



Balade
en FRANCE

LỄ HỘI ẨM THỰC PHÁP 2023



Balade en France – Hanoi 2023



Objective

- Dans le contexte du **50^{ème} anniversaire France-Vietnam**, l'Ambassade de France au Vietnam organise avec Sopexa et le concours financier du Ministère de l'Agriculture, un **festival agronomique et culturel** sur une des places les plus emblématiques de la ville.
- Les entreprises, interprofessions et régions françaises qui souhaiteront être sponsor ou partenaire de l'évènement bénéficieront d'un stand pour **promouvoir ou vendre leurs produits auprès du grand public hanoïen**, auquel il sera proposé des animations autour de la découverte de nos produits et de nos terroirs.

DATE & VENUE

Date: 14-15-16th April 2023 (TBC)
Venue: Ly Thai To, Ha Noi City

EVENT MECHANIC

Free admission for guests
Sponsorship fee
Partner Booth rental fee

About the Venue

LY THAI TO

The well-known location which is included in the pedestrian area around Hoan Kiem Lake and can attract 70,000 people on weekends when there are a lot of big events.



Program

The Opening Ceremony Friday 14th April 2023

- ✓ 17:00 Welcoming of guests in the VIP area
- ✓ 17:30 Opening ceremony
- ✓ 17:45 Opening speech
- ✓ 18:05 Inauguration banner cutting
- ✓ 18:05 - 20:00 Music show performance and entertainment



Program

Saturday 15th April 2023

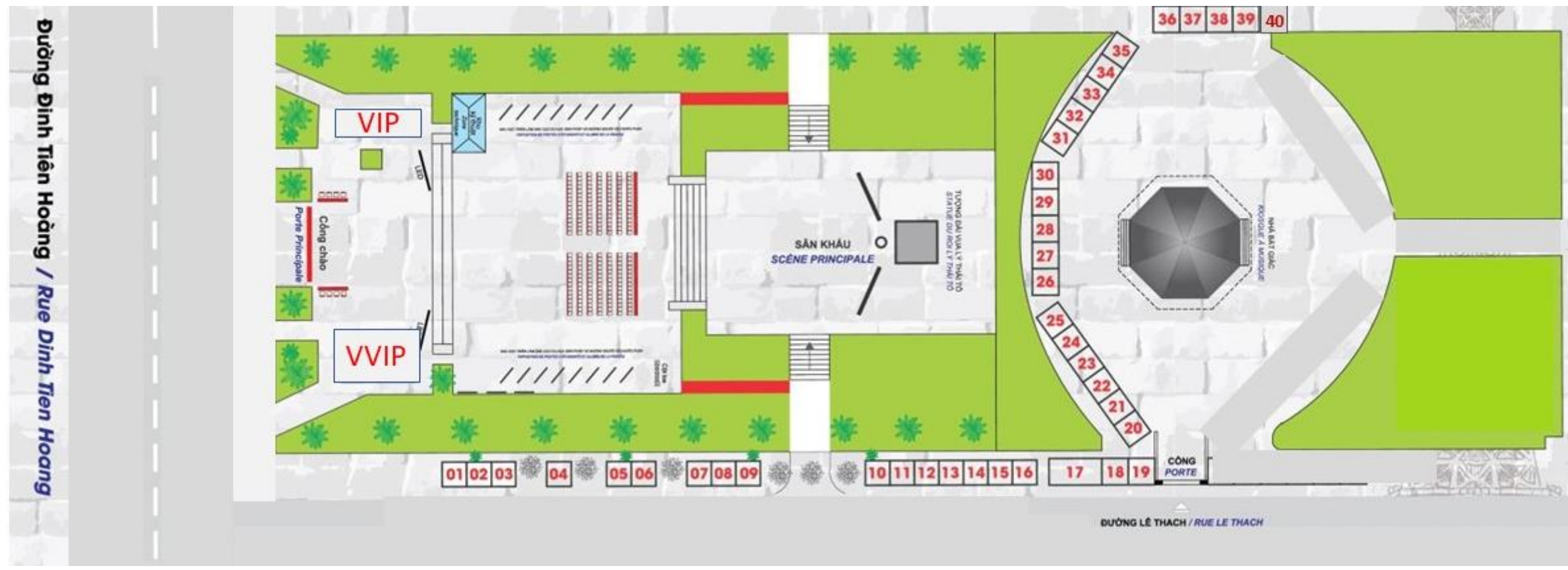
- ✓ 10:00 – 19:00: Various music performance and entertainment

