



COMMUNITY CARE BUILDING LOCAL BRIDGE

PROJECT
BUILDING
BRIDGE

➤ BY E-X-PRO ADVERTISING CO., LTD

SERVE WITH INTEGRITY HEART AND EXCELLENT HANDS

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"CARE ONE ANOTHER"

Driven by the working commitment to Care One Another. We believe that business growing sustainable when we place the community needs in the center hearts of our expanding. Care One Another proactively investing in those around us, we believe that in due time, we shall reap the rewards of a thriving and sustainable future.

THE TARGET OF OUR CARES



CHILDREN

Bringing Safe Journeys to School

- Ensures safe and joyful routes for children in remote areas.
- Prevents dangers during the rainy season.
- Promotes equal access to education for all.



LOCAL TRADERS

Bridge Construction: Transforming Communities

- A single bridge benefits **1,000+** people daily.
- Enhances transport for agricultural & forestry goods, boosting economic growth.
- Improves livelihoods by enabling higher selling prices and better accessibility.



THE VULNERABLE PEOPLE :
(The elderly and widows)

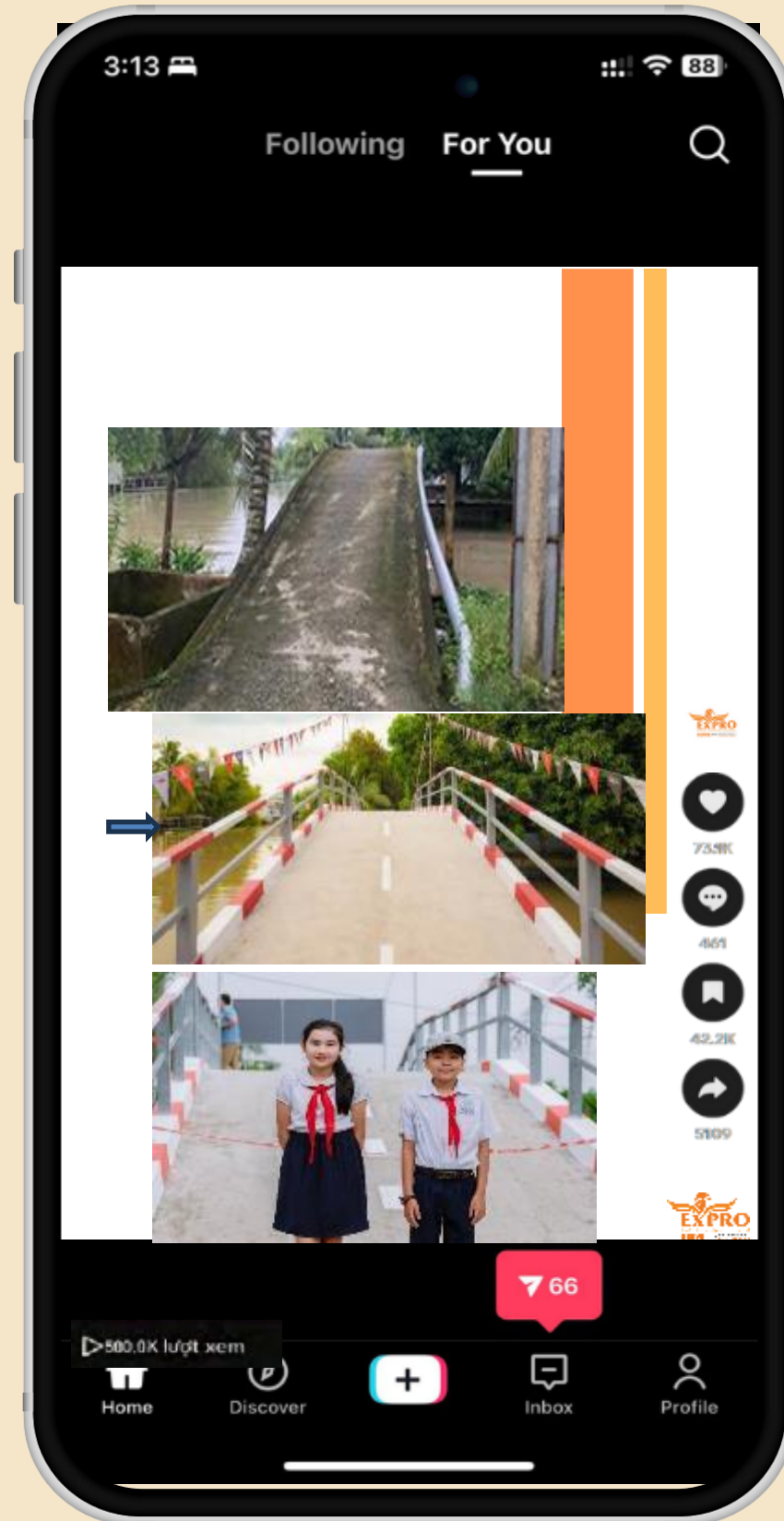
Bridges for Safer & Better Lives

- Ensures safe travel during heavy rains, especially for elders and women.
- Provides comfort and peace of mind for the community.
- Supports widows and single mothers, helping them build a better future.

