

VICTORY8



VIETNAM



WORLD TITLE PREMIER

INTERNATIONAL PROFESSIONAL BOXING EVENT

AUSTRALIA VS VIETNAM

The logo for Victory 8, with the word 'VICTORY' in a bold, white, sans-serif font, followed by a large, stylized red number '8'.

**NGUYEN DU STADIUM HCMC
SATURDAY NOVEMBER 3RD**

**8 BOUTS FEATURING AUSTRALIA'S HOTTEST PRO AND
AMATEUR FIGHTERS BANGING ON WITH VIETNAM'S BEST.**

**AND SHOWCASING FIVE OTHER STARS OF THE FUTURE KICKING BUTT FOR THE FIRST TIME IN VIETNAM.
C'MON AUSSIES – GET BEHIND OUR GUYS AND MAKE SOME NOISE!**

**VENUE: NGUYEN DU STADIUM, 116 NGUYEN DU, DISTRICT 1, HO CHI MINH
TIME: 17:30, SATURDAY 3 NOVEMBER 2018**

HIGHLIGHTS

- ORGANIZERS:**
- DEPARTMENT OF CULTURE AND SPORTS OF HCMC
 - VIETNAM BOXING FEDERATION
 - VIETNAM SPORTS PLATFORM COMPANY (VSP BOXING)

ATHLETES:

- PROFESSIONAL AND AMATEUR NATIONAL CHAMPIONS FROM AUSTRALIA INCLUDING *FUTURE WORLD PROSPECT & UNBEATEN CHAMPS MATEO TAPIA* AND *3X FEMALE WORLD CHAMPS GRETCHEN ANBANIEL*.
- VIETNAM TEAM WITH *2018 ASIAN GAMES MEDALIST NGUYEN THI TAM*, *SEA GAMES GOLD MEDAL WINNER TRUONG DINH HOANG* AND OTHERS RISING STARS OF VIETNAM BOXING.

PRIZES:

- THE BIGGEST PRIZES IN VIETNAM BOXING HISTORY *400,000,000VND* FOR EACH WINNER CHALLENGING AUSTRALIAN CHAMPS MATEO TAPIA AND WORLD CHAMPS GRETCHEN ABANIEL.
- LUCKY DRAW WITH AMAZING PRIZES FOR AUDIENCE

THE MOST EXCITING PERFORMANCES AND ACTIVITIES:

- STRIKING MMA DANCE AND CREATIVE PERFORMANCE
- YOUNG TALENTS' SHOW
- VIETNAM'S HOTTEST MUSIC IDOL

MEDIA AND BROADCAST:

- VTV, HTV, NATIONAL REPORTERS AND OVERSEA MEDIA.
- LIVESTREAM THROUGHOUT VIETNAM ON LETS VIET AND LIVESTREAM IN AUSTRALIA ON EPICENTRE TV