Sunday 16th April 2023

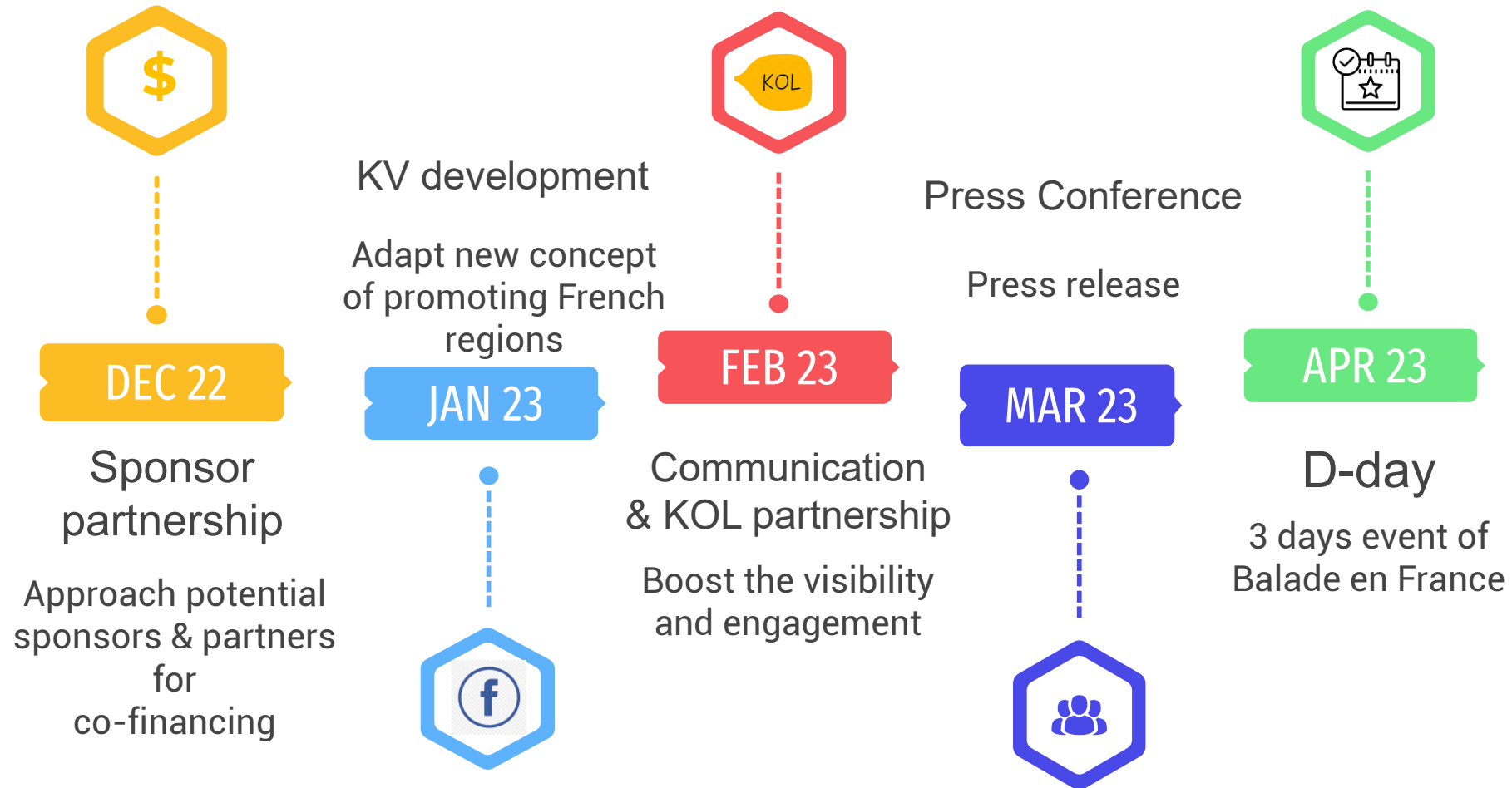
- ✓ 10:00 – 17:00: Various music performance, cooking show and entertainments.



