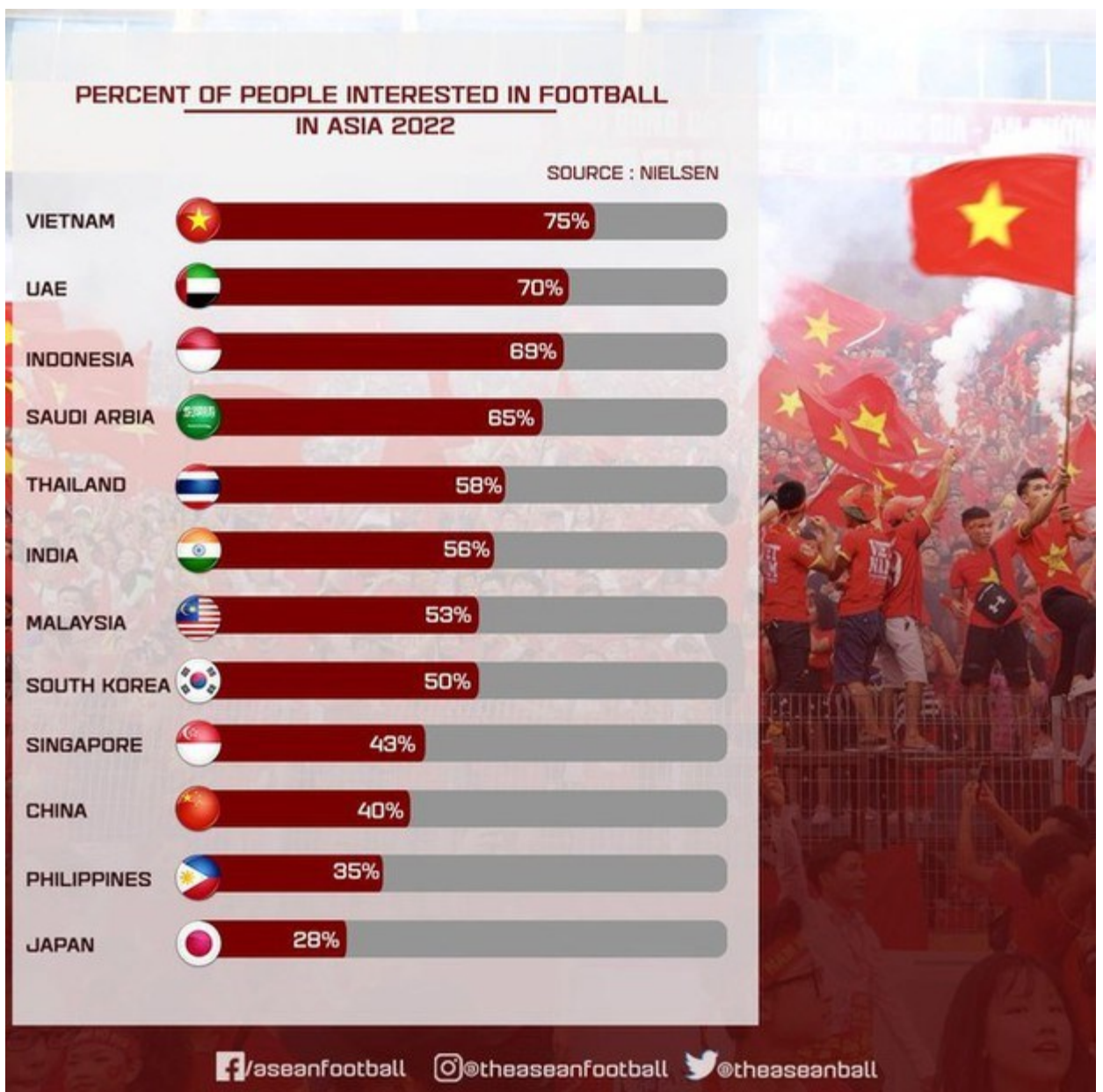




OVERVIEW REPORT _

THE STATUS AND
OPPORTUNITY TO
PROMOTE BUSINESS
THROUGH FOOTBALL IN
VIETNAM

According to a survey by the famous company Nielsen based in New York USA, Vietnam is the country with the most passionate football fans in Asia, with a football-loving rate up to 75% of the population.



