

October 8, 2009

**OPEN LETTER**

Re: Hanoi Run for Children 2009



*Cuộc chạy vì trẻ em*

*Run for Children*

*La course pour les enfants*

**Hà Nội 22.11.09**

Dear friends,

The Embassy of Canada, the Vietnam-Canada Friendship Association, the Hanoi Union of Friendship Organizations (HAUFO) and other Vietnamese partners have been organizing the Terry Fox Run for Cancer Research in Hanoi since 2000. Over the past nine years, the event has hosted more than 37,800 participants and generated more than VND 2.2 billion. During the 2008 edition, the event attracted more than 7,000 participants and raised over VND 500 million.

This year, the organizers have decided to increase the number of beneficiaries and have teamed up with the Canadian Chamber of Commerce in Vietnam to expand the scope and visibility of the event, now called the Hanoi Run for Children. This year's event will be held on Sunday, November 22, 2009 at Thien Quang Lake. We expect significant media coverage both in the lead up to the event and on the Run day.

All event proceeds will be used to fund programs for sick children from poor families at the Hanoi Heart Hospital, the National Hospital of Pediatrics and Heart Beat Vietnam. Please find attached the new and improved sponsorship program for your review and consideration.

We thank you for your support and look forward to having the members of your organization join us for a great outdoor community activity and good cause for sick children in Hanoi.

Yours very truly,

Embassy of Canada

Deanna L. Horton, Ambassador of Canada

Hanoi Union of Friendship Organizations

Nữ Thị Hải, Vice-Chairperson

Canadian Chamber of Commerce in Vietnam

Alexandre Legendre, Vice President

Vietnam - Canada Friendship Association

Nguyễn Thị Thu Giang, Secretary General





**HANOI RUN FOR CHILDREN 2009 (HRC)  
NOVEMBER 22, 2009  
SPONSORSHIP OPPORTUNITIES**

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**PLATINUM – USD 10,000 – (TWO SLOTS)**

***Recognition at VIP cocktail with celebrities and beneficiaries***

- 10 VIP invitations;
- Sponsor's logo in the red carpet area backdrop (largest print).

***Recognition in all marketing materials, including:***

- Sponsor's logo on the official HRC website (largest print);
- Sponsor's logo on the posters and promotional flyers;
- All correspondence to private and public community leaders.

***Recognition in all public relations and advertising, including:***

- One representative at the official press conference;
- Sponsor's logo on the backdrop of the official press conference (largest print);
- Radio and television public service announcements (PSAs);
- Sponsor's logo in the advertisements in major newspapers with national circulation before the event.

***Recognition on site of the event including:***

- One representative to present a mock cheque on the main stage;
- One representative at the ribbon cutting ceremony and tree planting;
- Sponsor's logo on the backdrop of the main stage (largest print);
- Sponsor's logo on banners along the route of the event;
- Photo opportunity with celebrities and beneficiaries.

***Recognition on official HRC t-shirts***

- Sponsor's logo on the back of 7,000 official HRC t-shirts to be worn by participants (largest print);
- 50 units of special edition of official HRC t-shirts;
- Sponsor's name on the back of the official HRC t-shirts which can be purchased for VND 100,000 each. On the day of the event, the t-shirts can be worn by staff or groups of participants from institutions designated by the organizers. Minimum purchase is 50 units.

***Recognition in the thank-you advertisements***

- Sponsor's logo on the thank-you advertisements in major newspapers with national circulation after the event.



## **GOLD – USD 5,000 – (FIVE SLOTS)**

### ***Recognition at VIP cocktail with celebrities and beneficiaries***

- 6 VIP invitations;
- Sponsor's logo in the red carpet area backdrop (second largest print).

### ***Recognition in all marketing materials, including:***

- Sponsor's logo on the official HRC website (second largest print);
- Sponsor's logo on the posters and promotional flyers;
- All correspondences to private and public community leaders.

