



Fund the Future. Rise with Us.

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THE MISSION



As a 501(c)(3) and the first women-led soccer team in Việt Nam our mission is to create a system where:

- **Women lead**
- **Girls get paid to play**
- **Sport becomes a structure for healing, growth, and generational power**

FOUNDER

Jenny Lê

I was born in Việt Nam and raised in the U.S. — a daughter of war, work, and women who made everything out of nothing.

Đà Nẵng Rising W.F.C. is for every girl who was told to stay small, quiet, or invisible.

I created this club because I was tired of waiting for change.

Tired of watching women's sports remain underfunded, girls underfed, and talent left undeveloped.

Tired of watching leadership, legacy, and land passed down to sons.

This isn't just a football club.

It's a radical act of memory, nourishment, and return.



THE REALITY

The Việt Nam Women's National team qualified for the 2023 World Cup. The men's team never has. However:



Salary Disparity:

Men: \$380-\$1450/month.
Women: \$57-\$200/month.



Professional Recognition: The men's league is professionally managed with infrastructure and sponsorships, while the women's teams remain amateur/semi-pro without sponsorship support.



Bonus System: The men's team earned \$1.6 million for winning the 2024 ASEAN Cup while the women received \$880,000 for their historic first World Cup qualification.



Career Sustainability: Male players are top earners in Việt Nam with multiple income streams and international prospects, while female players face financial hardship and only received their first professional contracts in 2022. Many women need second jobs to continue to play.



Subpar Facilities: Women train on outdated fields with no access to proper nutrition and physical therapy.

OUR CHALLENGES



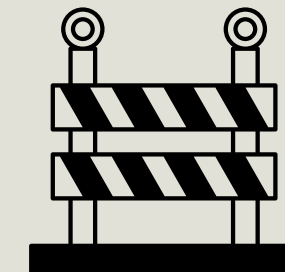
No League System: Women's 7-a-side soccer in Việt Nam has no official league or structure, leaving young players without a clear pathway or motivation.



Cultural Mindset: Women's soccer is still viewed by many as a hobby, not a career, which limits support and opportunity.



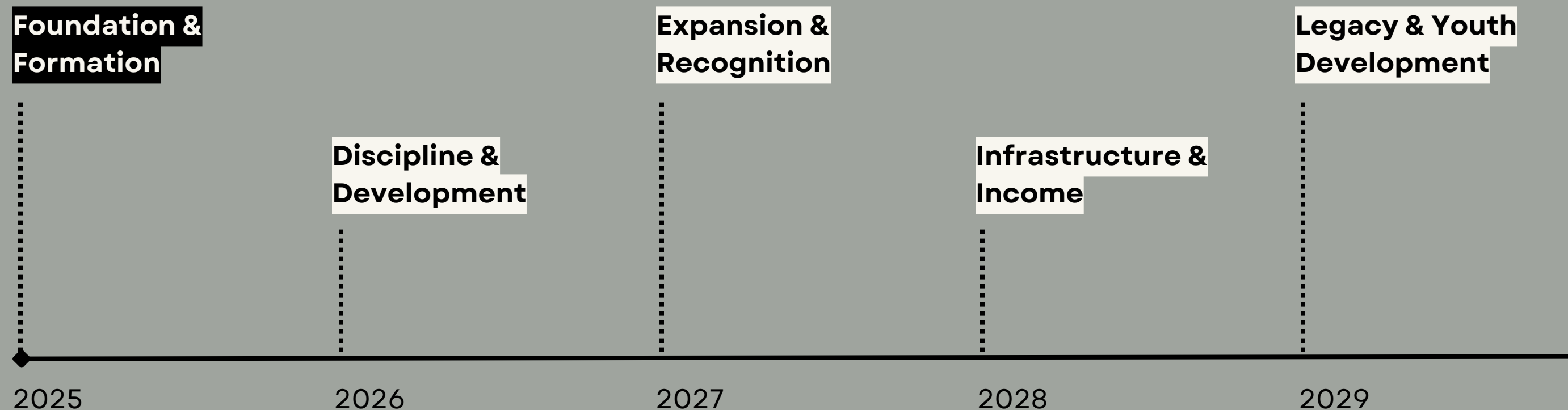
Financial Limitations: As a brand-new semi-pro team, every cost — fields, uniforms, equipment, coaches, player support — requires funding, while sponsorships are scarce.



Recruitment Hurdles: Many young women have never had access to organized training, and those who dream often face pressure to abandon sport for “traditional” roles.