II. STRATEGY TO SOCIALISE THE CAMPAIGN

Connecting with GenZ

#LIVECHANGINGBRIDGES



#LIVECHANGING ON
TIKTOK, REELS FACEBOOK, SHORT YOUTUBE



- To influence more to digital world. We strategically communicate by series of videos, **about local lives transformed thanks to new bridge.**
- The bridge truly impact to : Children to school, local traders, farmers, the elders.. We would 1 minute tell their lives changing and airing on Tiktok, FB reel, Youtube short.
- **Estimate : 1.000.000 views/ 3 months project**
- Communicates for Sponsor : Name is mentioned, appreciation, and placed inside the videos.

#Liveschanging
#Communitycare
#Sponsors

#NameofBridge
#Province

III. VALUES RETURNED FROM CARING COMMUNITY

① **"THEY SHARE FREELY AND GIVE GENEROUSLY TO THOSE IN NEED. THEIR GOOD DEEDS WILL BE REMEMBERED FOR EVERS. THEY WILL HAVE INFLUENCE AND HONOR".**

Psalms of King David chapter 112:9

The community care activities are fundamental steps for organisation growing sustainably, long-time values remembered, trust-worthy influence and honoring.

"SUSTAINABLE GROWTH STRATEGY FOR ENTERPRISES"



IV. ABOUT THE PROJECT BUILDING BRIDGE



E-X-RRO Community Care
"Care One Another"

THE PROJECT BUILDING BRIDGE

CẦN THƠ CITY

Transformation from old-new bridge

Improving the lives of > **2.000 local residents.**

2021



BEFORE



AFTER

THE PROJECT BUILDING BRIDGE

TIỀN GIANG PROVINCE

Transformation from old-new bridge

More lives are changed > **1.350 local residents.**

2022



BEFORE



AFTER

THE PROJECT BUILDING BRIDGE

THANH HÓA PROVINCE

Local people are excited, enjoy and return their villages because the bridge help them can travel more conveniently for > **300 local residents**.

2022



BEFORE



AFTER

THE PROJECT BUILDING BRIDGE

GIA LAI PROVINCE

Local people are excited, enjoy and return their villages because the bridge help them can travel more conveniently > **234 local residents.**

2023



BEFORE



AFTER

THE PROJECT BUILDING BRIDGE

SÓC TRĂNG PROVINCE

Local people are excited, enjoy and return their villages because the bridge help them can travel more conveniently hơn > **675 local residents.**

2024



BEFORE



AFTER

THE PROJECT BUILDING BRIDGE

CAO BẰNG PROVINCE

Local people are excited, enjoy and return their villages because the bridge help them can travel more conveniently > **330 local residents.**

2024



BEFORE



AFTER

TESTIMONIAL STORIES

"ABANDONED TURNED CROWDED"



“ For years, Lang Len relied on a makeshift bamboo bridge, which was repeatedly washed away during the flood season, cutting off nearly 100 households. Children were unable to attend school, livelihoods were disrupted, and many families were forced to leave the village

At the end of 2022, the Lang Len bridge was built, reconnecting the village and bringing people back. They return to the village with joys, hopes are filled, so that their journey could continue in safety. Lang Len village was deserted, restored to a place crowded ” .

True story from Village Thanh Hoa city

“ We are truly delighted because this is something the people have long wished for. The new bridge gives them a greater sense of security when traveling, especially during the rainy and flood seasons, protecting both their lives and property. This is not just a road but also a source of joy for the people, as it reflects the care and support they have received. More importantly, the bridge also contributes to increasing household incomes by reducing transportation costs, helping to stabilize their lives ” .

Mr. Dang Van Kinh

Vice President People's Committee of Ca Thanh Commune

V. E-XPRO'S COMPETENCE SKILLS MANAGE THE PROJECT

Nationwide projection management

The Driven Leadership
Influencing partners to fulfill commitments.

Innovation, Creative, cost-effective technical solutions for local needs..