### ***Recognition in all public relations and advertising, including:***

- Sponsor's logo on the backdrop of the official press conference (second largest print)
- Radio and television public service announcements (PSAs)
- Sponsor's logo in the advertisements in major newspapers with national circulation before the event

### ***Recognition on site of the event including:***

- One representative to present a mock cheque on the main stage
- One representative at the ribbon cutting and tree planting ceremony
- Sponsor's logo on the backdrop of the main stage (second largest print)
- Sponsor's logo on banners along the route of the run
- Photo opportunity with celebrities and beneficiaries

### ***Recognition on official HRC t-shirts***

- Sponsor's logo on the back of 7,000 official HRC t-shirts to be worn by participants (second largest print);
- 40 units of special edition of official HRC t-shirts;
- Sponsor's name on the back of the official HRC t-shirts which can be purchased for VND 100,000 each. On the day of the event, the t-shirts can be worn by staff or groups of participants from institutions designated by the organizers. Minimum purchase is 50 units.

### ***Recognition in the thank-you advertisements***

- Sponsor's logo on the thank-you advertisements in major newspapers with national circulation after the event.



**SILVER – USD 2,500 – (EIGHT SLOTS)**

***Recognition at VIP cocktail with celebrities and beneficiaries***

- 4 VIP invitations;
- Sponsor's logo in the red carpet area backdrop (third largest print).

***Recognition in all marketing materials, including:***

- Sponsor's logo on the official HRC website (third largest print)
- Sponsor's logo on the posters and promotional flyers.

***Recognition in all public relations and advertising, including:***

- Sponsor's logo on the backdrop of the official press conference (third largest print);
- Sponsor's logo in the advertisements in major newspapers with national circulation before the event.

***Recognition on site of the event including:***

- One representative to present a mock cheque on the main stage;
- Sponsor's logo on the backdrop of the main stage (third largest print).

***Recognition on official run t-shirts***

- Sponsor's logo on the back of 7,000 official HRC t-shirts to be worn by participants (third largest print);
- 30 units of special edition of official HRC t-shirts;
- Sponsor's name on the back of the official HRC t-shirts that can be purchased for VND 100,000 each. On the day of the event, the t-shirts can be worn by staff or groups of participants designated by the organizers. Minimum purchase is 50 units.

***Recognition in the thank-you advertisements***

- Sponsor's logo on the thank-you advertisements in major newspapers with national circulation after the event.



**BRONZE – USD 1,000 – (UNLIMITED)**

***Recognition at VIP cocktail with celebrities and beneficiaries***

- 2 VIP invitations;
- Sponsor's logo in the red carpet area backdrop (fourth largest print).

***Recognition in all marketing materials, including:***

- Sponsor's logo on the official HRC website (fourth largest print).

***Recognition in all public relations and advertising, including:***

- Sponsor's logo on the backdrop of the official press conference (fourth largest print);
- Sponsor's logo in the advertisements in major newspapers with national circulation before the event.

***Recognition on site of the event including:***

- Sponsor's logo on the backdrop of the main stage (fourth largest print).

***Recognition on official HRC t-shirts***

- Sponsor's name on the back of the official HRC t-shirts which can be purchased for VND 100,000 each. On the day of the event, the t-shirts can be worn by staff or groups of participants from institutions designated by the organizers. Minimum purchase is 50 units.

***Recognition in the thank-you advertisements***

- Sponsor's logo on the thank-you advertisements in major newspapers with national circulation after the event.



### **TEAM - Purchase of more than 50 official HRC t-shirts (UNLIMITED)**

#### ***Recognition at VIP cocktail with celebrities and beneficiaries***

- 2 VIP invitations.

#### ***Recognition on official HRC t-shirts***

- Sponsor's name on the back of the official HRC t-shirts which can be purchased for VND 100,000 each. On the day of the event, the t-shirts can be worn by staff or groups of participants from institutions designated by the organizers. Minimum purchase is 50 units.

