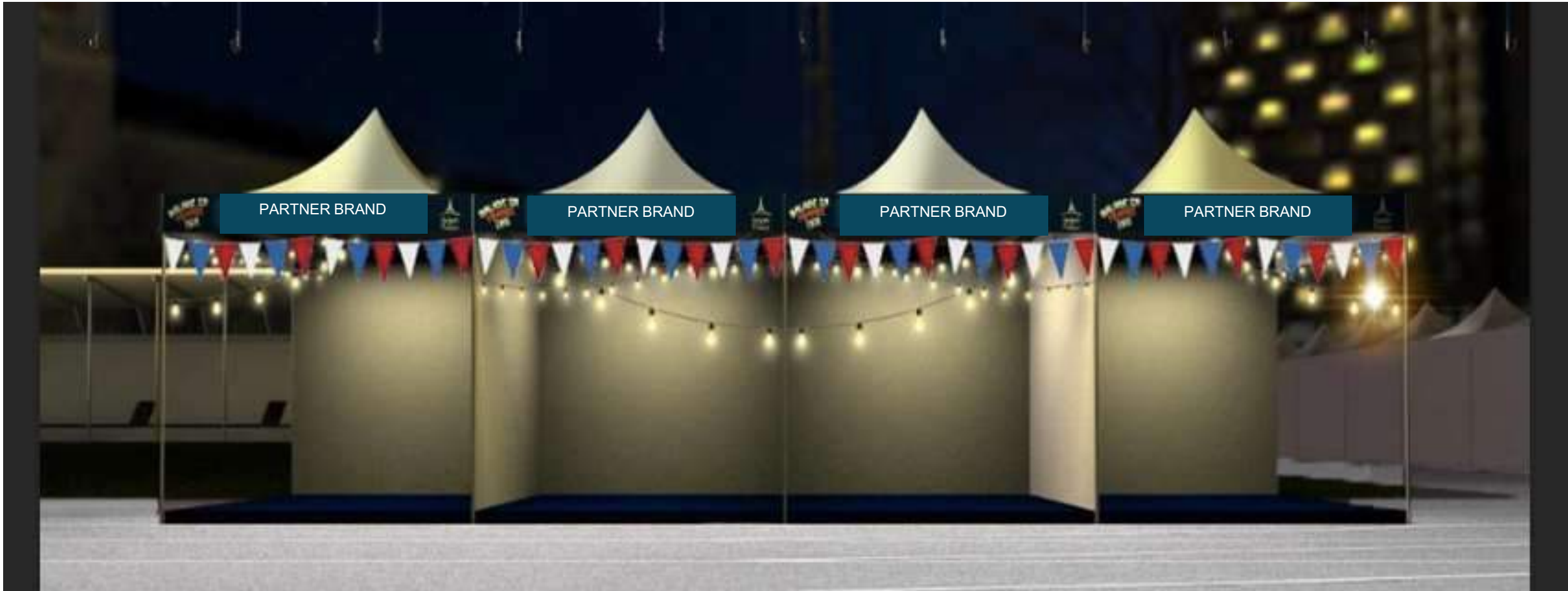
*VAT 10% excluded

Partnership – Advertisement package

✓ Advertising video showed on 2 LED screens (3x4m each) during the event

TIME FRAME		Price per minute (VND/EUR) VAT 10% Excluded
Saturday	10:00-18:00	500,000/ 20
	18:00-19:00	1,000,000/ 40
	19:00-21:00 : concert	-
	21:00-22:00	500,000/ 20
Sunday	10:00-15:00	500,000/ 20
	15:00-18:00	750,000/ 30

Partner Zone Design (TBC)