Commitments delivered (Quality + Sustainability + Integrity + Time), building within **45 days**

The bridge is well-presented for **media's contents** and executions promote for brand's value and brand's contribution

E-XPRO based with communication's background, help **to do media risk management.**

VI.SPONSORSHIP AND MEDIA – SHARED BENEFITS

BRIDGE IN MEKONG DELTA – 3.3m (W) X 12 – 12M(L) X weight < 5tons

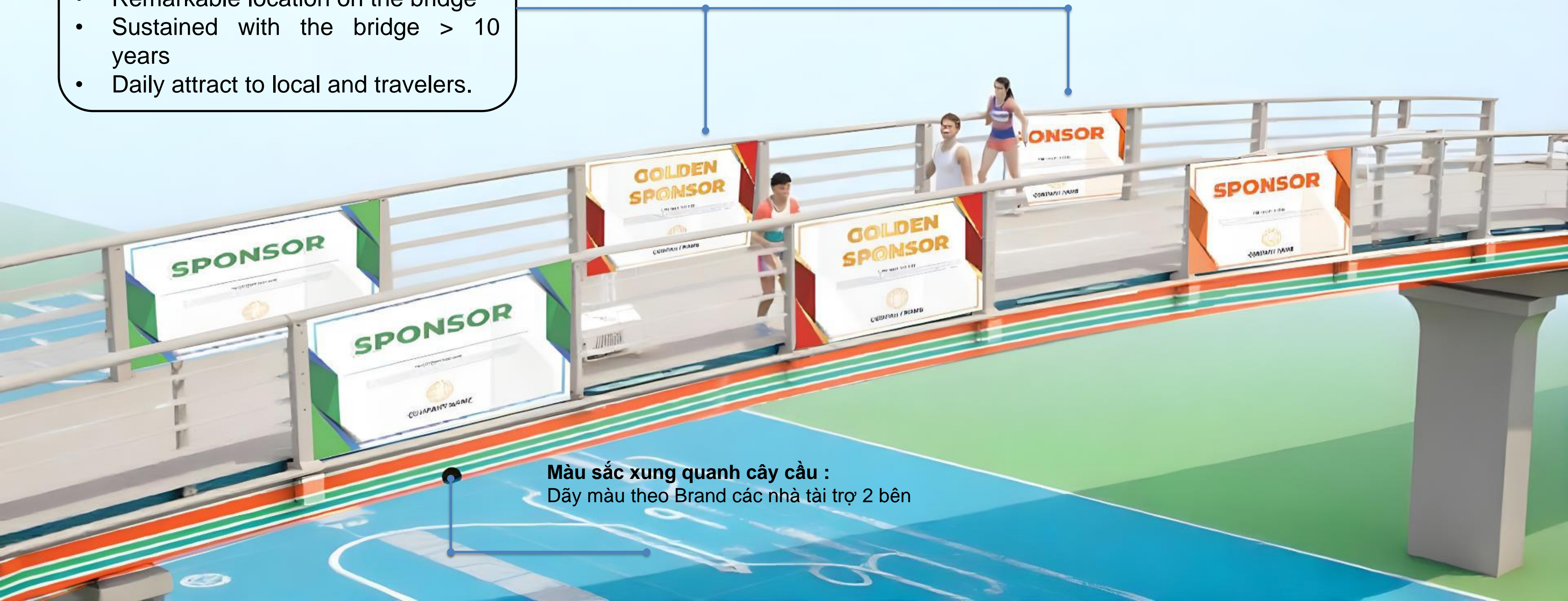
Logo Sponsor > 10 years guaranteed sustainably

Impactful the sponsor's branded logo

- Remarkable location on the bridge
- Sustained with the bridge > 10 years
- Daily attract to local and travelers.

Logo of the sponsor

Logo of the sponsor



Màu sắc xung quanh cây cầu :
Dãy màu theo Brand các nhà tài trợ 2 bên

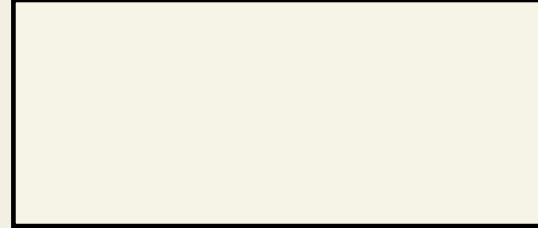
Logo Sponsor > 10 years guaranteed sustainably



