



# SPONSORSHIP PROPOSAL

## Mottainai Stuff Exchange Festival 2013



Youth Union – VietNam National University  
Media & Communication Club  
SPONSORSHIP PROPOSAL



# SPONSORSHIP PROPOSAL

## PROGRAM: ‘MOTTAINAI STUFF EXCHANGE FESTIVAL’

### TABLE OF CONTENTS

|   |    |
|---|----|
| <i>Opening letter</i> .....                       | 2  |
| <i>Program introduction</i> .....                 | 3  |
| 1. <i>Purposes</i> .....                          | 3  |
| 2. <i>Attendants</i> .....                        | 4  |
| 3. <i>Participation rules</i> .....               | 4  |
| <i>Why sponsor?</i> .....                         | 5  |
| 1. <i>Sponsorship packages</i> .....              | 6  |
| 2. <i>Sponsorship methods</i> .....               | 6  |
| 3. <i>Sponsorship rights and titles</i> .....     | 7  |
| <i>Organizing plan</i> .....                      | 9  |
| 1. <i>Execution plan</i> .....                    | 10 |
| 2. <i>Communication plan</i> .....                | 11 |
| 3. <i>Program details</i> .....                   | 13 |
| <i>About Media &amp; Communication Club</i> ..... | 15 |
| <i>Contact</i> .....                              | 16 |



## OPENING LETTER

Dear sir/madam,

First of all, Media and Communication Club MCC – University of Economics and Business – Vietnam National University would like to give you respectful salutation. May you always be lucky and successful!

“*Mottainai Old Stuff Exchange Program*” is an annual event in community activity series of MCC Club and VNU Youth Union. The program’s aim is promoting economical spirit, enhancing awareness of environment protecting among the society; granting opportunities for young people to open new sky to the world, motivating mutual solidarity.

Continuing the success of “*Mottainai Old Stuff Exchange 2012*”, “*Mottainai Old Stuff Exchange 2013*” under patronage of VNU Youth Union is taken place on 18<sup>th</sup> May 2013 in Indochina Plaza Mall Central with large scale and intriguing contents, supposed to attract over 10,000 students and residents living and studying in Ha Noi City. Sponsoring the program, your organization will be granted invaluable opportunities to promote branding; expand potential networking and access to young talented human resources.

In favour of program’s pragmatic purposes, Organizing Committee is looking forward to receiving your attention and cooperation. Your companion will enormously contribute and support program to run more smoothly.

Sincere thanks and wish you all the best.

Yours faithfully,

**Nguyen Hai Minh**  
**VNU Youth Secretary**



## PROGRAM INTRODUCTION

*“Mottainai” is an interjection in ancient Japanese which was used with many meanings, such as “inconvenient” or “so sorry”. “Mottainai” was also claimed when people witness something (like food, time, human resources,...) are wasted while it’s still useful.”*

Derived from Japan, ***Mottainai Stuff Exchange Festival*** provides invaluable opportunities for people to exchange old beneficial stuffs with each other. Simultaneously, after program, both collected money and redundant items will be donated for charity organizations, volunteer clubs, and social welfares, which would facilitate charity activities, motivate mutual solidarity spirit, and enhance community volunteer activities.

In 2012, Media and Communication Club MCC cooperate with ENACTUS UEB Team and English Club EC under patronage of VNU Youth Union, held successfully *“Mottainai Stuff Exchange VNU 2012”* with impressive numbers:

- Over 1,000 attendants
- 2000 clothes, 1720 books, 710 souvenirs, 520 facilities, 450 gadgets along with donated money from auctioning EPRC T-shirts and posters donated to Bac Giang Association of Fellow-countrymen.
- Attendance of well-known singer Đinh Mạnh Ninh and Sign – in band

To spread Mottainai’s spirit wider to the community in Hanoi, Media and Communication Club (MCC) continues to organize *“Mottainai Stuff Exchange VNU 2013”* Festival with the vision target to students and residents in Cau Giay area and Hanoi City at large.