AGENDA

01: ORGANIZERS & SPONSORS

02: EVENT SUMMARY

03: EVENT FLOW

04: ATHLETES

05: 8 FIGHTS— VICTORY8

06: LUCKY DRAW

07: SPECIAL AWARDS

08: PERFORMANCE AND TALENTS

09: MARKETING PLAN

10: SPONSORSHIP PACKAGE

01

ORGANIZERS & SPONSORS

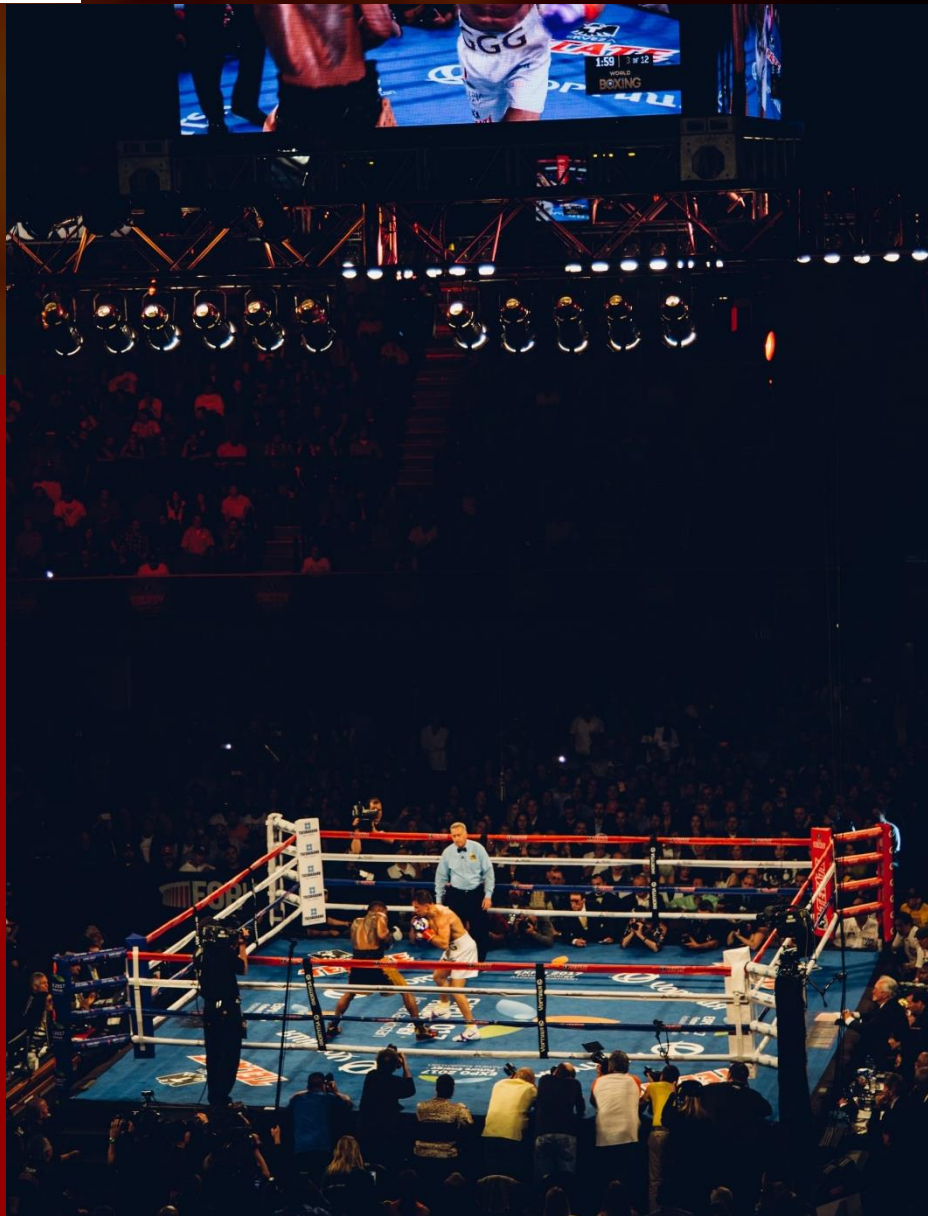




02

EVENT SUMMARY





EVENT SUMMARY

02

- ✓ VSP BOXING created by Vietnam Sports Platform and Vietnam Boxing Commission (in charge of professional boxing under Vietnam Boxing Federation) proudly brings Vietnam its first ever Professional International Boxing Tournament VICTORY 8 in Vietnam.
- ✓ A show combining between Professional Sport & Entertainment.
- ✓ Scheduled for Saturday, 3RD November 2018 at Nguyen Du Sports Stadium, District 1, HCMC,VN.
- ✓ The world top ranked champions will travel to Ho Chi Minh City to compete the match. It is proposed to be an 8 fight cards including two female bouts. All fights will be contested over four rounds.
- ✓ The event will be broadcast through out Vietnam and abroad. Additionally the event will host Vietnamese top athletes to compete with top ranked athletes from Australia.

