



SPARKMINDS

Custom Web/App  
Implementation

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# Sport Marketing Platform



# Sport Marketing Platform

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## What Will You Have?

## Descriptions

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### Part of a Global Network

Dentsu Sports Vietnam is a subsidiary of the Dentsu Group, one of the largest communications/advertising conglomerates globally

### Full-Service / 360° Sports Marketing Agency

They offer end-to-end services covering all facets of sports marketing and communications

### Local & Regional Expertise

Deep involvement in Vietnam's sports scene: organizing / working with local marathons (Hanoi Marathon, CanTho Marathon, HaLong Marathon) etc.

### Prestigious and Diverse Client Portfolio

Their clients include major multinational brands across various sectors: automotive (Honda, Yamaha), nutrition, energy drinks (Red Bull), healthcare, consumer goods etc

### Strong Team Structure & Leadership

They have a defined leadership team (General Director, Acting Director, Financial/HR/Commercial Director, Account Director etc.).

### Reputation & Credibility

As part of Dentsu, they benefit from the reputation and standards of the larger group. They position themselves as a pioneer among specialized sports-marketing agencies in Vietnam.

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[ABOUT US](#)[OUR TEAM](#)[SERVICES](#)[RECRUIT](#)[CONTACT](#)[TERMS](#)

## DENTSU SPORTS VIETNAM

### ABOUT US

Dentsu Sports Vietnam Limited Liability Company, a Vietnam-based sports marketing agency, has been operating in Vietnam for more than 12 years.

From the early days of presence in Vietnam, we are proud to be a member of **Dentsu.**, – a multinational group consisting approximately of 900 companies across the globe by January 2023 with an over-century history of operation, who has been a champion of meaningful progress – helping brands predict and plan for disruptive future opportunities. Our Dentsu have pioneered the commercialization of premium sports properties worldwide since the 1964 Summer Olympics in Tokyo (Japan).

As a business unit operating within Dentsu Sports International Inc. (**DSI**), an arm of Dentsu (as the whole Dentsu group companies), which was officially launched in 2021, we pursue and share the same purpose of connecting brands and properties to fans of sports.

We have been creating and maintaining an open gateway for our clients, linking the world of sports and its fans in Vietnam and neighboring countries within Southeast Asia (ASEAN) region. Our activities do not only directly visualize or actualize the client's wishes to understand sports fans' subcultures but also create partnerships that build affinity between them.

[dentsu](#) [dentsu sports international](#)

# OUR TEAM



Across in 2 offices in Vietnam, our team has strong expertise in a wide range of marketing disciplines.

Our team is highly proficient, professional and well established. Together, we work seamlessly as one team and deliver innovative solutions for our clients. We endeavor to add value to everything that we do, and are passionate about understanding our clients' business needs.

**EVENTS MANAGEMENT** – With one-stop management and operation (logistics, TV, broadcast and sponsorship), from concept to delivery, we produce unique events that create emotional connections through strategic and innovative thought.

**ATHELETES MANAGEMENT** – With sponsorship procurement, holistic development, right management, we bridge all gaps between athletes and clients to deliver the success to both of them.

**ACTIVATION CONSULTANCY** – With ideation of activations, strategy, execution and client servicing, together, we push boundaries and stretch what's possible, delivering original work that is more meaningful, memorable and measurable.

**MARKETING/MEDIA STRATEGIC CONSULTANCY** – With strategic planning, ideation, client servicing, and brand activation, from the concept to measuring the deliverables of the marketing activities, we are actualizing and measuring the invisible and hard-to-measure activities.

Working with both local and global clients we have a dedicated team who have unrivalled market knowledge and experience in both conceptualizing and delivering strategies, activation plans and unique events.



