



RL Insights

Chasing The Roar

Premier League fever in Vietnam





SUPPORTERS CLUBS



TOP 5 MOST-FOLLOWED OFFICIAL FACEBOOK FANPAGES

			Followers
1		Official Supporters Club of Chelsea in Vietnam	514,000
2		Official Arsenal Fan Club in Vietnam	475,000
3		Manchester United Supporters Club in VietNam	309,000
4		Official Liverpool Supporters Club in Vietnam	139,000
5		Manchester City Việt Nam	118,000



Partnerships between Vietnamese brands and Premier League clubs

TIMELINE

1992

Premier League was founded

2007



HAGL Group & Arsenal

HAGL partnered with Arsenal and JMG to establish the HAGL – Arsenal JMG Academy, laying the foundation for professional youth training in Vietnam.



2008



Vinamilk & Arsenal

Arsenal supported Vinamilk's Moment coffee promotion campaign and established the Vinamilk – Arsenal community football centre at Hoa Lu Stadium (Ho Chi Minh City).



2012 - 2013



VietinBank & Chelsea

VietinBank entered a strategic alliance with Chelsea, introducing co-branded payment cards that offer fans exclusive access and engagement opportunities through financial solutions.



2013 - 2018



BIDV & Man United

BIDV partnered with Manchester United to roll out a line of co-branded cards, aiming to strengthen fan loyalty while integrating the club's identity into everyday banking experiences.





Partnerships between Vietnamese brands and Premier League clubs

2014



Love'in Farm Kun & Liverpool

Kun milk became Liverpool's official partner in Vietnam, organising community football activities through the campaign "Play football – Drink Kun milk – Stay healthy every day"

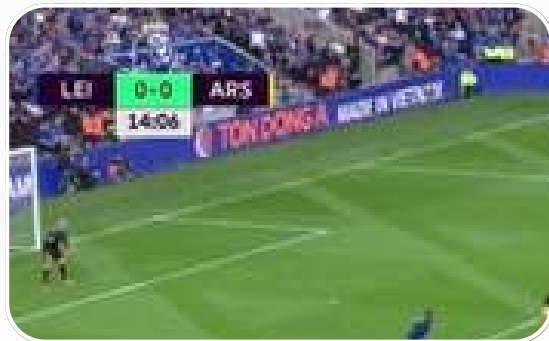


2016



Ton Dong A & Premier League

Ton Dong A promoted its brand at the Premier League, appearing on LED boards during major matches of Big Six clubs.



2014 - 2018



SHB & Man City

SHB became Man City's official banking partner in Vietnam, launching SHB-Man City co-branded cards and organising community football engagement programs.



2025



Wake-up 247 & Man City

Wake-up 247 became Man City's official energy drink partner in Vietnam.



2025



FPT & Chelsea

FPT formed a comprehensive partnership with Chelsea, providing global digital technology solutions (AI, Big Data, Cloud) to enhance fan experiences at Stamford Bridge and across digital platforms.



ACADEMIC PARTNERSHIP



**FOOTBALL
SCHOOL**



**DWIGHT
SCHOOL
HANOI**

2024



Established the first Man City Football School in Vietnam, integrating physical education into the curriculum, with a pathway from Preschool to Grade 12.

2025



Students from Man City Football School had the opportunity to visit Etihad Stadium.





West Ham United: The first Premier League club to geo-target content to Vietnam.

CLUB SOCIAL MEDIA



Vietnamese
New Year

West Ham United shared a Vietnamese New Year greeting video, celebrating Tet and showing appreciation for their Vietnamese supporters.

TikTok Video Metrics

Likes	Comments
197.9K	3,021
Saves	Shares
6,995	9,441
Views	
2.05M	



Vietnam's
National Day

A Vietnamese-language video from West Ham United commemorated Vietnam's National Day, highlighting their connection with fans in the region.

TikTok Video Metrics

Likes	Comments
291K	4,974
Saves	Shares
6,425	3,139
Views	
2.9M	