

# SPONSOR PROPOSAL

The Lakes Race, Vol 3  
*coming up, on 11/10/2020*



# Click on the picture to watch our video TEASER



## Important notes:

- this video will be officially released on 01/05/2020, this is when we start selling tickets. It is going to be our Video TEASER to warm up the event. Last year, on Youtube + Facebook, the video has been viewed over **120 000 times**.
- to have their logo on it, sponsors must sign contracts with us **before 01/05/2020 (more time due to COVID 19)**
- We edit this video only once a year, so if sponsors sign a contract after 01/05/2020, they will have to wait another year to have their logo on this video.

# TABLES OF CONTENT



- Introduction
- About the two previous editions
  - Our concept
  - Our charity part
- Corporate Challenge
  - Schedule
- Race fees / Distances
- Sponsoring Packages
  - Organizers
  - Contact

# INTRODUCTION

In the first edition 125 orphans have been invited to join the event and 162 orphans have been invited to join in the second edition. The money from Sponsors and Runners helped the Organisers to buy a pair of shoes, socks, T-Shirts, Medals and Chip Tag BIB to each orphan.

They were able to compete against kids from International Schools (La Petite Ecole, Saint Ange, Marguerite Duras, Boule et Billes, The University of Economics and Finance (UEF) and The National University of Vietnam). These orphans were, for the majority, abandoned at the earliest age, resulting of a terrible lack of confidence and profound traumatise.

This event is an opportunity for them to gain confidence, explore new lands and challenge themselves.

" Running allows them to dream bigger, bring confidence and get a better self-esteem. "

#No\_Child\_Is\_Limited

**TOGETHER, WE MAKE ORPHANS RUN !!**  
**THIS RACE WILL ALWAYS BE ABOUT ORPHANS**

# Some Data about the first two editions

- First edition on 07/04/2019 => **125 orphans** invited + **523 runners registered**
- Second edition on 20/10/2019 => **162 orphans** invited + **1313 runners registered**
- Third Edition on 11/10/2020 => **200 orphans** invited + ????? (Over **2000 runners** expected, we will not exceed **2500 runners** for safety reasons)

Note: These numbers do not include parents, volunteers and supporters who are present on site during the race (**around 400 - 600 people**).

Conclusion: in 5 months we almost triple our number of participants, we are getting **BIGGER and HOTTER**

Companies can sponsor us for **CHARITY, ECOLOGY, BRANDING or SALES purposes**. Our event has become popular enough to attract runners from Saigon and the provinces around (we are a local event, our runners live around Saigon).

Check our previous results **HERE**

Check our previous participant lists **HERE**

## Some Data from 20/10/2019

	21km	10km	5km	Kids Under 14	Kids Under 11	Baby	TOTAL
Registered	285	398	420	88	193	91	1475
Run	247	324	318	72	167	78	1206

The following numbers are based on the Registered numbers not the people who actually ran on the day of the event

	21km	10km	5km	Kids Under 14	Kids Under 11	Baby	TOTAL
Woman	60	140	225	36	77	42	580
Men	225	258	195	52	116	49	895

	All distances		All distances
Kids 1-5	91	Foreigners	433
Kids 5-10	193	Vietnamese	1042
Kids 11-14	88		
Adult 12-29	592	Students	642
Adult 30-39	351	Non Students	833
Adult 40-49	77		
Adult over 50	19	Orphans	162
		Non orphans	1313



**200 orphans from five orphanages will be invited in our THIRD EDITION**

# CONCEPT

"How do we give it back to the community"

" 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 leave their orphanage
- they do not have the luxury to do sports and compete against other children.

## Why attending our 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.
- 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
- The "Elites" are trained by our Race Director and join other events in Vietnam, it gives them an objective to hang on and a dream to accomplish.



**" Create a project in the long term to raise the next new Vietnamese stars. "**

# WE ARE MORE THAN JUST A RUNNING EVENT !

## 1) Training Program for our Elite Orphans

HOT HOT HOT

Our program was on VTV 3, did you **watch us** ?



Around 8 to 10 kids are weekly training by our Race Director in order to develop their running abilities and confidence.

The ultimate objective is to have some of them joining the National Team or get a scholarship to study in the U.S (Athlete Trotter has been sending athletes to the states for the last 3 years)

The Lakes Race occurs once a year and invite many orphans on that day, but we keep the work along the year and sign up our Elite Orphans to other events across Vietnam.

**READ MORE and CHECK OUR SCHEDULE**

# WE ARE MORE THAN JUST A RUNNING EVENT !

## 1) Training Program for our Elite Orphans

CHECK OUT OUR MINIVAN !!



We are travelling with our Elite Orphans  
across Viet Nam. Da Lat, Can Tho and  
hopefully Sapa will be our races destination  
for these kids !!