CÔNG TRÌNH
CẦU DÂN SINH

NHÀ TÀI TRỢ CHÍNH

Logo



NHÀ TÀI TRỢ PHỤ

Logo

NHÀ TÀI TRỢ PHỤ

Logo

NHÀ TÀI TRỢ PHỤ

Logo

2200

1400

1100

2/SIGNBOARD - SHOW SPONSOR INFORMATION

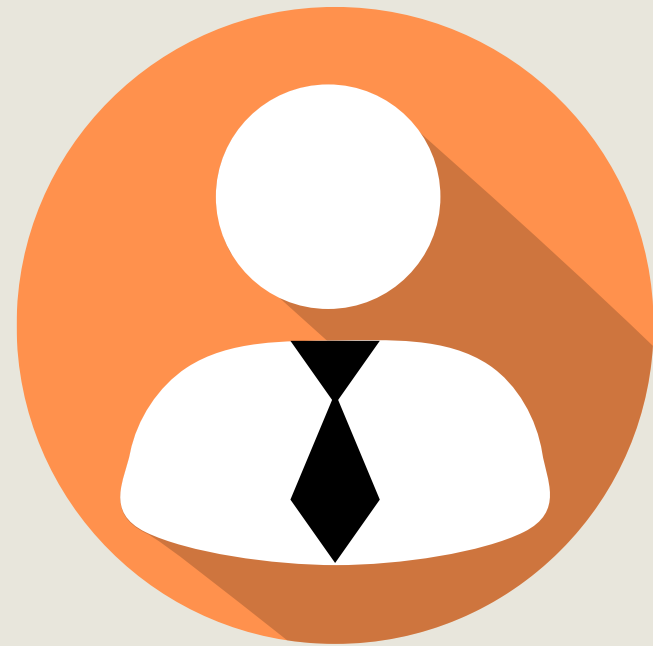
INAUGURATION EVENT



LỄ KHÁNH THÀNH CÔNG TRÌNH CẦU DÂN SINH



MAIN SPONSOR BENEFITS



150.000.000
(3 Sponsors)

1. Media & Promotion

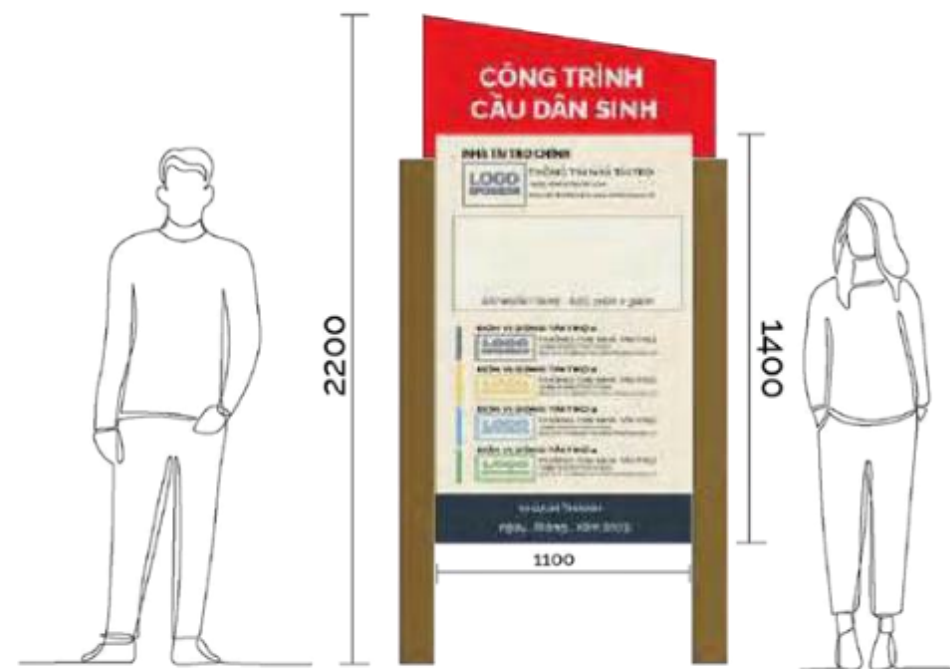
- An interview video 3 minutes attached with PRs
- Company name and appreciation mentioned inside video, social communication reach **1.000.000 views**
- PR mentioned of the Sponsors: Thanh nien/ Tuoi Tre/ Dân Trí...
- 3 posts (customised as brand/ client requesting) on Facebook

2. Event & Brand Presence

- Ownership for using the campaign
- Logo on all POSM at event inauguration
- Logo, company name and appreciation mentioned in videos

3. Live Activities

- On stage activities
- Awarding Certificate from government
- 3 tickets thank you party



Logo on signboard



Logo on the bridge



CO.SPONSOR BENEFITS:



100.000.000
(2 Sponsors)

1. Media & Promotion

- An interview video 3 minutes attached with PRs
- Company name and appreciation mentioned inside video, social communication reach **1.000.000 views**
- PR mentioned of the Sponsors : Thanh nien/ Tui Tre/ Dân Trí...
- 1 posts (customised as brand/ client requesting) on Facebook

2. Event & Brand Presence

- Ownership for using the campaign
- Logo on all POSM at event inauguration
- Logo, company name and appreciation mentioned in videos

3. Live Activities

- On stage activities
- Awarding Certificate from government
- 2 tickets thank you party



Logo on the bridge



PERSONEL SPONSOR BENEFITS:



50.000.000
(3 Sponsors)

1. Media & Promotion

- Company name and appreciation mentioned inside video, social communication reach **1.000.000 views**
- PR mentioned of the Sponsors Thanh nien/ Tuoi Tre/ Dân Trí...

