

SPONSOR PROPOSAL



Click on the picture to watch our video TEASER

Note: All our next sponsors will have their logo on it



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ABOUT THE FIRST EDITION

- around 650 participants from 24 countries
Full list [HERE](#)
- 125 orphans sponsored and invited
- around 900 people attending the event (runners, volunteers and crowd)
- 98% of people attending the event are from Ho Chi Minh City or Binh Duong
- 2 international schools joined the School Challenge (La Petite Ecole / Boule et Billes)
- 3 running clubs (VNG / RunClub / PMH)
- 14 teams competing in the Corporation Challenge
- over 40.000.000 VND raised for Que Huong Charity Center
- 13 sponsors and partners
- event covered by local newspapers,
Article [HERE](#), [HERE](#), and [HERE](#)
- Race live-streamed by Binh Duong Phim
Available [HERE](#)



**200 orphans from two orphanages
sponsored and invited in our next edition**

CONCEPT

" Give the opportunity to orphans to RUN !! "

" One registration = sponsoring one orphan "

(provide shoes, socks, drinks, food, T-Shirts and medals to the kids)

General backgrounds about these children

- most of them were abandoned at their youngest age
- they have grown up lacking of self-esteem and confidence
- they rarely got the chance to live their orphanage
- they do not have the luxury to do sports and compete against other children

Why attending a race will make a difference ?

- running will push them far, they will have to fight hard to get rewarded, nothing is granted, it will give them hard working values and the taste of effort.
- accomplishing and finishing the race will give them confidence and a higher opinion about themselves
- real opportunity for them to LEAVE their orphanage and finally do an activity
- real opportunity to meet new kids from different backgrounds and nationalities, cultural exchange
- some of them are trained by our Race Director and join other events in Vietnam, it gives them an objective to reach and a dream to fulfil.

ORGANIZERS

" Athlete-Trotter "



CEO: Dong Dang Hoang:

“ But we can educate the next generation “

Race Director: Chris Devoize:

“ Convey my passion about sports and running to these kids.”

“We are very happy to organize this event and we wish good luck to all participants. We would like to personally thank our sponsors, and volunteers who make this event possible. Our company has 3 objectives:

- Develop sports and running toward Orphans. It is very important for us to have these children involve in our projects. We really want to make a difference and change their life through sports and volunteering. This race belongs to them.**
- Organize running races to boost the running communities around Ho Chi Minh. We know that the running population is growing and demanding in Vietnam, so we want to propose different playgrounds for runners.**
- Awake people’s awareness regarding plastic wastes and recycling. Before the event, we have organized many cleaning activities with the children. We know that we will not change the mindset of elders but we can educate the next generation for the good of our planet.**



EVENT PROGRAM

Sunday, October 20th 2019

6:00 am **Start of 21 km**
10,2 km on road / 10,8 km on trail

7:00 am **Start of 10 km**
4.8 km on road / 5.2 on trail

7:00 - 10:00 am **KONNIT ACTIVITIES**
Obstacles / running / games

8:30 am **Start of 5 km**
800 m on road / 4.2 km on trail

9:15 am **Start of Baby Race**
600 meters from 1 to 5 years old

9:30 am **Start of Kids Race**
2 km from 6 to 14 years old

10:00 am **Closing / Award Ceremony**
*TOP 3 of each category will be rewarded.
10:30 am, end of the event.*

CLEANING PROJECT

Twice a month, we take some children from Que Huong Charity Center to clean the forest and lakes where the runners will compete. We wish to educate the next generation about littering, ecology and recycling.

For this project, we will buy 100 bins and implement them around the lakes. Each bin has its own purpose (plastic, metal can and paper) to encourage people to put their trash into our bins and hopefully recycle. Each week, we have people living nearby the lakes, collecting and emptying our bins.

In order to awake awareness, we hang signs between two trees to push people to recycle.

" It is too late to change the mindset of elders, but not the young and innocent ones "



Example of an Orphan: " running changed my life "

Crippa Yemaneberhan:

Born in Wollo in the north-eastern part of Ethiopia. Yemaneberhan lost his parents in the Eritrean–Ethiopian War and landed in an orphanage in Addis Abeba. He was adopted in 2001 by an Italian couple. Since ?? He won several medals in various age categories, he made his senior debut at the 2016 European Championships in Amsterdam finishing eighth in the 5000 metres. A year later he finished seventh in the 3000 metres at the 2017 European Indoor Championships in Belgrade.



Yemaneberhan Crippa in 2017



" Our event is about sponsoring Vietnamese Orphans so they can run and challenge their limits. We train the TOP 30 from our first edition and take some to other events in Vietnam, we want to raise the next start of Vietnam."

Our official program for other races in Vietnam that we are committed to attend with the kids.

Note: Other races in HCMC can be added to the ones below.

Events Name	Date	Distance	How many kids participate
The Lakes Race	20 October 2019	Baby Race / Kids Race / 5 km	Over 200 kids from Que Huong Charity Center + Go Vap
Techcombank Marathon	End of November / December	Kids Race / 5 km	22 kids + some extra
HCMC Marathon	January	Kids Race / 5 km	22 kids + some extra



CORPORATE CHALLENGE

" a good way to bound colleagues "

" a perfect way for exposure "



ENGAGE YOUR TEAM

Encourage your team to run under the name of your company.
Give them the opportunity to take on the challenge
while promoting your brand.

RULES

One team = 5 people (minimum)
The first 5 runners' time count
Final ranking with all the corporations
CUP + Medals for Top 1,2,3
Results from the first edition [HERE](#)



RACE FEES



CONTEST	REGULAR BIRDS 22/06-20/09/2019	LATE BIRDS 21/09-13/10/2019	DATE OF THE RACE
Baby KONNIT	400.000 VND	500.000 VND	October 20th 2019 9:15 am
Kids	400.000 VND	500.000 VND	October 20th 2019 9:30 am
5 Km	400.000 VND	500.000 VND	October 20th 2019 8:30 am
10 Km	500.000 VND	800.000 VND	October 20th 2019 7:00 am
21 Km	800.000 VND	1.100.000 VND	October 20th 2019 6:00 am

TEAM REGISTRATION

Group	Discount
From 5 to 10 people	5%
From 11 to 20 people	10%
Over 21 people	15%

RACEKIT



Fruit me up Andros



Medal



T-shirt



Personalised BIB
+ Chip Tag
Online Results



Drink & Banana



E-Certificate

SPONSORSHIP PROPOSAL



SPACE FOR EXPOSURE

1) Race Village

Key gathering area to visit vendors, purchase merchandise, receive treatment, socialize and have equipment checked for the race.

The race village is a perfect place for runners to take pictures and save the memories.

Two main BACKDROPS (6m x 3m) are available where participants take pictures.

2) Race Course

Along the route, spaces are available to display branded materials. Audience gather along the track to watch the runners, offering tactical opportunities to create awareness.

3) Program Booklet

Each participant will receive a program booklet with crucial information about the race and a short description about our sponsors. This booklet will offer opportunities for printed brand recognition.

4) Website / Facebook page / news

Our event's website will highlight our sponsors and give our partners the opportunities to expose their brand to all viewers. Besides, the event is covered by local press and Binh Duong Phim.

ATTENDEE

DEMOGRAPHICS

From the first edition:

- 650 participants from 24 countries
 - Around 200 women for 450 men
- Below 16 years old, 206 participants
- From 16 to 29 years old, 113 participants
- From 30 to 39 years old, 205 participants
- From 40 to 49 years old, 96 participants
 - Above 50 years old, 30 participants
- 125 orphans invited
- 95% of participants are from Saigon.
- Around 900 people overall were on the site the day of the event.



" For our second edition, we reasonably think we can double the number of participants. "

RACE PLAN

Year	Distance	Participants targeted
2019	Kids / 10km / 21 km	700 runners
2020	Kids / Baby Race / 5 km / 10 km / 21 km	1000 - 1500 runners
2021	Kids / Baby Race / 5 km / 10 km / 21 km / 42 km	2000 - 2500 runners
2022	Kids / Baby Race / 5 km / 10 km / 21 km / 42 km	3000 ++ runners



Media
sponsorship



Financial
sponsors



In-Kind
sponsors



Venue
sponsorship

TITLE SPONSOR

50.000.000 VND

📍 1 available

- The (Company's Name) Lakes Race
- Possibility to have a slogan next to ours
- "Run for Orphans" = "Run with (Company's Name)"
-
- Discuss terms and conditions with the Race Director





Media
sponsorship



Financial
sponsors



In-Kind
sponsors



Venue
sponsorship

" POWERED BY " SPONSOR

30.000.000 VND

👤 1 available

- Logo and Name next to our Logo (Powered By) on all our contents
- Logo permanently on our video (TOP of the screen)
- Name on all the finisher's medals
- 1 exhibition stand (5 squares metres)
- Logo on our T-Shirts, front (5cm x 6cm)
- 3 Logos on the BackDrop Stage (Award ceremony)
- Logo on the main gate of the event
- Logo on start/finish gate
- Logo on the main page of our website (2000 visit / week)
- 1 exclusive page on our booklet to present your company
- 15 exclusive sign boards along the race + Race Village
- Logo on all flyers and banners printed
- Vouchers or Booklet in the RACEKIT
- 1 post Facebook / month
- Logo on every Facebook's post
- 2 teams invitation (10 people)



Media sponsorship



Financial sponsors



In-Kind sponsors



Venue sponsorship

GOLD SPONSOR

10 available

20.000.000 VND

- Logo on each Cup and Trophy (TOP 3 of Each Category)
- Logo permanently on our video (BOTTOM of the screen)
- Logo on the Start/Finish gate
- 1 exhibition stand (3 squares metres)
- Logo on our T-Shirts, back (4cm x 5cm)
- Logo on the main page of our website (2000 visit / week)
- 6 lines on our race booklets that each runner receive to present your company
- 10 exclusive sign boards along the race + Race Village
- Logo printed on all flyers
- Vouchers or Booklet in the RACEKIT
- 1 Facebook post / month
- 1 teams invitation (5 people)





Media sponsorship



Financial sponsors



In-Kind sponsors



Venue sponsorship

SILVER SPONSOR

📍 20 available

10.000.000 VND

- Logo at the end of the video
- 3 lines on our race booklets that each runner receive to present your company
- Logo on the Start/Finish Gate
- Logo on our T-Shirts, back (2cm x 3cm)
- Logo on the main page of our website (2000 visit / week)
- 5 exclusive sign boards along the race + Race Village
- Vouchers or Booklet in the RACEKIT
- 1 Facebook post
- 3 invitations





Media
sponsorship



Financial
sponsors



In-Kind
sponsors



Venue
sponsorship

BRONZE SPONSOR

📍 50 available

5.000.000 VND

- Logo on the main page of our website (2000 visit / week)
- Logo on our Race Booklet (last page)
- 2 exclusive sign boards along the race + Race Village
- Vouchers or Booklet in the RACEKIT
- 1 Facebook post
- 2 invitations



Contact

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