forms of businesses through football in Vietnam

1. Broadcast the business's commercial TVC on TV stations next to the match
2. Sponsor Vietnam's national teams
3. Sponsoring domestic tournaments V-League, National Cup
4. Seasonal sponsorship of professional football clubs
5. Sponsoring movement or semi-professional tournaments

1. Broadcast TVC ads of businesses on television stations next to the match

- Is a form of TVC broadcasting short advertisements of businesses before, during and after the game (not appearing during football hours).
- Large costs depend on the value of each tournament's copyright that the broadcaster has to pay, the ability to attract the audience of each match and the coverage of the station.

Limitations:

- Not appearing directly, but only on the sidelines of the match, so the ability to force the image is low
- Short appearance time, to repeat need abundant financial resources

2. Sponsorship for Vietnam's

- Is an annual sponsorship activity for the VFF Football Federation – paid with certain benefit packages
- The cost is usually over 20 billion/year. Currently, there are a number of participating brands such as Vinamilk, Saigon Beer, Honda, Kao, Hung Thinh, Yanma, Heibalife...
- The advantage is affirming the scale and stature of the brand
- The downside is that the brand has to organize its own promotion for its sponsorship, the rights on the field in official tournaments are not available except for friendly tournaments (about 5 matches/year).

3. Sponsoring domestic tournaments V-League, National Cup

- As a form of tournament sponsorship for the tournament organizer, VPF Company
- The cost is from 10 billion to 40 billion/year depending on the sponsor. Some brands are sponsoring recently such as Night Wolf, Bamboo Airways, Baf, PTI, K-elec, LS...
- The advantage is wide coverage in all matches in V-League 1 & 2 or National Cup
- The downside is that it mainly appears on billboards at matches, no fan-oriented activities for sponsors.

4. Seasonal Sponsorship for Professional

- Is a direct sponsorship activity for a football club aimed at the locality or a football fan base in general
- The cost ranges from a few hundred million to several tens of billions depending on the sponsor's role with the team. The brands that have participated in this form include: Hoa Phat, T&T, SHB, Dong Tam, Xuan Thien, Topenland, Vin Group, Hoang Anh Gia Lai, Novaland...
- The advantage is that the brand is reminded regularly by the club throughout the season, clearly establishing the sponsor's position in football.

5. Sponsoring movement or semi-professional tournaments

- Sponsorship for the Organizing Committee of 2nd or 3rd place prizes, student prizes, “po” prizes, 5 or 7 people prizes.
- The cost ranges from a few hundred to several billion VND depending on the size of the solution
- The advantage is the low cost
- The downside is focusing on a certain group with a narrow scale in a specific area, weak communication power

Consider the suitability of medium-sized or larger enterprises or have a narrow specialty but a wide market

- Form 1 broadcast advertising on television, not suitable because it requires strong financial resources to pay the station, only suitable for large-scale consumer corporations
- Form 2 sponsors national teams, which is not suitable because it only establishes a position but has few specific benefits, requires additional investment to be effective.
- Form 3 sponsoring domestic tournaments, which may be appropriate but only media, not clearly established position, lack of identity
- Form 4 sponsorship for football clubs, suitable because it establishes a position with an appropriate cost, persistent communication, has an identity, focuses on the key market
- Form 5 sponsors movement or semi-professional awards, not suitable because of poor communication power, small scale

It is recommended to apply form 4 to medium-sized enterprises or larger or with narrow specialties but a wide market

- Choose to appear at one or two of the 14 clubs that compete in V-League 1 as a team sponsor
- Instantly establish the position of the brand as a sponsor for a big football team, convenient in business transactions, and dominating the market.
- Achieve massive-scale continuous reminder communication through each round of the week
- Budget from a few hundred million / 1 year or more depending on the goals of each period of the business

Check out some grant packages
Club by [clicking here](#)



Sincerely thank you!