



YES

**YOUNG
ENTREPRENEURS
SAIGON**

BRAND PARTNERSHIP PROPOSAL

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YES



ABOUT YES

YES

THE COMMUNITY

Started in 2015, YES creates and organises events in Ho Chi Minh City to welcome new businesses in Vietnam, provide a networking platform and boost visibility for brands.

The idea is simple: create a community of people with an interest in business and building a professional network.



Clemens Levert
Co-Founder/CEO

[LinkedIn](#)

Clemens is the co-founder and CEO of WeSport Vietnam, with a background in acting and professional football in the Netherlands. He has been living in Vietnam for 6 years.



Khoa Quach
Co-Founder/CTO

[LinkedIn](#)

Khoa is the CEO and co-founder of NIFTIT, Originally from France, Khoa has over nine years of web development experience and a proven track record of leading IT teams to successful project completion. Next to that he is a frequent technical blogger.

OUR VALUES



Teamwork

We find ourselves the best team players. We work together and support each other if necessary.



Honesty

We find ourselves the best team players. We work together and support each other if necessary.



Passion

Determination and winners mentality. Go hard or go home.



Celebration

We celebrate all wins together. Our game is a marathon and not a sprint. Let's enjoy it while we are at it.

TARGET AUDIENCE



YOUNG PROFESSIONAL

Young professionals who are open and looking support for their business and network expansion. These people fall into the age range of 23 - 34. YES targets young professionals from all industries.



COMPANIES/BUSINESS ASSOCIATIONS

They are always looking for a more effective way to target their audience and/or need a management tool for their events. They are also open and interested in meeting other individuals and brands that they can expand their network to.

SAMPLE ATTENDEES



Thue Quist Thomasen

CEO at YouGov Vietnam

Industry: Market Research

[LinkedIn](#)

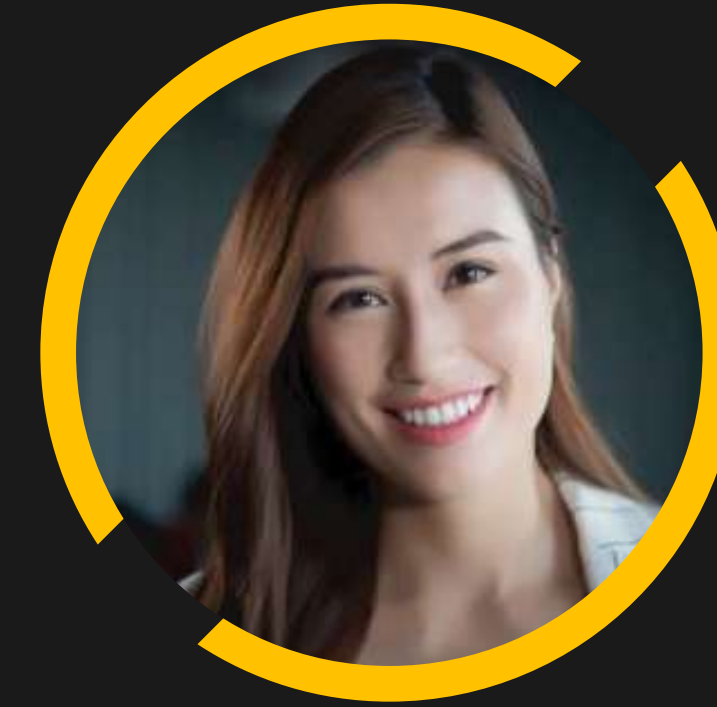


Daan Van Rossum

CEO at Dreamplex

Industry: Office rental

[LinkedIn](#)



Daisy Hoang

SVP of Sales and Success at Katalon

Industry: SaaS

[LinkedIn](#)



Alexandre Halbers

CEO at Marcel Restaurant

Industry: F&B

[LinkedIn](#)



Kimiko Doan

Founder of YellowBlocks

Industry: Blockchain

[LinkedIn](#)



Denise Sandquist

CEO at Fika

Industry: Tech

[LinkedIn](#)