03

EVENT
FLOW



SATURDAY 3rd of NOV 2018

AGENDA

03

TIME	DETAILS	NOTE
16h00	Gathering, photographing	
16h10 – 16h30	Short clips introduce boxing/ athletes/ sponsors VSP	Meanwhile, interview athletes
16h30 – 16h40	Opening ceremony (introduce event, rules, guests, sponsors,...)	
16h40 – 16h50	Opening performance: Vietnam's cultural performance where culture & sports, tradition & modernity meet.	
16h50 – 17h05	Fight 1 – Give medal/cup for the winner	
17h05 – 17h20	Fight 2 – Give medal/cup for the winner	
17h20 – 17h30	Short clips introduce athletes – Time for food & drinks serve/ vendors	Meanwhile, interview athletes
17h30 – 17h45	Fight 3 – Give medal/cup for the winner	
17h45 – 18h00	Fight 4 – Give medal/cup for the winner	

On 3rd of Nov

TIME	DETAILS	NOTE
18h00 – 18h10	Performance – Martial Art Performance / Sportive Dance	Meanwhile, interview athletes
18h10 – 18h20	Lucky draw	Award: 1 motorcycle
18h20 – 18h35	Fight 5 – Give medal/cup for the winner	
18h35 – 18h50	Fight 6 – Give medal/cup for the winner	
19h05 – 19h20	Performance – Singer/Cheerleaders' show	Meanwhile, interview athletes
19h20 – 19h35	Fight 7 – Give medal/cup for the winner	
19h35 – 19h45	Short clip introduces Mateo Tapia (star fighter) – Time for food & drinks serve/vendors	Meanwhile, interview athletes
19h45 – 20h05	Fight 8 – Give medal/cup for the winner	
20h05 – 20h35	Awarding winners - End of the event – Take photos	
20h35 – 21h30	Cleaning/uninstalling	

04

ATHLETES



AUSTRALIAN ATHLETES



Tommy Mercuri Jr
2 TIMES AUS & USA TITLES

Weight: 66 kg

Height: 178 cm



Gretchen Abaniel
3 TIMES WORLD CHAMPS

Weight: 47.6 kg

Height: 155 cm



Mateo Tapia
UNBEATEN CHAMPS

Weight: 76 kg

Height: 183 cm



Michael Pengue
UNDEFEATED PRO BOXERS

Weight: 69.85 kg

Height: 176 cm

AUSTRALIAN ATHLETES



Syed Kamil Farrukh
BRONZE MEDAL AUS TITLES

Weight: 60 kg
Height: 178 cm



Jye Lane Taylor
NSW CHAMPS

Weight: 63.5 kg
Height: 173 cm



Jayden Buan
2 TIMES AUS CHAMPS

Weight: 61 kg
Height: 170 cm



Linn Sandstorm
AUS NOVICE CHAMPS

Weight: 50.8 kg
Height: 161 cm

VIETNAMESE ATHLETES



Tran Duc Tho
2 TIMES GOLD VN TOURNAMENT

Weight: 69 kg
Height: 172 cm



Nguyen Thi Tam
BRONZE MEDAL ASIAD 2018

Weight: 51 kg
Height: 160 cm



Truong Dinh Hoang
GOLD MEDAL SEAGAMES 2018

Weight: 76 kg
Height: 182 cm



Nguyen Thi Thu Nhi
3 TIMES NATIONAL CHAMPS

Weight: 48 kg
Height: 152 cm

VIETNAMESE ATHLETES



Pham Duc Doan
NATIONAL CHAMPS

Weight: 61 kg
Height: 170 cm



Ngo Viet Nhat
GOLD VN TOURNAMENT

Weight: 67 kg
Height:



Nguyen Ngoc Hai

Weight: 63.5 kg
Height: 175cm



Nguyen Van Duong
3 TIMES GOLD VN TOURNAMENT

Weight: 57 kg
Height: 169 cm

05

8 FIGHTS



WOMENS 105 FIGHTS

FIGHT 1

Minimumweight - 105 pounds (48kg)



VS



Gretchen Abaniel

Nguyen Thi Thu Nhi

FIGHT 2

Flyweight – 112 pounds (51 kg)



VS



Linn Sandstrom

Nguyen Thi Tam

MENS

FIGHTS

FIGHT 3

Featherweight – 135 pounds (60 kg)



Kamil Syed

VS



Nguyen Van Duong*
(57kg)

FIGHT 4

Lightweight – 135 pounds (61 kg)



Jaydon Buan

VS



Pham Duc Doan

FIGHT 5

Super lightweight – 140 pounds (63.5 kg)



VS



Jye Lane Taylor

Nguyen Ngoc Hai

FIGHT 6

Welterweight – 147 pounds (67 kg)



VS



Tommy Mercuri Jr.