### PURPOSE

- Raising social awareness about saving and protecting environment through exchanging stuffs that are probably useless to one person but still valuable to others and learning how to do recycle hand-made stuffs.
- Enhancing mutual society spirit by donating all of collected money and exchange items from the program.



## ATTENDANTS

- ✓ Vietnam National University Students
- ✓ Students living and studying in Hanoi City
- ✓ Club, Association, Group members
- ✓ Residents of Cau Giay District and other areas in Hanoi
- ✓ Expected Attendants: 10.000 people, where is:
  - 3000 VNU Students
  - 3000 students from other university in Cau Giay area
  - 2000 students from other university in Hanoi City
  - 2000 residents from Cau Giay District
  - 1000 residents from other districts

## PARTICIPATION RULES

- ✓ Bring your unused stuffs directly to exchange locations which are set up by Organizing Committee to receive exchange vouchers used in the program.
- ✓ These vouchers are the virtual money that called V-cent ranged from 1 V-cent, 5 V-cent, 10 V-cent, 50 V-cent, 100 V-cent to 200 V-cent, whereas 1 V-cent is equivalent to 1,000VND.
- ✓ These vouchers include Organizing Committee's seal and expire at 16:30 18<sup>th</sup> May 2013.
- ✓ On event day, voucher owners can choose stuffs freely from 5 booths: Books, souvenirs, facilities, clothes, and gadgets whose prices are listed. In case one don't have enough V-cent to exchange stuffs, one have to add real extra money at Organizing Committee's tables.



## WHY SPONSOR?

Mottainai is known as a community environment event which has strong impacts on citizens' awareness of environment pollution, especially students living and studying in Hanoi City. The program's ultimate goal is to encourage people to spare and share ideas of saving. Continuing the success of Mottainai 2012, Mottainai 2013 with elaborate investment in all aspects promises to bring unforgettable memories to attendants. It is our honour to announce that Mottainai 2013 will be taken place in Indochina Plaza promising to widespread meaningful messages to Hanoi Community.

As Mottainai is a **longlasting, meaningful** and **pervasive** event, sponsoring “*Mottainai Stuff Exchange VNU 2013*” offers your organization:

- extensive marketing opportunities and **wide exposure** during the entire period of the event
- access to more than **10,000 influential and engaged attendants**;
- to **connect with young talented human resources**;
- have the **exceptional opportunity to contact and build relationships** with those partners and sponsors of the program.

Packages have been developed to maximize exposure and activities for all sponsors and it would be our honour if any of them suits your required benefits and budget.

All packages include:

- promotional and branding opportunities
- networking opportunities
- marketing opportunities



## SPONSORSHIP PACKAGES

Your Organization would be recognized as Sponsor if accepting following packages:

| PACKAGES        | PROVISION                                |
|-----------------|--|
| Diamond Sponsor | Maximum budget: 60.000.000 VND           |
| Golden Sponsor  | Maximum budget: 50.000.000 VND (At least |
| Silver Sponsor  | Maximum budget: 30.000.000 VND (At least |
| Copper Sponsor  | Maximum budget: 15.000.000 VND           |

## SPONSORSHIP METHODS

- ✓ Financing in **Cash**, depending on financial ability of the sponsor.
- ✓ Financing with **Objects** attached Organization's Logo for attendants taking part in Games
- ✓ Advanced rights based on cash value.

In case of your Organization funds in the form of objects, the value is converted by 30% of that subject.

## SPONSORSHIP RIGHTS AND TITLES



| RIGHT LEVEL              | SPECIFIC RIGHTS   | DIMOND SPONSOR | GOLD SPONSOR           | SILVER SPONSOR                                 | COPPER SPONSOR                                 |
|--------------------------|---|----------------|------------------------|--|--|
| <b>THROUGH THE MEDIA</b> | Being presented in ES RADIO (UEB – VNU)   | ✓              | ✓                      | ✓  | ✓  |
|                          | Appearing on the articles about the event, on the website of the units participating organizations and supporting Information | ✓              | ✓                      |  |  |
|                          | Interview with The Sponsor in any article   | ✓              |                        |  |  |
|                          | Sponsor’s Logo will be appeared in band roll, poster, banner...   | Centre Area    | On the top left corner | On the top left corner (2 <sup>nd</sup> place) | On the top left corner (3 <sup>rd</sup> place) |
|                          | Sponsor’s Logo, link website will be presented in Mott’s website, Mottainai and MCC fan page...                               | 6 months       | 3 months               | 2 months                                       | 1 months                                       |
|                          | Logo will be appeared in leaflets and invitation  | ✓              | ✓                      | ✓  | ✓  |
|                          | Set up Booth for introduce and advertise products   | ✓              | ✓                      | ✓  | ✓  |
|                          | Selling Booths  | ✓              | ✓                      | ✓  |  |





