



**EMBASSY OF DENMARK**  
*Hanoi*

# **SPONSORSHIP INVITATION**

*55<sup>th</sup> Year of Diplomatic Relations*

*Denmark - Vietnam*



**Dear Company,**

**The Danish Embassy in Vietnam has the pleasure to inform you that Denmark and Vietnam mark the milestone of 55th year anniversary of diplomatic relations this year (1971- 2026).**

**An exciting year of celebratory events to brand Denmark in Vietnam lies ahead. The Danish Embassy in Vietnam warmly invites you to join us in this special journey and become a valued sponsor for this remarkable occasion!**

[www.vietnam.um.dk](http://www.vietnam.um.dk)

## BIKING AND EXHIBITION EVENT IN DA NANG



- Timing: June 2026
- Venue: Da Nang
- Target Group: Local youth, general public, local government officials (estimated 200 people with biking).
- Biking and Photo Exhibition (in a public space in Da Nang): Copenhagen – Livable city – Cycling city.

Join us in Da Nang to showcase Denmark as the world's leading green and livable nation, inspiring local officials and citizens through a vibrant cycling event and photo exhibition celebrating Copenhagen as a model cycling city for sustainable future. This event will generate a large interest from:

- ✓ Press & Media
- ✓ Vietnamese Government Authority
- ✓ Business
- ✓ Public Communities

Therefore, it is a great opportunity to promote your Company and Brand Image overall.

## BIKING AND EXHIBITION EVENT IN DA NANG

### CATEGORIES FOR SPONSORSHIP

No.	PACKAGES AND BENEFITS	DIAMOND (10,000USD)	PLATINUM (5,000USD)	GOLD (3,000USD)
1	Branding			
	Logo on the back-drop, banner at the event venue, and invitation.	X (Central)	X (Central)	X (Corner)
	Standee at Exhibition (The Embassy will contact your company regarding the customized design of your standees)	X	X	X
2	PR& Communication			
	Company's name mentioned in the Embassy's Facebook post about the event	X (1 <sup>st</sup> line)	X (2 <sup>nd</sup> line)	X (3 <sup>rd</sup> line)
	Company's name mentioned in the Press Release	X	X	X
	Company's name mentioned in during Opening Speech and Selected Interview in regards to this event	X		
3	Other Benefits			
	Complimentary Invitation	X	X	X

## PRIVATE CONCERT PERFORMED BY DANISH AND VIETNAMESE MUSICIANS



- Timing: 5 June 2026 (Danish Constitution Day) or a day to be agreed later
- Venue: The Danish Residence in Hanoi
- Target Group: Government officials, EU heads of mission, diplomats, Danish companies' representatives, key local counterparts, etc.

A high-profile reception and mini concert gathering government officials, diplomats, the business community and local stake holders in one dynamic setting. Join us at this exceptional platform for exchange, networking, and elevating your company under the Danish flagship.

## PRIVATE CONCERT PERFORMED BY DANISH AND VIETNAMESE MUSICIANS

### CATEGORIES FOR SPONSORSHIP

No.	PACKAGES AND BENEFITS	DIAMOND (10,000USD)	PLATINUM (5,000USD)	GOLD (2,000USD)
1	Branding			
	Logo on the back-drop, banner at the event venue, and invitation.	X (Central)	X (Central)	X (Corner)
	Standee (The Embassy will contact your company regarding the customized design of your standees)	X	X	X
2	PR& Communication			
	Company's name mentioned in the Embassy's Facebook post about the event	X (1 <sup>st</sup> line)	X (2 <sup>nd</sup> line)	X (3 <sup>rd</sup> line)
	Company's name mentioned in during Opening Speech	X		
3	Other Benefits			
	Complimentary Invitation	X	X	X

## TAY HO HALF MARATHON 2026 - '55 YEARS IN MOTION – DENMARK & VIETNAM'



- Timing: 12 April 2026
- Venue: Hanoi
- Target group from Danish side: Embassy staff, accompanying partners, and families, Danish companies with a presence in Vietnam that wish to take part in a non-commercial joint event

As part of the celebration of 55 years of diplomatic relations between Denmark and Vietnam, the Embassy of Denmark will participate in the Tay Ho Half Marathon 2026 under the banner: 55 Years in Motion – Denmark & Vietnam. The initiative promotes health, community, and shared Danish values through action rather than commercial promotion.

Following the race, a social reception will be hosted at the Danish Residence for participants and invited guests.

Contribution: \$100 per pax (including marathon and social reception) x number of pax and possible decorations, small print materials if available.