Ngo Viet Nhat

MENS

FIGHTS

FIGHT 7

Super welterweight – 168 pounds (70 kg)



VS



Mickey Pengue

Tran Duc Tho

FIGHT 8

Super middleweight – 168 pounds (76 kg)



VS



Tapia Bryce
Cesar Mateo

Truong Dinh Hoang (*)

06

LUCKY
DRAW



LUCKY DRAW



LUCKY DRAW

06

The tickets each has a series number/ number divided into two parts. One will be put into a box when check-in and the other part will be kept by attendees in case of being the winner of lucky draw.

The lucky draw will be taken place TWICE

- ☐ 1st prize: at the middle of the event, after 4 fights.
- ☐ 2nd prize: at the end of the event



1st PRIZE OF THE
LUCKY DRAW IS

A GIFT BRANDING OUR TITLE SPONSOR

LUCKY DRAW

06

2nd PRIZE OF THE
LUCKY DRAW IS
A TRIP TO ...



07 SPECIAL AWARDS



SPECIAL AWARDS

07

The award for each winning Vietnamese athlete in 2 star fights

Gretchen Abaniel (3X WORLD CHAMPS) vs Nguyen Thi Thu Nhi

and

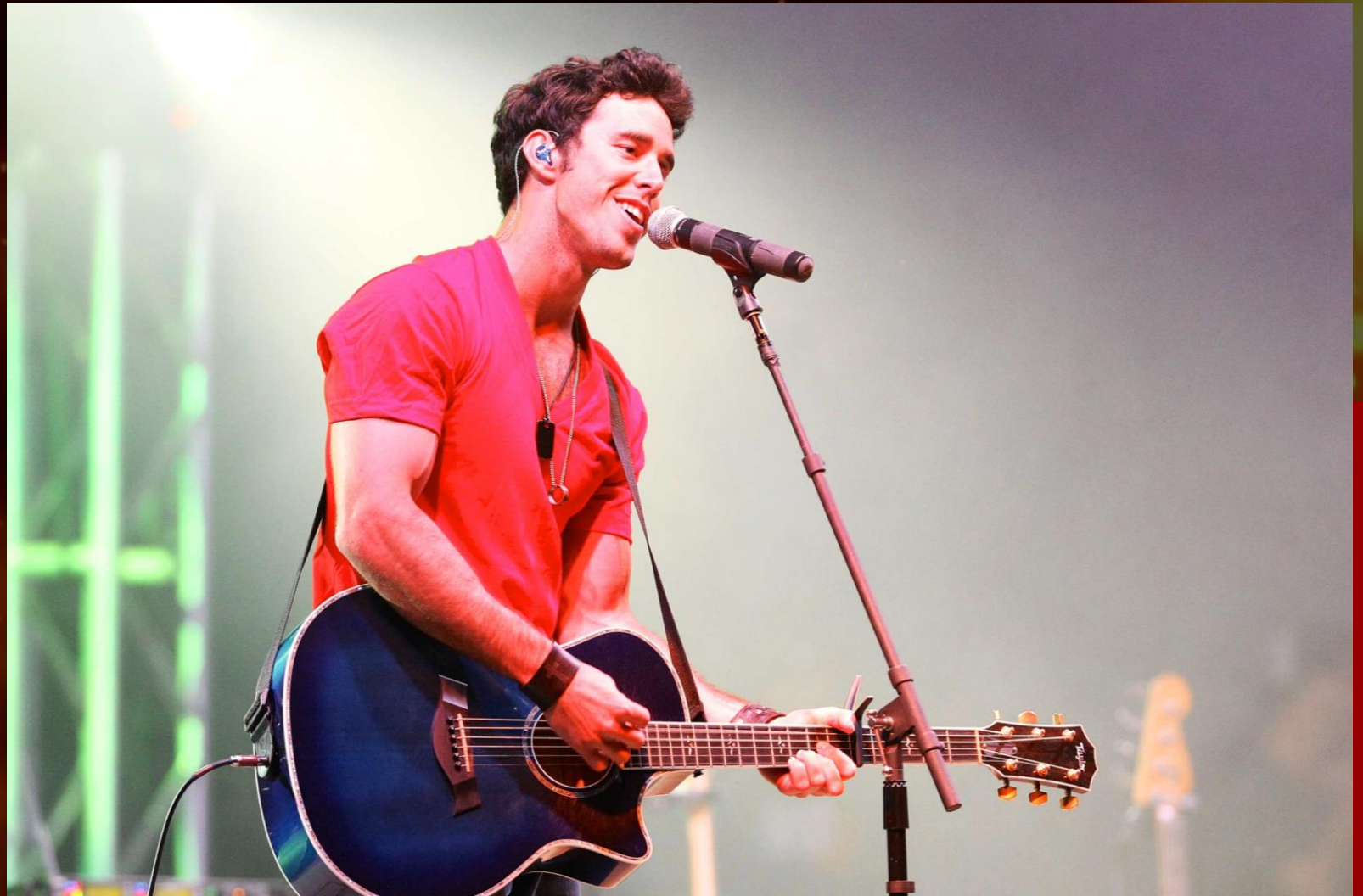
Mateo Tapia (UNBEATEN CHAMPS) vs Truong Dinh Hoang