|                                     |  |        |        |   |   |
|-------------------------------------|--|--------|--------|---|---|
| <b>PROMOTION</b>                    | Logo appears on stage backdrop   | ✓      | ✓      | ✓ | ✓ |
|                                     | Play a video about Company   | 5 mins | 3 mins |   |   |
|                                     | Being introduced in the program  | ✓      | ✓      | ✓ | ✓ |
|                                     | Deliver a speech   | 5 mins | 3 mins |   |   |
|                                     | Receive Certification  | ✓      | ✓      | ✓ | ✓ |
|                                     | Receive gifts from Organizer   | ✓      | ✓      | ✓ |   |
|                                     | Receive flowers from Organizer and deeply thanks at the end of the program | ✓      | ✓      | ✓ | ✓ |
| <b>ADVANTAGES AFTER THE PROGRAM</b> | Received VNU’s information and invitation of future programmes             | ✓      | ✓      |   |   |
|                                     | Facilitate information update for your promotion campaign and recruitment  | ✓      | ✓      |   |   |
|                                     | Received the written report about information and process of event.        | ✓      | ✓      |   |   |
|                                     | Access to personal information of club members and participants            | ✓      | ✓      |   |   |



In addition to the benefits mentioned above, the Donor is allowed to recommend some other benefits that are suitable with your conditions. We would like to support your business if under our abilities and conditions.

## ORGANIZING PLAN

**Administration and execution unit:** Media Communication Club (University of Economic and Business – Vietnam National University of Hanoi)

**Prestige sponsor:** Youth Union (University of Economic and Business – Vietnam National University of Hanoi)

### I. EXECUTION PLAN

| TIME        | CONTENT   |
|-------------|---|
| 1/4 – 20/4  | <ul style="list-style-type: none"> <li>• Contacting medium (such as newspapers, magazines, Vietnam Television, etc.) to propagate the program</li> <li>• Setting up guest list</li> <li>• Completing the stage layout, the stores and exchanged old stuff layout</li> <li>• Completing the program profile and contacting sponsors</li> </ul> |
| 15/4 – 18/5 | <ul style="list-style-type: none"> <li>• Running the communication plan</li> </ul>  |
| 24/4 – 17/5 | <ul style="list-style-type: none"> <li>• Collecting old stuffs at set-up places</li> <li>• Checking exchanged stuffs and conversion into proper virtual money V-cent, listing the exact prices</li> </ul>   |



|                   |  |
|-------------------|--|
| <b>10/5</b>       | <ul style="list-style-type: none"> <li>• Relevant Mini event</li> </ul>  |
| <b>18/5</b>       | <ul style="list-style-type: none"> <li>• Running the official program</li> </ul>   |
| <b>After 18/5</b> | <ul style="list-style-type: none"> <li>• Donating all the money and stuffs from the program to charity organizations</li> <li>• Uploading pictures, posts about the program through communication medium</li> <li>• Sending detail report to the sponsors</li> </ul> |