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### **Deadline for sponsorship confirmation:**

- The extended deadline for Platinum, Gold, and Silver sponsorship confirmation is October 29, 2009;
- The deadline for Bronze and Team sponsorship confirmation and t-shirt orders is November 6, 2009.

### **Notes:**

Please note that independent accounting firm KPMG will be verifying the receipt of proceeds by the Hanoi Union of Friendship Organisations (HAUFO) and the use of proceeds by the beneficiaries. KPMG will also issue a financial report with use of proceeds within a period of six (6) months from the receipt of funds by the beneficiaries.

All cash donation only can be written off as business expenses - making the sponsorship contribution tax deductible by following the instructions below:

- Complete the attached sponsorship form to confirm your cash donation and submit;
- Download Form 04/TNDN from the official HRC web site and fill out information;
- Attach official HAUFO invoice/voucher evidencing the donation signed and sealed by HAUFO and the donor;
- Keep records of bank transfer to HAUFO account as supporting evidence;

HAUFO payment voucher and bank transfer statement evidencing the donation from the sponsors together with the duly signed Form 04 will be sufficient for Corporate Income Tax purposes under the laws of Vietnam.



### **HAUFO Bank Transfer Information**

The HAUFO bank transfer information reads as follows:

Account name: Hanoi Union of Friendship Organisations / Liên hiệp các tổ chức hữu nghị Hà Nội

Account number: 0021000042365

Bank: Vietnam Bank of Foreign Trade (Vietcombank) – Hanoi Branch

Description: Support Hanoi Run for Children 2009

Donations or payments in cash can be made to HAUFO during the registration period or on the day of the event.

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**For more information about sponsoring the Hanoi Run for the Children 2009, please contact:**

Ms. Pham Thị Thùy Linh, Project Manager

Tel: +844.3942.5633 Ext: 119

Email: [linh.pt@leadcolawyers.com](mailto:linh.pt@leadcolawyers.com)

**For information on the Hanoi Run for Children 2009, please visit the official website at:**

[www.runforchildrenhanoi.org](http://www.runforchildrenhanoi.org)

# SPONSORSHIP CONFIRMATION



Cuộc chạy vì trẻ em  
Run for Children  
La course pour les enfants

Organization name:.....

Address: .....

Contact person: .....

Tel: ..... Fax: .....

Email: .....

**Hà Nội 22.11.09**

We would like to sponsor the Hanoi Run for Children 2009 as follows:

Platinum     Gold     Silver     Bronze     Team

**Please note that October 22, 2009 is the deadline for Platinum, Gold and Silver sponsorship registration.**

Corporate cash/check donation amount: .....

In-kind donation: .....

Participation: ..... employees/family members

Purchase: ..... T-shirts

**Please note that November 6, 2009 is the deadline for t-shirt orders. Minimum order is 50.**

Please indicate the number of team t-shirts by size

Size	4	6	8	10	12	S	M	L	XL	XXL	XXXL	Total
Quantity												

Signature

.....

**Notes:**

• Make your bank transfer to:

Account name: Hanoi Union of Friendship Organisations / Liên hiệp các tổ chức hữu nghị Hà Nội

Account number: 0021000042365

Bank: Vietnam Bank of Foreign Trade (Vietcombank) – Hanoi Branch

Description: Support Hanoi Run for Children 2009

• Donation or payment in cash can be made to the Hanoi Union of Friendship Organizations when pre-registering or to the organisers on the run day.

• **Please fax this form to Ms Phạm Thị Thùy Linh at number 84-4-3942-5632**

**For more information about sponsoring the Hanoi Run for the Children, please contact:**

Ms Phạm Thị Thùy Linh

Tel: +844-3942-5633 Ext: 119

Email: linh.pt@leadcolawyers.com

**For information on the Canada Run for Children in Hanoi, please visit the website**

[www.runforchildrenhanoi.org](http://www.runforchildrenhanoi.org)