Sports Sponsorships

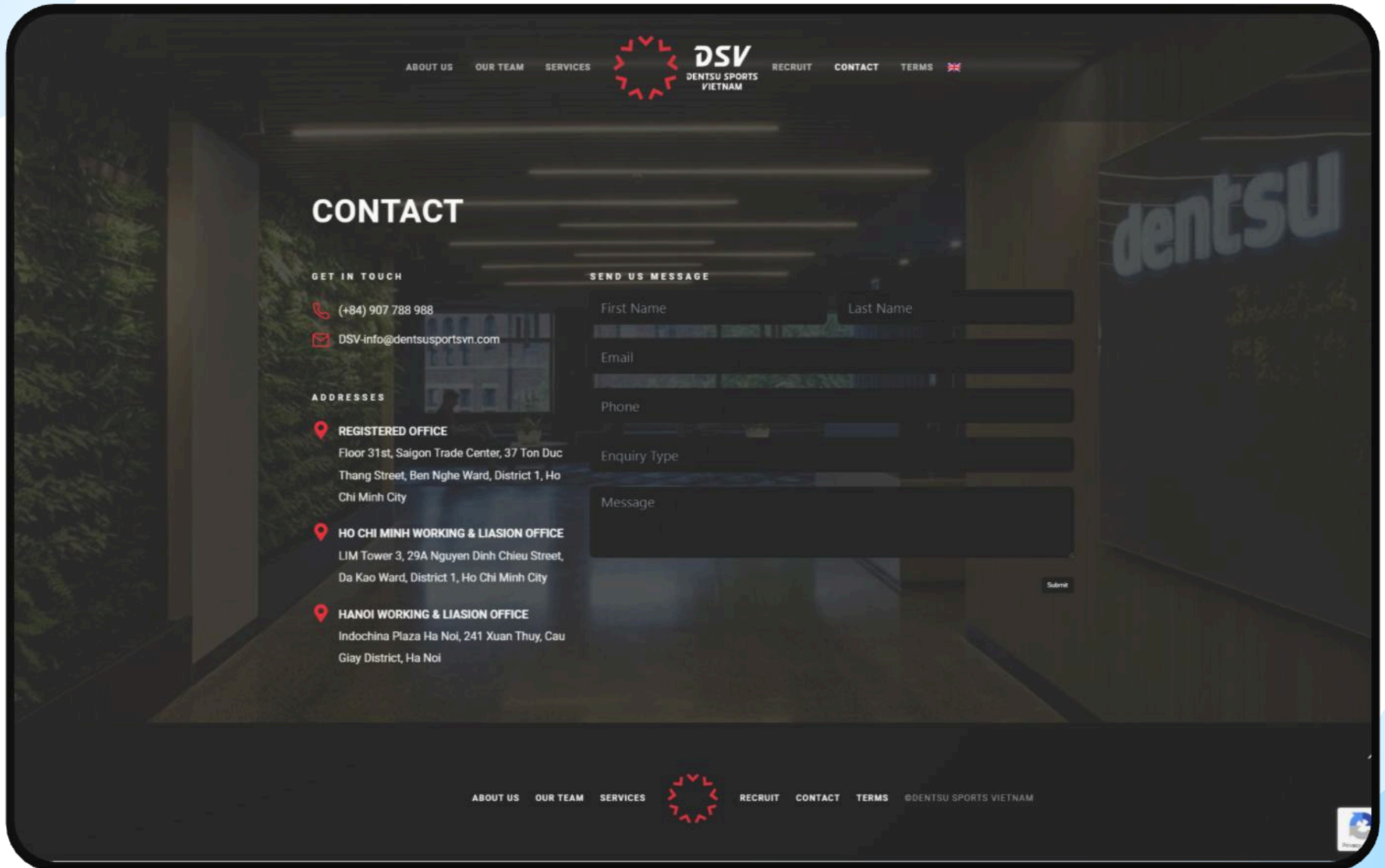


Events Management



Athletes Management





growth.

## 1. Corporate governance

- The Company shall set up a system according to which it conducts sound corporate management and fulfills its social responsibilities
- The Company shall rapidly respond to accidents and emergencies; promptly ensure a recurrence is prevented; disclose relevant information; and be fully accountable to stakeholders
- Monitoring systems, such as a reporting desk, shall be set up for employees who are victims of discrimination or harassment, and witnesses of employee misconduct

## 2. Respect for human rights

- In the hiring and treatment of employees, compliance is required with relevant laws and regulations, while international standards are to be respected
- In the area of human rights, the Company shall respect diversity and foster a fair corporate culture, guaranteeing minimum wages and ensuring that labor management does not permit forced labor, child labor, or harassment
- Discriminatory expressions and actions shall not be used or proposed in advertisements, other creative work, or in the provision of services
- The Dentsu Group Human Rights Policy shall be understood and observed