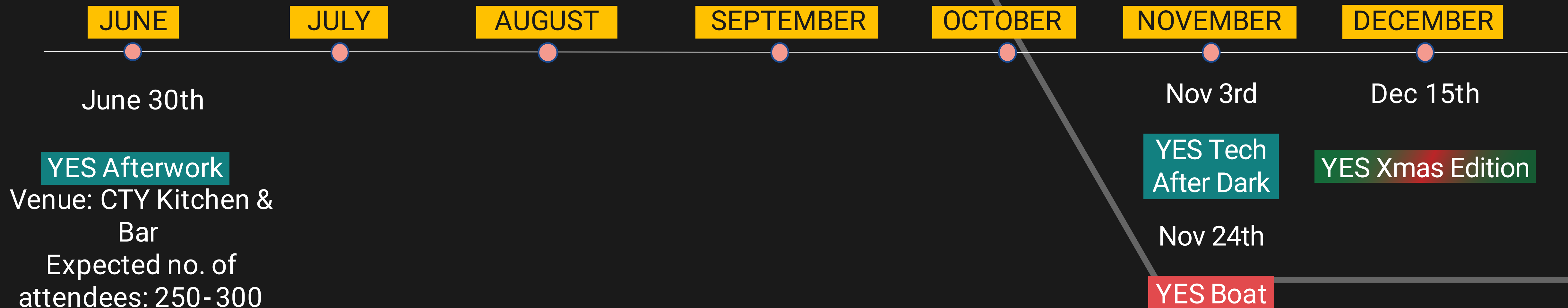
ABOUT YES SAIGON EVENTS

YES

EVENT PLAN 2022

This is the timeline schedule for our events until the end of 2022.

According to our plan, we will be hosting 6 events from June to December 2022. Our busiest month will be December where we will be hosting both our YES Afterwork and YES Boat event



MARKETING PLAN

ABSTRACT

We will ensure our events reach the target audience by following our specifically designed marketing plan.

Simultaneously, our strategic partners will promote our events on their own channels.

EXECUTION PLAN

Utilising our database of previous previous events (20+) and 15k+ attendees. we will send a newsletter along with the next event announcement directly to their inbox.

