



Thăng Tiến XII

The 12th International Camp of Vietnamese Scouting



SPONSORSHIP PROPOSAL

Dear Sponsor,

The 12th International Camp of Vietnamese Scouting, *Thăng Tiến XII*, will be held in Southern California from July 8th to 13th, 2022 at Oak Canyon Park in Silverado, California, USA. The event is hosted by the U.S. Southwest Region of the International Central Committee of Vietnamese Scouting (ICCVS) with an expected attendance of 1,000 campers and guests from across the United States and around the world.

We invite you to join us in supporting our youth and families by becoming a sponsor. This unique event is an excellent opportunity to increase public awareness of your organization, your products, and services among our attendees and media at the event. Your sponsorship goes a long way in supporting local organizations as well as the Asian American community.



This international camp features many youth activities focused on leadership, outdoor skills, sportsmanship, educational games, and cultural lessons. In addition, there will be fun activities for families and guests such as a multi-cultural fair, cooking contest, sport competitions, entertainment, and more. In 2006, the U.S. Southwest Region of ICCVS successfully hosted *Thăng Tiến 8* Camp in Riverside, California. With your support, we are confident *Thăng Tiến 12* will be a successful and memorable camp for our scouts and attendees.

On behalf of the planning committee, I invite you to become our partner in making the 12th international *Thăng Tiến* Camp a successful event and in bringing valuable resources to many children, youth, and families, all while having fun! Thank you and we look forward to your support and participation.

Sincerely,

Nhân Nguyễn
Thăng Tiến XII Camp Chief



The phrase *Thăng Tiến* or *Moving Forward* first appeared as a motto on the Vietnamese Scouting emblem in the 1930s. After the establishment of the International Central Committee of Vietnamese Scouting (ICCVS) in 1983, the first international camp for Vietnamese scouts overseas was held in Jambville, France in 1985 and named *Thăng Tiến 1*. Every four years since then, *Thăng Tiến* has been held in different countries, as well as different regions across the United States. The event brings together Vietnamese boy and girl scouts overseas and their descendants to preserve and promote our rich cultural heritage and traditions. It also promotes friendship, character development, and service to others, so that our youth can become better leaders and create change in the world.

BECOME A SPONSOR	Title	Platinum	Diamond	Gold	Silver	Bronze
	\$25,000	\$20,000	\$10,000	\$5,000	\$2,000	\$1,000
Ad / recognition in Thăng Tiến newsletters	✓	✓	✓	✓	✓	✓
Ad / recognition and link on our website	✓	✓	✓	✓	✓	✓
Social media posts and mentions	✓	✓	✓	✓	✓	✓
Newspaper impressions <i>(when available)</i>	✓	✓	✓	✓	✓	✓
Radio talk-show mentions <i>(when available)</i>	✓	✓	✓	✓	✓	✓
TV talk-show mentions <i>(when available)</i>	✓	✓	✓	✓	✓	✓
Event Gala Tickets <i>(contingent)</i>	10 VIP	10 VIP	10	5	2	1
Verbal recognition during event	✓	✓	✓	✓	✓	
Appreciation gift from organizer	✓	✓	✓	✓	✓	
Exhibition booth at event's Opening Day	20x20	20x10	10x10	10x10	10x10	
Banner displayed at event	4x	4x	3x	2x	1x	
Ad spot on SBTN-DC TV (30 secs)	50x	40x	30x	20x		
On-stage remarks at event	3 min	2 min	1 min			
Activity venue/location naming	✓	✓				
Main event sponsor naming on all promotions	✓					

*** Terms and conditions applied. See sponsorship form for details. ***

À La Carte

- Banner display at event: \$500 each (3' x 8' | provided by sponsor)
- Contest sponsor during event: \$1,000 each (on-site recognition, remarks, items give-away)

CIRCLES OF GIVING

Honor Circle \$500 to \$999
 Promise Circle \$250 to \$499
 Friendship Circle \$100 to \$249
 Donors will be recognized on official event website and social media.

CONTACT:

PHONG LY | Finance Chair
 714.725.8389 | sponsor.thangtien12@gmail.com

THĂNG TIẾN XII CAMP

c/o Hoi Dong Trung Uong - Huong Dao Viet Nam
 12913 Harbor Blvd., Ste Q-3, #261
 Garden Grove, CA 92840 (mailing address)



ABOUT THE ORGANIZER

The International Central Committee of Vietnamese Scouting (ICCVS), Hội Đồng Trung Ương - Hướng Đạo Việt Nam is a non-profit organization. Our mission is to preserve and promote the Vietnamese tradition, kinship, and cultural heritage through traditional Vietnamese scouting. Scouting in Vietnam began in 1930 and at the end of the Vietnam War in April of 1975, the new communist regime disbanded Vietnamese Scouting organizations. In 1983, during the Costa Mesa Conference of Vietnamese Scouting overseas, the ICCVS was formally established to coordinate Vietnamese Scouting activities in countries around the world where Vietnamese refugees settled. Today, ICCVS members are present in Canada, Australia, Germany, France, and the United States.



Thăng Tiến I
1985
Jambville, France
200 attendees



Thăng Tiến II
1988
Everton, Canada
350 attendees



Thăng Tiến III
1990
San Jose, CA, USA
700 attendees



Thăng Tiến IV
1993
Le Breuil, France
400 attendees



Thăng Tiến V
1995
Sydney, Australia
600 attendees



Thăng Tiến VI
1998
Washington DC, USA
1,200 attendees



Thăng Tiến VII
2002
Houston, TX, USA
1,100 attendees



Thăng Tiến VIII
2006
Riverside, CA, USA
1,800 attendees



Thăng Tiến IX
2009
San Jose, CA, USA
2,657 attendees



Thăng Tiến X
2014
Houston, TX, USA
1,680 attendees



Thăng Tiến XI
2018
Washington DC, USA
2,000 attendees



Thăng Tiến XII
2022
Silverado, CA, USA
1,000 attendees
(projected)