## 3. Proper work environment

- Every effort shall be made to create an accident-free workplace and work environment, in which all employees are able to work energetically and enjoy good health
- The right of employees to organize shall be recognized, and the right to collective bargaining shall be respected as a means of achieving labor-management discussions on issues such as working conditions and wage levels

## 4. Environmental protection

- By reducing CO<sub>2</sub> and other greenhouse gas emissions, efforts shall be made to ensure that



SPARKMINDS



Contact Us


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**Start Your Project  
With Us**

# Start Your Project With Us


## Contact Channels

 [Info@sparkminds.net](mailto:Info@sparkminds.net)

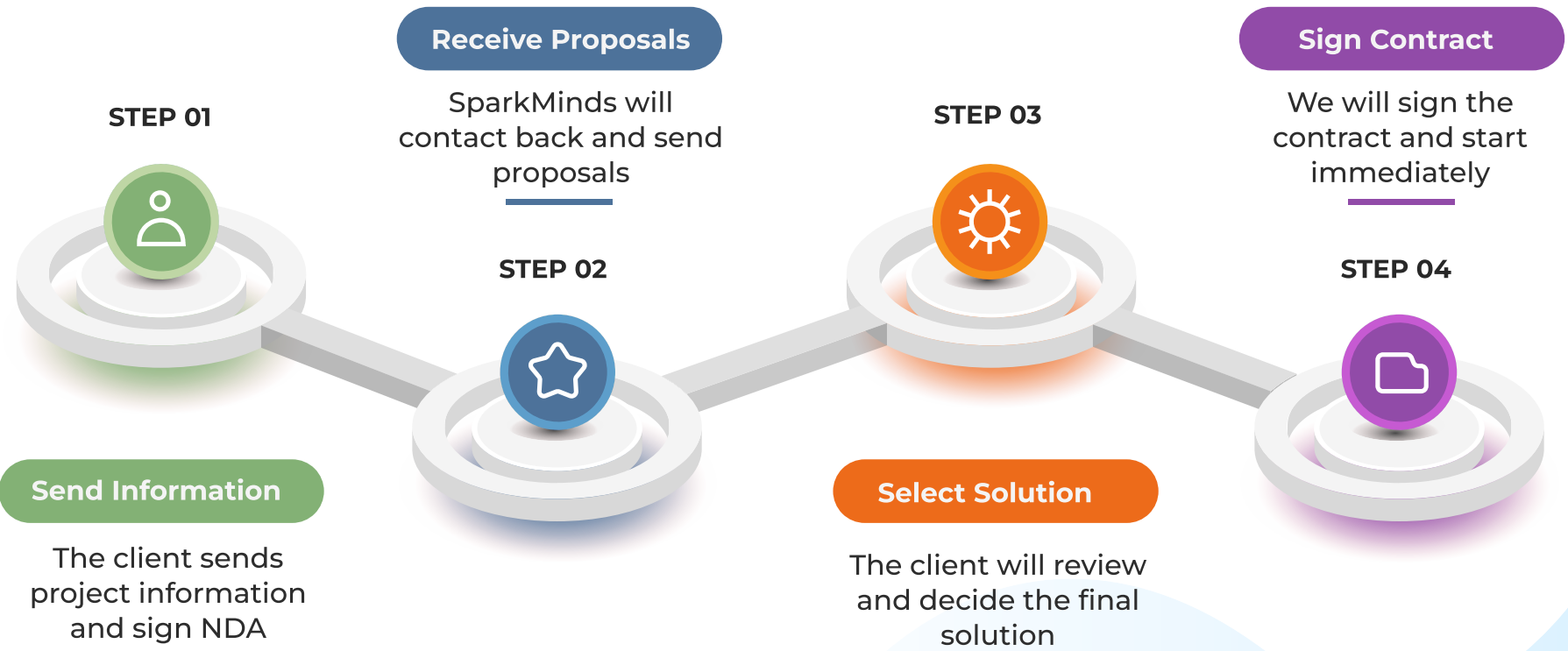
 [@adam\\_sparkminds](https://t.me/@adam_sparkminds)

 [SparkMind J.S.C](#)

 [SparkMinds J.S.C](#)

 [www.sparkminds.net](http://www.sparkminds.net)

## Let's Work Together





SPARKMINDS

We Are More Than Your Demand And Satisfaction!



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