**II. COMMUNICATION PLAN:**

| OBJECTS                              |                             | OFFLINE   |   | ONLINE  |  |
|--------------------------------------|-----------------------------|---|---|---|--|
|                                      |                             | PLACE   | FORM  | PLACE   | FORM   |
| <b>Students in Cau Giay District</b> | Vietnam National University | <ul style="list-style-type: none"> <li>- Vietnam - Australia Campus (University of Economics and Business - UEB)</li> <li>- Campus of French Faculty (University of Languages and International Studies - ULIS)</li> <li>- University of Engineering and Technology -UET</li> <li>- International School</li> <li>- IS</li> <li>- Law School</li> </ul> | <ul style="list-style-type: none"> <li>- 250 poster stuck on information boards of Youth Union and Student Association</li> <li>- 50 Band roll hung on campuses</li> <li>- 3000 leaflets</li> <li>- Introducing the program on the radio of campuses</li> <li>- 350 invitation sent to representatives of Unions, Associations and Clubs of universities in VNU.</li> </ul> | <ul style="list-style-type: none"> <li>-<b>Website of VNU:</b><br/><i>www.vnu.edu.vn</i></li> <li>-<b>Website of UEB:</b><br/><a href="http://www.ueb.vnu.edu.vn">www.ueb.vnu.edu.vn</a></li> <li>-<b>Website of ULIS:</b><br/><i>www.ulis.vnu.edu.vn</i></li> <li>-<b>Website of UET :</b><br/><i>www.coltech.vnu.edu.vn</i></li> <li>-<b>Website Law School:</b><br/><i>law.vnu.edu.vn</i></li> <li>-<b>Website of MCC Club:</b><br/><i>mccueb.com</i></li> </ul> | <ul style="list-style-type: none"> <li>- Set banners;</li> <li>- Post introduction, accompany in and after program (at least 4 posts)</li> </ul> |



|  |   |   |   |   |  |
|--|---|---|---|---|--|
|  |   | <ul style="list-style-type: none"> <li>- Dorm of ULIS</li> </ul>  |   |   |  |
|  | <p>Other Universities in the district</p> | <ul style="list-style-type: none"> <li>- Hanoi National University of Education</li> <li>- Vietnam Commercial University</li> <li>- Academy of Journalism and Communication</li> <li>- Foreign Trade University</li> <li>- FPT University</li> <li>- Electric Power University</li> </ul> | <ul style="list-style-type: none"> <li>- 50 poster stuck on message boards of universities in Cau Giay Province</li> <li>- 200 invitations sent to representatives of Unions, Associations and Clubs of universities in Cau Giay Province</li> <li>- 4000 leaflets handed out in universities and public areas (such as bus stops, parks, English centers, etc.)</li> </ul> | <ul style="list-style-type: none"> <li><b>-Website of Vietnam Commercial University:</b><br/><a href="http://www.vcu.edu.vn">www.vcu.edu.vn</a></li> <li><b>-Website of Foreign Trade University:</b><br/><a href="http://www.ftu.edu.vn">www.ftu.edu.vn</a></li> <li><b>-Website of FPT University:</b><br/><a href="http://www.fpt.edu.vn">www.fpt.edu.vn</a></li> <li><b>-Website of Academy of Journalism and Communication:</b><br/><a href="http://ajc.edu.vn">ajc.edu.vn</a></li> <li><b>-Website of Hanoi National University of Education:</b><br/><a href="http://www.hnue.edu.vn">www.hnue.edu.vn</a></li> </ul> | <ul style="list-style-type: none"> <li>- Introducing the program on official forum of Universities in Hanoi;</li> <li>- Upload pictures and information about program on communication sponsors' websites</li> </ul> |



|                       |   |  |   |  |   |
|-----------------------|---|--|---|--|---|
| <b>Media sponsors</b> | Newspapers, Magazines, Televisions, radio, etc. |  |   | - Website of media sponsors<br>- Radio of Mobiphone and Vinaphone. | Posting pictures and information of the program   |
| <b>Other objects</b>  | IPH   | Indochina Plaza Hanoi (241 Xuan Thuy Street, Cau Giay Province, Hanoi Capital) | - 1 mini event ‘exchanging with celebrities’<br>- 5 Bandroll + 20 poster hung on IPH building | - <b>Website of IPH:</b><br><i>www.indochinaplazahanoi.com</i>     | Posting pictures and information of the program on forums, websites, and social network, etc. |
|                       | Residents of Cau Giay Province                  | - Information boards of - Civil Groups Sides of main streets                   | - 30 bandroll + 50 poster<br>- Introducing the program on radios of wards                     |  |   |