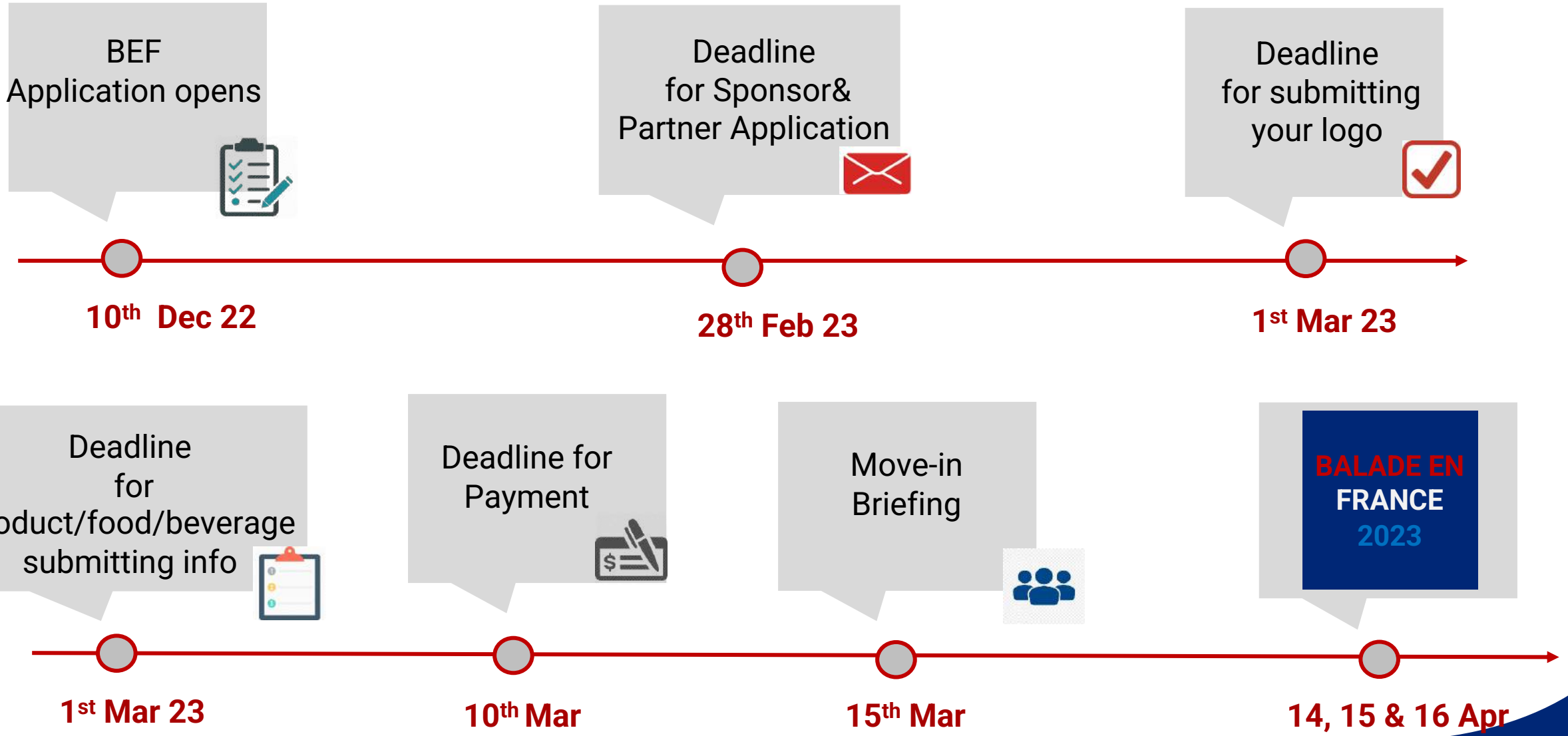


Partner Booth Design (TBC)



- ✓ Dimension: **3m x 3m x 2,5mH/booth**
- ✓ 1 Table
- ✓ Total number of Booth: 40
- ✓ Designed with BEF's theme
- ✓ Place of booth on layout: partner's choice (according to the availability on a first come, first served basis)
- ✓ Partner's logo and name on signboard
- ✓ On-site support from Sopexa
- ✓ Electricity and light provided in standard application*

Application Timeline



Sopexa Vietnam

Anh Minh Tower, 56 Nguyen Dinh Chieu Street, Dakao Ward, District 1, Ho Chi Minh City



Anh NGUYEN

Vietnam Country Manager

anh.nguyen@sopexa.com

DL. +84 (28) 7109 9122

M. +84 932 872 936



Mai VU THI THANH

Project Manager

mvu@sopexa.com

DL. +84 (28) 7109 9122

M. +84 365 247 989



Nhung VU

Project Manager

nvu@sopexa.com

DL. +84 (28) 7109 9122

M. +84 901423586



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