**GET YOUR LOGO ON THIS MINIVAN  
SPONSOR THEM**

# WE ARE MORE THAN JUST A RUNNING EVENT !

## 2) We register them in other races in Vietnam

These 8 - 10 kids from Que Huong are trained in order to join other races. This year, we already joined Vietseeds UpRace Event and Revive Marathon. Some kids are strong and can run 5km under 30 minutes. Our dream is to help these kids become professional runners, so if they want (later in their life) they can make a living through running, we want to give them options in their life.

## 3) Cleaning Projects

These 8 - 10 kids have to realize how lucky they are to be part of this program. Each week over 200 orphans see these few kids leaving their orphanage to have some fun outside. We teach them how to respect and protect their environment in Ho Da (where The Lakes Race occurs). Every Sunday after their training, we take one hour to clean the forest and awake awareness to locals and students. This area is very beautiful but needs protection as it has become a landfill due to locals and students trashing their own land. We are working with the local government to keep this place clean. We educate the next generation.

***FULL VIDEO HERE***



# Example of an Italian 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.



*" Our event is about sponsoring Vietnamese Orphans so they can run and challenge their limits. We train the TOP 8 - 10 from our first edition and take some to other events in Vietnam, we want to raise the next start of Vietnam."*

# 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.

### BENEFITS FOR COMPANIES

- get your #(company name) props to save the memories with your colleagues
- get your logo on your BIB (do not forget to send us your LOGO)
- get your logo on the Team backdrop for more pictures

### RULES

One team = 5 people (minimum)  
The first 5 runners' time count  
Final ranking with all the corporations

TEAM Results from the 10km last year **HERE**

# EVENT PROGRAM (1/2)

Friday, October 9th 2020

10:00 am - 9:00 pm      **RaceKit Collection**  
*Location to be confirmed*



Saturday, October 10th 2020

8 :00 am- 9:00 pm      **RaceKit Collection**  
*At the Race Village Ho Da*



Sunday, October 11th 2020

5:00 am      **OPENING**  
*Welcome the first runners*

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6:30 am      **Start 15 km**

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7:00 am      **Start 10 km**

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7:30 am      **Start 5 km**

"Together we make run orphans"

# EVENT PROGRAM (2/2)

Sunday, October 11th 2020

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7:30 - 10:30 am **Konit Enduro Serie Games**  
*Obstacles race - balance bikes race*

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8:45 am **AWARD CEREMONY**  
*Sponsors introduction*  
*TOP 3 Male and Female 15km - 10km - 5km*

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9:30 am **Start Kids 2.5 km**  
*Under 15 years old*

---

10:00 am **Start Kids 1.6 km**  
*Under 10 years old*

---

10:20 am **Start Baby Race 600m**  
*Under 5 years old*

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10:40 am **Award - Closing Ceremony**  
*Sponsors Introduction + Volunteers Certificates*  
*Top 3 Boys*  
*Girls Kids 2.5km - Kids 1.6km - Baby Race*

"Together we make run orphans"



Powered by  
Andros **ANDROS**

# RACE KIT



**VOUCHER / DISCOUNT  
FROM SPONSORS**



**RUNNER'S T-SHIRT**



**MEDAL**



**FRUIT ME UP  
+ JAM ANDROS**



**PERSONALISED BIB + CHIP  
TAG - ONLINE RESULTS**



**ENERGETIC BARS  
(FOR KIDS ONLY)**



**CHOCOLATE BUN FROM  
LE PAIN DORÉ**



**E-CERTIFICATE**



**RUNNER'S BAG**



**POCARI DRINK**



# RACE FEES



## CONTEST

**Baby (600m)**  
Under 5 years old

**Kids 1.6 km**  
Under 11 years old

**Kids 2.5 km**  
Under 15 years old

**5 Km**

**10 Km**

**15 Km**

## REGULAR BIRDS

07/05-01/09/2020

**450.000 VND**

**450.000 VND**

**450.000 VND**

**500.000 VND**

**600.000 VND**

**800.000 VND**

## LATE BIRDS

01/09-25/09/2020

**600.000 VND**

**600.000 VND**

**600.000 VND**

**700.000 VND**

**800.000 VND**

**1.000.000 VND**

## DATE OF THE RACE

**October 11th 2020**  
10:20 am

**October 11th 2020**  
10:00 am

**October 11th 2020**  
9:30 am

**October 11th 2020**  
7:30 am

**October 11th 2020**  
7:00 am

**October 11th 2020**  
6:30 am

# 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) E-RaceBook

5 days before the Racec Day, we will share our E-RaceBook to all participants on their emails and on our Facebook page.

We want to be as green as possible, so all vouchers will be online available to runners in this E-RaceBook.