400.000.000 VND

08

ENTERTAINMENT
&
TALENT SHOWS



OPENING PERFORMANCE: VIETNAM'S STUNNING CULTURE



CULTURE & SPORTS

TRADITION & MODERNITY

HOT IDOL SHOW



MMA DANCE



SPORTIVE DANCE



OVERSEAS IDOL

YOUNG TALENTED
SINGER YOUNG JU FROM
KOREA



CHEERLEADERS' SHOW FOR THE WINNER OF THE STAR FIGHT



09

MARKETING COMMUNICATIONS PLAN

MARKETING OBJECTIVES

- Introduce & educate & promote boxing culture among community
- Develop and promote professional boxing properly for the first time
- Attract sponsors for supporting boxing/sports
- Attract the attention of global boxing community & create opportunities for Vietnamese athletes to access professional boxing and the international stage.
- Positioning VSP and sponsors/partners as the biggest sports platform in Vietnam
- Drive traffic to the event: 3000 attendees (reserved tickets) up to the venue capacity

MARKETING STRATEGY

- Create a platform for Vietnamese athletes to shine by organizing an international boxing event.
- Bringing the top ranking athletes from oversea for Vietnamese athletes to experience with international fighting arena.
- Hosting the most exciting and entertained event in HCMC.
- Encourage and supporting Vietnamese athletes with the biggest awards in Vietnam boxing history to Viet winners.
- Create a fun and creative show/event for audiences to enjoy the fights/fights.
- Branding: spread awareness about the big event (ideally 2 weeks before the big day)

Holistic Plan



ONLINE PRESS

- Võ thuật
- Dân Trí
- Thể Thao Văn Hoá
- Tuổi Trẻ Online
- Thanh Niên Online
- Vietnam Net
- VN Express
- Yan News
- Zing News

SCHEDULE FOR SOCIAL MEDIA

Phase 1: Announce about the tournament

- Idea of shooting video for the event/ pictures/ trailer
- Sharing information via SNS (sponsors/ athletes...)
- Asking sponsor to spread the information of the event

Phase 2: Review about the press conference and information

- Updating pictures
- Updating the newest information

Phase 3: Review about the event

- Thank you (sponsor + athletes) post
- Updating pictures/ winner
- Review about the event