2. Event & Brand Presence

- Ownership for using the campaign
- Logo on all POSM at event inauguration

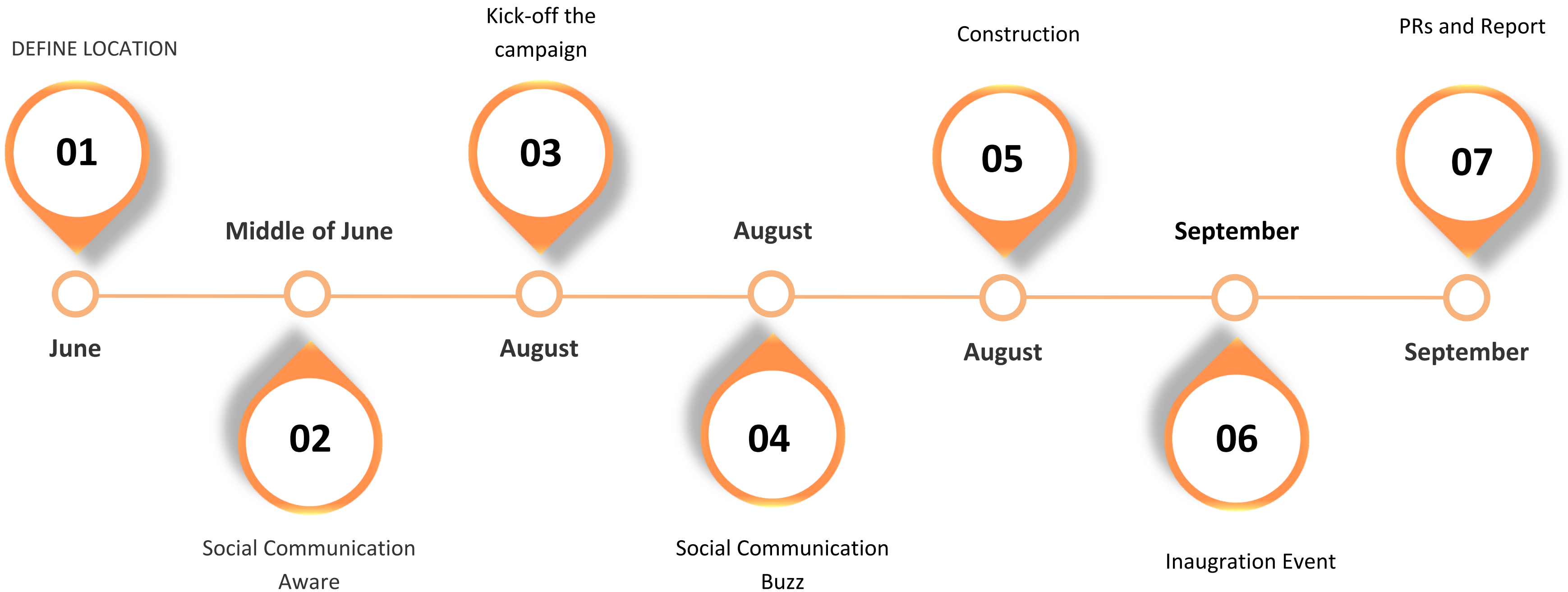
3. Live Activities

- Awarding Certificate from government
- 2 tickets thank you party



Logo on the bridge

TIME MANAGEMENT





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“E-XPRO’s man working with manner of serving, seeking the best for our clients, staffs, and community.

By obeying our Christian laws “Love One Another”

We serve the community with the commitment, the unchangeable mission as we are growing together with our business.

We appreciate for any opportunities you make for the community together with us.

May our God bless you in return from your blessings to us.

Shalom!.”

The Scripture of Jesus ‘s saying “A new command I give you: Love one another. As I have loved you, so you must love one another.

(John 13:34)



EXPLO

Excellent - Multiplying - Professional

SERVE WITH INTEGRITY HEART & EXCELLENT HANDS

Thank You!