### III. PROGRAM DETAILS

| TIME                | ACTIVITIES | DETAIL CONTENT   |
|---------------------|------------|--|
| <b>I. Beginning</b> |            |  |
| 08:00 – 08:30       | Music      | <ul style="list-style-type: none"> <li>Show clips to introduce administration, the sponsor, information about Mottainai...</li> <li>Opening music</li> </ul> |



|  |   |   |
|--|---|---|
| 08:30 – 09:00                            | Introducing program   | <ul style="list-style-type: none"><li>• Introducing the main content, administration, the sponsor</li><li>• Give the certificate to the sponsor</li><li>• Starting speech from representative of the administration</li></ul> |
| <b>II. Main activities</b>               |   |   |
| 09:00 – 09:30                            | Music   | <ul style="list-style-type: none"><li>• Music from invited singers</li></ul>  |
| 09:30 – 14:00                            | Music   | <ul style="list-style-type: none"><li>• Street music</li></ul>  |
| 14:15 – 14:30                            | Gameshow  | <ul style="list-style-type: none"><li>• Games for the audience</li></ul>  |
| 14:30 - 15:00                            | Student music   | <ul style="list-style-type: none"><li>• Time for students singing, dancing or doing magic on stage</li></ul>  |
| 15:00 – 15:30                            | Paper Fashion Show  | <ul style="list-style-type: none"><li>• Fashion Show with clothes made from paper</li></ul>   |
| 15:30 – 16:00                            | Lucky draw  | <ul style="list-style-type: none"><li>• Lucky draw presents from sponsors and organization units</li></ul>  |
| 16:00 – 16:30                            | Real shopping time  | <ul style="list-style-type: none"><li>• Time for activities in store areas</li></ul>  |
| <b>III. Conclusion and close program</b> |   |   |
| 16:30                                    | <ul style="list-style-type: none"><li>- Conclusion</li><li>- Announce public to close the program</li></ul> | <ul style="list-style-type: none"><li>• Conclude the sum of stuffs exchange all day equivalent to the sum of money saving for the social</li><li>• Thanks for the sponsors and other helping organization</li></ul>           |



## ABOUT MEDIA & COMMUNICATION CLUB

**Slogan:** *The art of connection*

**Establish date:** 29/8/2009

**Email:** [mcc.ueb.vnu@gmail.com](mailto:mcc.ueb.vnu@gmail.com)

**Website:** <http://www.mccueb.com/>  
<http://esradio.org>

**Facebook:** <http://www.facebook.com/MCC.UEB>

### 1. *Official media and communication channel of UEB students*

Through media and communication channels (such as ES Radio, official website [mccueb.com](http://mccueb.com), special issues, etc.) and events , we provide information, transmit messages to students, and enrich their mental lives.

### 2. *Students' connection*

By creating and organizing various activities, MCC is supposed to connect and build up young generation of united, enthusiastic, and active students.

### 3. *Active, enthusiasts, and professional human resources*

### 4. *Some of successful events that MCC organized:*

- ✓ Seminar ‘Writing CV and job interview skills 2011’,
- ✓ ‘Mottainai exchanging old stuffs 2012’,
- ✓ ‘Winter Volunteer’ in Yen Bai with 100 million VND donated



## **CONTACT INFORMATION**

We would like to sincerely thank to Company! We hope to get cooperation from you to make the programme success.

Be pleased to reply back after 03 days of receiving te invitation and funding profile. If not get a response of the firms, we will proactively contact you in person.

If Company is interested in the programme, please contact one of these following addresses:

### **PROGRAM ORGANIZING COMMITTEE**

#### **1. NGUYEN THI THAO LY**

##### **PRESIDENT OF MEDIA COMMUNITY CLUB**

Phone: 0987 397 236

Email: nguyenthaoly93@gmail.com

#### **2. NGUYEN NGOC ANH**

##### **VICE PRESIDENT AND HEAD OF EXTERNAL AFFAIR DEPARMENT**

Phone: 0913 316 699

Email: ngocanhnguyen154@gmail.com