PRESS RELEASE

PRESS RELEASE ALONG WITH WEIGHT-IN SESSION

SCHEDULED ON 2ND NOVEMBER 2018 AT **VSP BOXING GYM**

— A STANDARD PROFESSIONAL BOXING GYM IN VIETNAM

CONTENT GUIDELINE

Time

15TH October - 6th November

Phase

PRE - EVENT

EVENT

POST
EVENT

Target

Social, main audiences

Social,
main audiences

Social

Channel

Online article, Facebook

Stream on youtube/
facebook fanpage

Video report
on VTV6/ VTV9

10

SPONSORSHIP PACKAGE

VICTORY8

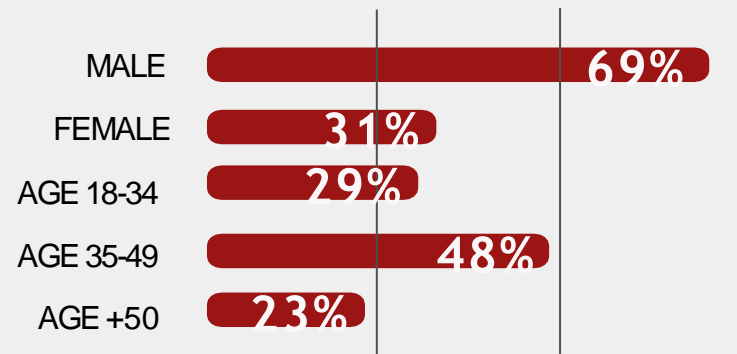


Championship Boxing events are recognized around the world and aligning your business with Victory8 can boost your image, prestige and profile.

The following pages highlight just a few of the endless possibilities that you have to partner with Victory8. Please allow us to present you with a sponsorship package that is tailor made to help you meet your objectives.

BOXING FANS' PROFILE

BOXING FANS



BOXING TELEVISION REACH



BOXING FANS' PROFILE

LIFESTYLE PROFILE

1. 68% of fans between 18-49 years old have an automotive Luxury Car
2. 45% had invested on a home loan in 2016
3. Average travel expenses per year of \$15,000 US /person
4. Interested on electronics Store, Audio equipment, computers and related peripherals
5. Connected Via Cable or DSL at home

FANS & SPONSORS LOYALTY

- 45% of boxing fans say *"Knowing that a company is a sponsor of a boxing event makes them more likely purchase that company's products."*
- 78% of boxing fans say *"they are likely to use a product or service of a sponsor over that of a non-sponsor."*
- 89% of boxing fans agree *"they feel positively about companies that sponsor a boxing event."*

SPONSORS' OPPORTUNITIES

NO.	NAME	QUANTITY	PACKAGE (USD)
1	Platinum sponsor	1	50,000 USD
2	Gold sponsor	1	30,000 USD
3	Silver sponsor	2	10,000 USD
4	Bronze Sponsor	2	5,000 USD
5	Vendor/Exhibition	1 for each category	\$500 USD

PLATINUM SPONSOR

PLATINUM BENEFITS

- *Co-Branding with Victory8 Promotions*
- *Company branding seen by 220 million national and international viewers*
- *Company Sponsored Main Event of the Evening*
- *15 VVIP tickets*

TELEVISION

- Logo displayed on screen for sponsor fight
- Advertisement between fights
- MC recognition:
 - Corner: Fighting out of the "Company name" (Red or Blue) Corner!
 - "Company name" Branded on television production
 - Sponsor name is appeared in in event opening and closing speech from organizer

SIGNAGE

- Exclusive Positioned Large Company Logo branding centre of ring
- Exclusive Positioned Large Company Logo branding on 4 outside corners
- Exclusive Large Company Logo branding on Promo Girls shoulder sashes
- Company Logo branded on the Event Media Walls
- Company Logo branded on Pop up's banners
- Company name Branding on boxer walkout Robe
- Company logo on event posters and promotional flyers
- Company Logo on Fight cards
- Company Logo on Billboards advertisements
- Company Logo on Promo girls with Flyers around Ho Chi Minh City
- Company Logo on Trailers advertisements

PUBLICITY & PROMOTION

- Company representative to present the winning trophy of the sponsored fight
- Full screen audio-visual recognition on each big screen at regular intervals throughout the event

MEDIA

- Company logo presented as a supporting of the event in social media and advertisements
- Company Logo on Database mailings
- Company logo on newspapers/magazines (Articles, Photo shoots, publications, blogs and links)

WEIGHT IN AND PRESS CONFERENCE

- Recognition and branding on media walls, Pop up's, Social media, Photography
- Exclusive company Logo branded on Hat/Shirt