5 Year Vision: 2025-2029

In a country with no semi-pro or pro U20 women's 7-a-side league, we're not joining the system, we're creating it. We'll start with a semi-pro U20 7-a-side team, eventually expanding to an 11-a-side team. We envision building team housing, a clubhouse, a training facility and a stadium. Along the way we'll offer scholarships and camps to nurture the next generation of talent. Building something from scratch isn't easy, but to change a culture and empower women, we dream big and invite you to join us.



THE TIME IS NOW!



In 2025, The Việt Nam Football Federation (VFF) launched a comprehensive strategy to accelerate the development of national women's soccer with support from Union of European Football Associations (UEFA) and the Asian Football Confederation (AFC)



Ground-floor opportunity before professionalization



Low-cost entry for sponsorship deals



Visibility in important Southeast Asian market



THE BENEFITS

Market Benefits



Brand positioning as an innovator and trailblazer in women's sports



Value-based marketing resonance, which engages lucrative Gen Z and Millennial markets



Authentic content opportunities around empowerment, leadership and transformation



Global media appeal

Social Impact



Measurable outcomes for CSR programs and stakeholder communications



Alignment with UN Sustainable Development Goals



Make an impact on gender equality and women's empowerment, supporting economic independence and leadership roles for women in sports

Strategic Advantages



Higher employee engagement and retention rate; improved talent acquisition



Access to lucrative Southeast Asian customers



Access to contracts requiring CSR commitments



Positioning for international partnership opportunities

SPONSORSHIP OPPORTUNITIES





GOLD TIER: FOUNDING LEGACY

Investment Range: \$50,000 - \$80,000

What You're Funding:

- Complete Player Development: 2-3 full player draft packages (salary, housing, food, mentorship)
- Fitness & Recovery Center: State-of-the-art equipment, cold plunge, sauna, red light therapy
- Core Operations: Leadership support and foundational infrastructure

What You Receive:

- **Naming Rights:** Choose from jersey, pitch, or recovery center.
- **VIP Experience:** One-week stay in Đà Nẵng with gratitude dinner, facility tour, and community dinner
- **Exclusive Access:** Behind-the-scenes player development insights and team culture immersion
- **Premium Recognition:** Feature across launch press, merchandise, and all major campaigns
- **Corporate Benefits:** Perfect for CSR reports, employee engagement, and market entry strategy

This your seat at the founding table — be one of the first 10 visionaries to fund the future!



SILVER TIER: RISING CHAMPION

Investment Range: \$25,000-\$45,000

What You're Funding:

- 1 Full Player Draft: Complete yearly support for one rising athlete
- Chef-Curated Kitchen: Premium nutrition program with global ingredient sourcing
- Clubhouse Operations: Housing, utilities, and wellness setup for initial seven players

What You Receive:

- **Prominent Branding:** Logo on jersey reveals and facility donor wall
- **Authentic Connection:** Player gratitude video and optional Zoom dinner
- **Cultural Experience:** Invitation to donor dinner night with behind-the-scenes kitchen stories
- **Media Spotlight:** Press and social media features highlighting your partnership
- **Business Value:** Ideal for companies seeking authentic women's empowerment messaging

Help them rise — from training to recovery, from kitchen to community.



BRONZE TIER: STORY BUILDER

Investment Range: \$10,000-\$20,000

What You're Funding:

- Storytelling & Media: Films, animations, and player-led content creation
- Partial Player Support: Contributing to housing, nutrition, or training costs
- Community Programs: Media training and storytelling workshops

What You Receive:

- **Media Recognition:** Co-branded promotional materials and media credits
- **Exclusive Content:** Invitation to private screenings and media events
- **Digital Presence:** Logo inclusion in content and social media campaigns
- **Impact Reporting:** Direct updates on how your investment creates change
- **Entry Point:** Perfect for testing the Việt Nam market or initial ESG commitment

Every revolution needs its storytellers — help us document the rise.

EXECUTIVE BOARD

A diverse and dedicated board comprised of leaders from sport, business, healthcare, education, and the arts is helping shape Đà Nẵng Rising. United in the goal to elevate women's soccer in Việt Nam and create an impact that lasts for generations, they guide our mission with integrity, innovation, and an unwavering commitment to equity—on and off the pitch.

 Jenny Lê, Executive Director

 Đỗ Nhật Huy, Secretary

 Shanie Leung, Bookkeeper

 Andrew Williams, Director

 Tiffany Chavez, Director

 Tommy (TZS) Chung, Director

 Eva Alpine, Director

 Đỗ Mạnh Cường, Director

SUPPORTING DOCUMENTS

Đà Nẵng Rising W.F.C Five Year Plan

2025 Budget





NEXT STEPS

Are you ready to join us to kick start a new era of opportunity, empowerment and equality for women in sports? Let's talk about how we can team up.



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