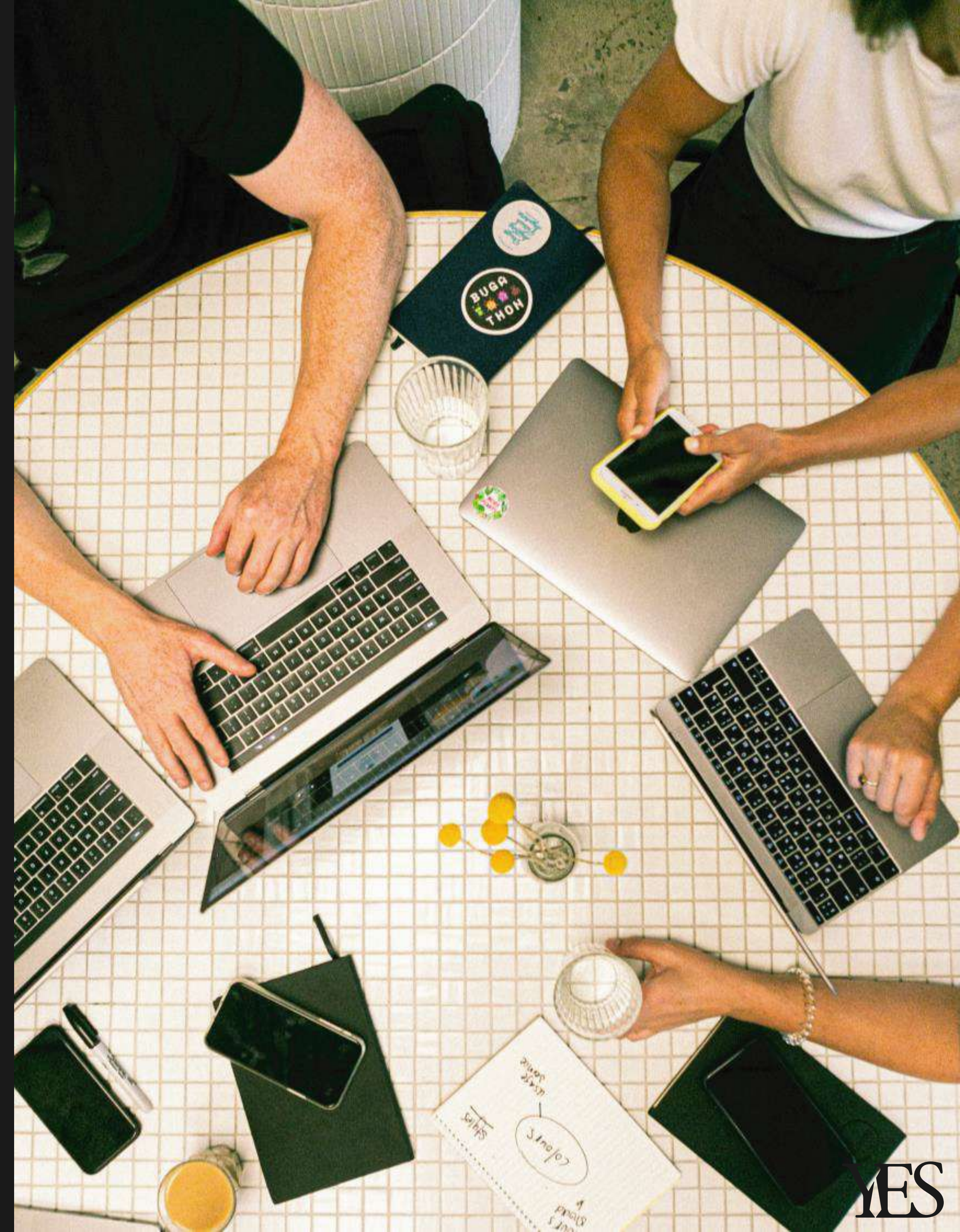
x1 event post on our Facebook page (4.9k followers).

x2 posts about the venue.

x2 posts about previous events.

x3 reminder posts about the event with a call to action to buy tickets.

x1 email to everyone in our personal network, that include hundreds of senior level employees.



CASE STUDY

CASE STUDY 1

We launched for the very first time our exclusive YES Boat event series.

We sold out all our tickets in **less than a week** without any paid advertisements on our social media channels.

CASE STUDY 2

Our first event in 2022 YES afterwork had **235** attendees.

We achieved **25,716 organic reach** for the event post on our social media channel.

CASE STUDY 3

Our most recent YES Afterwork had **225** attendees.

We achieved **7,5k organic reach** for the event post on our social media channel and strategic partners.



“YES has helped me to connect easily with designers, production teams and helped me grow my network a lot! Definitely join their events.”

Magnus Andersen



“Amazing event for Young Entrepreneurs in Vietnam. Connected with Investors for my own start-up. Glad to be part of the community.”

Le Thuy Linh

BRANDS WE'VE WORKED WITH





ABOUT YES TECH AFTER DARK

YES

WHAT IS TECH AFTER DARK

A networking event for Tech people in Saigon presented by YES and co-hosted with Ascend Vietnam Ventures and Ivy+Partners.



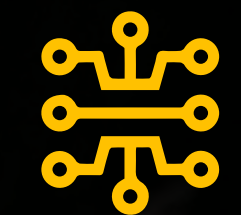
How is this different from other YES events?

It's more exclusive and industry-focused. We'll curate the attendees by invitation and screen their profile when they purchase the tickets to make sure they're from within the field.



What is the purpose of the event?

We want to build a quality Tech community in which not only the members can create meaningful connection and support each other but also gets access to AVV for investment and advise, to Ivy+Partners for their PR services suitable for start-ups and products/service of our sponsors.



Who is our attendees?

Anyone who is in the Tech industry that includes tech entrepreneurs and soon-to-be founders.



How many attendees do we expect?

100 - 150 people.