REGISTRATION

- 15 VVIP tickets (the first row from the ring)
- You and your guests to meet fighters



\$50,000

GOLD SPONSOR

GOLD BENEFITS

- *Company branding seen by 220 million national and international viewers*
- *Company Sponsored fight*
- *10 VVIP tickets*

TELEVISION

- Logo displayed on screen for sponsor fight
- Advertisement between fights
- MC recognition:
 - Corner: Fighting out of the "Company name" (Red or Blue) Corner!
 - "Company name" Branded on television production
 - Sponsor name is appeared in in event opening and closing speech from organizer

SIGNAGE

- Premium Positioned Large Company Logo branding neutral corners on canvas
- Premium Positioned Large Company Logo branding on 4 ring sides
- Branding on Apparel: Boxing Gear, Boxing Gloves, Head Gear, Mouth guards, Boots
- Company Logo branded on the Event Media Walls
- Company Logo branded on Pop up's banners
- Company name Branding on boxer walkout Robe
- Company logo on event posters and promotional flyers
- Company Logo on Fight cards
- Company Logo on Billboards advertisements
- Company Logo on Promo girls with Flyers around Ho Chi Minh City
- Company Logo on Trailers advertisements

PUBLICITY & PROMOTION

- Company representative to present the winning trophy of the sponsored fight
- Full screen audio-visual recognition on each big screen at regular intervals throughout the event

MEDIA

- Company logo presented as a supporting of the event in social media and advertisements
- Company Logo on Database mailings
- Company logo on newspapers/magazines (Articles, Photo shoots, publications, blogs and links)

WEIGHT IN AND PRESS CONFERENCE

- Recognition and branding on media walls, Pop up's, Social media, Photography

REGISTRATION

- 10 VVIP tickets (the first row from the ring)



\$30,000

SILVER SPONSOR

SILVER BENEFITS

- *Company branding seen by 220 million national and international viewers*
- *Company Sponsored fight*
- *5 VVIP tickets*

TELEVISION

- Logo displayed on screen for sponsor fight
- Advertisement between fights
- MC recognition:
 - Corner: Fighting out of the "Company name" (Red or Blue) Corner!
 - "Company name" Branded on television production
 - Sponsor name is appeared in in event opening and closing speech from organizer

SIGNAGE

- Premium Positioned Large Company Logo branding neutral corners on canvas
- Premium Positioned Large Company Logo branding on "Blue or Red" inside corner
- Branding on Apparel: Boxing Gear, Boxing Gloves, Head Gear, Mouth guards, Boots
- Company Logo branded on the Event Media Walls
- Company Logo branded on Pop up's banners
- Company name Branding on boxer walkout Robe
- Company logo on event posters and promotional flyers
- Company Logo on Fight cards
- Company Logo on Billboards advertisements
- Company Logo on Promo girls with Flyers around Ho Chi Minh City
- Company Logo on Trailers advertisements

PUBLICITY & PROMOTION

- Company representative to present the winning trophy of the sponsored fight
- Full screen audio-visual recognition on each big screen at regular intervals throughout the event

MEDIA

- Company logo presented as a supporting of the event in social media and advertisements
- Company Logo on Database mailings
- Company logo on newspapers/magazines (Articles, Photo shoots, publications, blogs and links)

WEIGHT IN AND PRESS CONFERENCE

- Recognition and branding on media walls, Pop up's, Social media, Photography

REGISTRATION

- 5 VVIP tickets (the first row from the ring)



\$10,000

BRONZE SPONSOR

SIGNAGE

- Company Logo branded on Pop up's banners
- Company name Branding on boxer walkout Robe
- Company logo on event posters and promotional flyers
- MC recognition:
- Company Logo on Promo girls with Flyers around Ho Chi Minh City
- Company Logo on Trailers advertisements
- Sponsor name is appeared in in event opening and closing speech from organizer

PUBLICITY & PROMOTION

- Full screen audio-visual recognition on each big screen at regular intervals throughout the event

WEBSITE AND MEDIA

- Company logo presented as a supporting of the event in social media and advertisements
- Company Logo on Database mailings
- Company logo on newspapers/magazines (Articles, Photo shoots, publications, blogs and links)