## 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 last year we were on TV, [WATCH US HERE](#)

## SPONSORSHIP OPPORTUNITIES



Media  
sponsorship



Financial  
sponsors



In-Kind  
sponsors



Venue  
sponsorship

# TITLE SPONSOR

100.000.000 VND

No VAT included

 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

LAST YEAR EXAMPLE



# TITLE SPONSOR

- Logo always attached to our logo on all contents
- Logo at the beginning of the video, plus on TOP permanently
- Logo on Winner Award Price
- Logo on the Finisher Ruban
- Promotion Code sent by email to participants after they register to the race
- Logo on all runners photos (around 3000 to 4000 photos)
- Logo on our Minivan
- Logo on the volunteer / staff T-Shirts (back only)
- Logo on all the finisher's medals (BACK)
- 1 exhibition booth (3 squares metres) = Race Village
- Logo on the Runners T-Shirts, front and back
- Logo on Runners' BIB
- Race Report with Runner's location (by district)
- 2 Logos on the BackDrop Stage (Award ceremony)
- 4 Logos on the main gate of the event (start/finish)
- Logo on the main page of our website (2000 visit / week)
- 1 exclusive page on our E-RaceBook to introduce your company
- 20 exclusive sign boards along the race + Race Village
- Logo on all flyers and promotion banners printed
- 1 post Facebook / month
- Logo on every Facebook's post
- 3 teams invitation (15 people)
- 20% off on employee's registrations or children's employees

# SPONSORSHIP OPPORTUNITIES



Media  
sponsorship



Financial  
sponsors



In-Kind  
sponsors



Venue  
sponsorship

## "POWERED BY" SPONSOR

50.000.000 VND

No VAT included

📍 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 (3 squares metres)
- logo on the minivan
- Logo on our T-Shirts, front and back
- 1 BIG Logo on the BackDrop Stage (Award ceremony)
- 2 Logos on the main gate of the event (start/finish)
- Logo on AWARD PRICES
- Logo on Runners' BIB
- Logo on the main page of our website (2000 visit / week)
- 1 exclusive page on our E-RaceBook to introduce your company
- 15 exclusive sign boards along the race + Race Village
- Logo on all flyers and banners printed
- 1 post Facebook / month
- Logo on every Facebook's post
- 2 teams invitation (10 people)

# SPONSORSHIP OPPORTUNITIES



Media  
sponsorship



Financial  
sponsors



In-Kind  
sponsors



Venue  
sponsorship

## GOLD SPONSOR

30.000.000 VND

No VAT included

📍 10 available

- Logo on each Cup and Trophy (TOP 3 of Each Category)
- Logo permanently on our video (BOTTOM of the screen)
- 2 Logos on the Start/Finish gate
- Logo printed on Runners' BIB
- Logo on our Minivan
- 1 exhibition stand (3 squares metres)
- Logo on our T-Shirts, back (4cm x 5cm)
- 1 Logo on the Backdrop Stage
- 1 #(Name Of Company) Prop
- Logo on the main page of our website (2000 visit / week)
- 10 lines on our E-RaceBook to introduce your company
- 12 exclusive sign boards along the race + Race Village
- Logo printed on all flyers
- 1 Facebook post / month
- 1 teams invitation (5 people)

20% O



children's

# SPONSORSHIP OPPORTUNITIES



Media  
sponsorship



Financial  
sponsors



In-Kind  
sponsors



Venue  
sponsorship

## SILVER SPONSOR

15.000.000 VND

No VAT included

📍 20 available

- Logo at the end of the video
- 6 lines on our E-Race Book to introduce your company
- Logo on the Start/Finish Gate
- Logo on our T-Shirts, back (2cm x 3cm)
- 1 booth on the Race Village (3m x 3m)
- Logo on our minivan
- 1 Logo on the Backdrop Stage
- 1 #(Name Of Company) Prop
- Logo on the main page of our website (2000 visit / week)
- 8 exclusive sign boards along the race + Race Village
- 3 invitations
- 20% off on employee's registrations or children's employees
- 1 Facebook post



# SPONSORSHIP OPPORTUNITIES



Media  
sponsorship



Financial  
sponsors



In-Kind  
sponsors



Venue  
sponsorship

## BRONZE SPONSOR

7.000.000 VND

No VAT included

📍 50 available

- Logo at the end of the video
- Logo on the main page of our website (2000 visit / week)
- Logo on the backdrop stage
- Logo on our minivan
- 4 exclusive sign boards along the race + Race Village
- 3 lines on the E-RaceBook to introduce your company
- 1 Facebook post
- 1 #(Name Of Company) Prop
- 1 booth on the Race Village (3m x 3m)
- 2 invitations
- 20% off on employee's registrations or children's employees



# 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.**

# Contact

Race director:

Chris Devoize



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athlete-trotter.com

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Event Coordinator

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***" Together we make run orphans "***

**Official website:** [www.thelakesrace.com](http://www.thelakesrace.com)

**Facebook Page:** <https://www.facebook.com/thelakesrace>