**PARTNER
WITH US**

YES

WHY YOU SHOULD COLLABORATE WITH US

1. SIMILAR BRAND VALUES

Easily exchange knowledge and utilise networks. Something brilliant can be developed from a co-partnership.

2. INCREASE BRAND AWARENESS

Leveraging the engaging and influential group of audience to either soft launch, official launch your product. You can also increase your brand awareness among the highly engaging and influential group of audience.

3. CULTURE BUILDING

Find ways to recharge and reinvigorate connections between our brand mission.

4. IDEA MINING

Find incredible stories and share your brand stories through a compelling format that resonates with people.

5. BUILDING A TRUSTWORTHY COMMUNITY

Influence purpose and meaning to local communities and empower dynamic individuals' within a community that has the same values as your brand.

6. CREATE MORE BUSINESS OPPORTUNITIES FROM A DIVERSE COMMUNITY

Engaging with a community made up of people who come from all industries and walks of life who are constantly open to new ideas and opportunities.



EVENT SPONSORSHIP

Tier	Amount	SM mention	Logo on backdrop	Logo on standee	Booth	Logo in video	Logo in event album	Access to database	Free tickets	Speech
1	\$3,500	25	Will appear as "Powered by"	Will appear as "Powered by"	✓	Full video appearance	✓	✓	100	✓
2	\$2,000	20	50x50cm	50x50cm	✓	✓	✓	✓	50	✓
3	\$750	10	50x50cm	50x50cm	✓	✓	✗	✓	25	✗
4	\$250	5	20x20cm	✗	✗	✗	✗	✓	5	✗

TIER 1



\$3,500

TIER 2



\$2,000

TIER 3



\$750

TIER 4



\$250



Logo will appear on KVs as "Powered by"

Logo will appear on KVs as 50x50cm size

Logo will appear on KVs as 50x50cm size

Logo will appear on KVs as 20x20cm size



Full length video appearance

Video appearance at the end

Video appearance at the end



Logo appearance in event photo album

Logo appearance in event photo album



Full access to database

Full access to database

Full access to database

Full access to database



100 free tickets

50 free tickets

25 free tickets

5 free tickets



Opportunity to have a speech during the event

Opportunity to have a speech during the event



Customised Event

ONE YEAR AGREEMENT

Tier	Amount	SM mention	Logo on backdrop	Logo on standee	Booth	Logo in video	Logo in event album	Access to database	Free tickets	Speech
1	\$30,000	150	Will appear as "Powered by"	Will appear as "Powered by"	✓	Full video appearance	✓	✓	500	✓
2	\$5,000	35	50x50cm	50x50cm	✓	✓	✓	✓	200	✓

TIER 1

\$30,000



Exclusive and Tailor made Partnership



Logo will appear on KVs as "Powered by"



Full length video appearance



Logo appearance in event photo album



Full access to database



Opportunity to have a speech during the event



Customised Event



Speed date with YES attendees



Logo on organiser shirt

TIER 2

\$5,000

Partner in ALL YES Events

Logo will appear on KVs as 50x50cm size

Video appearance at the end

Logo appearance in event photo album

Full access to database

Opportunity to have a speech during the event

Speed date with YES attendees

Logo on organiser shirt

OFFERS TO THE YES COMMUNITY






WHAT ARE OFFERS?

2 TYPE OF OFFERS



1. Offer to all Members; This offer is valid for all YES members.
2. Offer only for event attendees; This offer will only be valid for attendees from one specific event.

WHAT CAN YOU OFFER?

-  | Limited or unlimited offers
-  | Discount offers
-  | Promotion deals
-  | Loyalty offers
-  | Product sampling

HOW DOES IT WORK?

3 EASY STEPS FOR YES PARTNERS

- Step 1:** Partner shares the offer content with YES.
- Step 2:** YES publishes the offer on the website.
- Step 3:** Partner scans the code when YES members shows the voucher.

4 EASY STEPS FOR YES MEMBERS

- Step 1:** YES members login with their profile.
- Step 2:** Have access to various offers from partners.
- Step 3:** Select the offer and show to the partner.
- Step 4:** Partner scans the code with camera and DONE.

*Thank
you*



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YES