REGISTRATION

- 2 VVP Tickets (the first row from the ring)

\$5,000

VIP TICKET'S VIEW



SIGNAGE DEMO

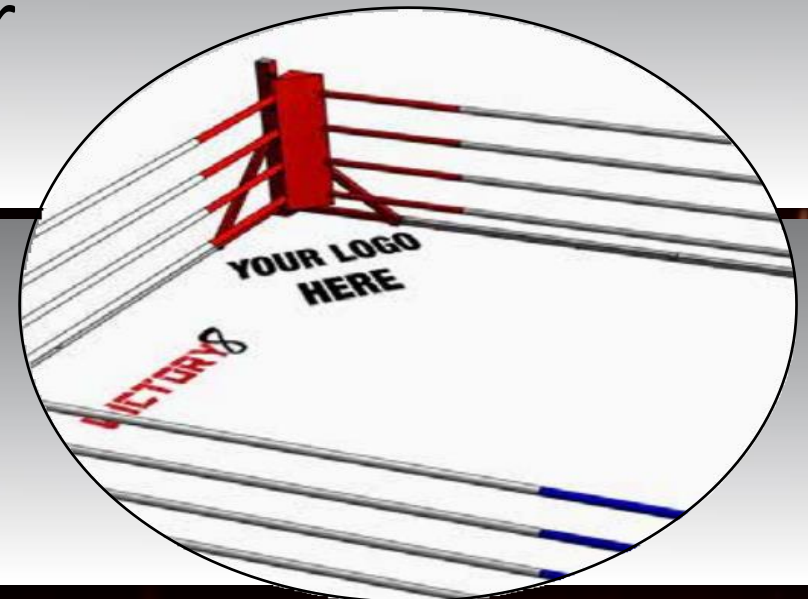
Centre of Ring



Branding outside corner



Branding corner on canvas



SIGNAGE DEMO

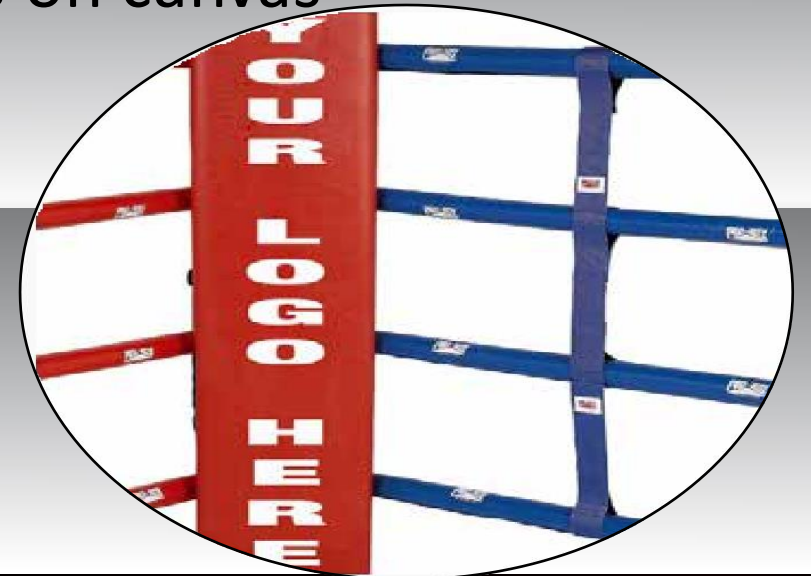
Branding Ring side



Branding neutral corners on canvas



Branding inside corner



15 SIGNAGE DEMO

Branding Pop up banner



Branding Promo Girls Sashes



Branding on banner



16 SIGNAGE DEMO



Branding on VTV & HTV news (post event)

Branding on Photowall



BRANDING ON TRAILER AND MEDIA

Brand identity appears on all marketing materials of the event



Logo of sponsor at footer and last frame of event official shout out trailer (pre-event) and on VTV, HTV news clip (post event)



News on more than 40 media in Vietnam, focus on young people



BRAND LEADERS

Major companies currently benefiting as major sponsors at fighting events



VICTORY8

PROUDLY BROUGHT TO YOU BY:

