

## OPEN LETTER

Dear Partnership Representatives,

First of all, Young Hotelier Awards 2016 (YHA 2016) organization board would like to send the best greeting to you.

YHA 2016 is hosted by Vietnam Hospitality Network, sponsored by Hospitality Tourism Solutions (HTS group), associating with Tôn Đức Thắng University and National Economics University. This is the first idea contest in the field of Tourism & Hospitality in Vietnam to be held on the Southeast Asian scale, in order to create a dynamic and professional playground where the youth can express their new and outstanding ideas.

To help YHA 2016 takes place successfully, we would like to send you an open letter and hope that you will introduce the contest to all fellow students in your country in general, as well as those majoring in Tourism and Hospitality in particular. Besides, it would be very kind of you to give us more opportunities to communicate and answer all questions from your students about the contest.

We look forward to hearing from you and hope to have a chance to directly present our plans to you. If you require any further information, please feel free to contact us. We truly appreciate your support.

Yours faithfully,

**Top organizer of YHA 2016**

Hồ Chí Minh City, .....2016



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[younghotelierawards](https://www.facebook.com/younghotelierawards)



## DETAILED SUPPORTING SCHEME

**Implementation timeline:** From Sep 19th 2016 to Nov 30th 2016

**Procedure:** Offline and Online in 2 representative forms: Co-organizer and Organizational supporter. For specific:

### 1. Co-organizer:

#### 1.1. Responsibilities of YHA organizer:

- Sending to partnership units essential documents, which includes: YHA 2016 profile, contest timeline, media plan, teaser, trailer, YHA 2016 standee and posters.
- Supporting towards all questions.

#### 1.2. Responsibilities and rights of partnership units:

##### 1.1.1. Responsibilities:

- Personnel: a lecturer as representative, in charge of media supporter and a group of 5 to 10 students, in charge of media volunteers for YHA 2016.
- About media channels of YHA 2016: Offline and Online, on the local range of partnership unit.
- Ensure there are at least 5 groups of students participating in the contest.

##### 1.1.2. Rights:

- Partners' logo will be enclosed in all of YHA 2016 media publications.
- An introducing article of Co-organizer unit in YHA official fanpage and website (provided by Co-organizer unit).
- A thanking post to Co-organizer unit on YHA official fanpage and website.

#### 1.3. Work content: Please check on enclosed documents.



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## 2. Organizational supporter:

### 2.1. Responsibilities of YHA organizer:

- Sending to partnership units essential documents, which includes: YHA 2016 profile, contest timeline, media plan, teaser, trailer, YHA 2016 standee and posters.
- Supporting towards all questions.

### 2.2. Responsibilities and rights of partnership units:

#### 1.1.3. Responsibilities:

- Personnel: A lecturer/student as representative, in charge of media supporter and working with YHA representatives for all related issues to the contest.
- About media channel: Offline and Online, on internal range of partnership unit.
- Facilitate students to participate in the contest.

#### 1.1.4. Rights:

- An introducing article of Co-organizer unit in YHA official fanpage and website (provided by Co-organizer unit).
- A thanking post to Co-organizer unit on YHA official fanpage and website.

### 2.3. Work content: please check on enclosed documents.