Draft Layout



Strategy Plan



Communication Plan



SOCIAL MEDIA

Promote event through different associations

Ad boosted & Minigame to increase visibility & engagement



KOL PARTNERSHIP

Announce about the event through Fan page & Instagram



PRESS EVENT

Organize 1 press conference and invite journalists then send press release



Prospective KPI

360 Degree of Marketing Communication for

2M+
Indirect
Consumer/Reader
Reaches

1M+
Reaches
via Social Media

100K+
Visitor
for 2.5 days

30+
Clippings
via Online News

Minigames



French Gastronomy



Lucky draw



French is not difficult



Handmade card

French Market



SPONSOR BENEFITS			DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
AUDIENCE SIZE			400M VND €16K (VAT 10% excluded)	250M VND €10K (VAT 10% excluded)	175M VND €7K (VAT 10% excluded)	125M VND €5K (VAT 10% excluded)	70M VND €2.8K (VAT 10% excluded)
INVITATION	VIP's invitation to the Opening Ceremony (14 th April 2023)		12	8	6	4	2
BOOTH	Special Exhibition at the entry of the Fair	50.000 - 100.000 visitors/day	Y	-	-	-	-
	Number of booths during event	50.000 - 100.000 visitors/day	1 Special booth (customizable) 3mx9mx3mH in the VIP zone	1 Special booth (customizable) 3mx7.5mx3mH in the VIP zone	1 Booth Gold 3mx6mx2.5mH	1 Booth Silver 3mx3mx2.5mH	1 Booth Bronze 3mx3mx2.5mH
	Place of booth on layout		VIPP Zone	VIP Zone	Sponsor's choice (According to availability on the first come, first serve basis)		
VIP BARRIER	Area of logo on the VIP barrier	50.000 - 100.000 visitors/day	2.5m2	2.0m2	1.5m2	1.0m2	0.5m2
PHOTO BOOTH	Special Photobooth in front of the park	50.000 - 100.000 visitors/day	Y	Y	-	-	-
PRINT	Flyers	6000	Large Logo	Medium Logo	Medium Small Logo	Regular Small Logo	Small Logo
	Posters	100	Large Logo	Medium Logo	Small Logo	Small Logo	Small Logo
PRESS	Press Conference		Speech	Presence	Company name	Company name	Company name
	Press Release		Logo 2-3 paragraphs introduction	Logo	Logo	Logo	Logo
	PR online article		2	1	-	-	-
ADVERTISEMENT	Advertisement on LED screen		150	100	80	35	25
	On-site minigame		Y	Y	Y	-	-

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FACEBOOK (TBC)	Post on Taste France Magazine's Vietnam	16K likes	12	8	6	4	2
	Paid post on Taste France Magazine's page	Reach target Diamond: 300K Platinum: 180K Gold: 150K Silver: 120K Bronze: 80K	6	4	3	2	1
	Minigame on Taste France Magazine's page		5	4	3	2	1
FACEBOOK (TBC)	Post on French Embassy's Facebook page (shared on at least 4 other Facebook pages of French Embassy's other services) mentioning every company	French Embassy: 73.000 followers	2	2	2	2	2
		IFV HN: 76.000 followers					
		Campus France: 51.000 followers					
		France Alumni Vietnam: 12.000 followers					
VIDEO	Event Recap Video		Logo + interview	Logo	Logo	Logo	Logo
FACILITIES SUPPORT	DEPENDS UPON REQUEST	Fridge supply Storage managed within the booth	AVAILABLE FOR ONLY INTERBRAND				

Example of customized design & built-in for Diamond & Platinum

