



Sponsorship Opportunities

AEB's 25th Anniversary

Services Provided	Sponsor 4,500 EUR (+20% VAT)	Silver Sponsor 6,000 EUR (+20% VAT)	Gold Sponsor 12,000 EUR (+20% VAT)	Platinum Sponsor 17,000 EUR (+20% VAT)	Official Car Sponsor 17,000 EUR (+20% VAT)	General Partner 35,000 EUR (+20% VAT)
Placement of the sponsor's logo on the event's agenda and mailouts indicating the sponsor's status	✓	✓	✓	✓	✓	✓
Placement of promotional materials in the lobby on a table provided by AEB	✓	✓	✓	✓	✓	✓
Placement of a roll-up in the lobby	✓	✓	✓	✓	✓	✓
Expression of gratitude by an AEB representative at the sponsored event	✓	✓	✓	✓	✓	✓
Placement of the logo on the opening slide of the event's presentation (if available)	✓	✓	✓	✓	✓	✓
Placement of the logo on AEB's website in the section of the sponsored event and on the web banner on AEB's homepage (1 month before and after the event)	✓	✓	✓	✓	✓	✓
Placement of the logo on the backdrop/press wall (if available)	✓	✓	✓	✓	✓	✓
Placement of an advertising module in AEB Business Quarterly (provided by the sponsor)	-	-	✓ 1/2 A4	✓ 1/1 A4	✓ 1/1 A4	✓ 2 A4 pages spread <i>or</i> 4 th cover
Free passes for the sponsor's delegates	2	4	6	8	8	12
Placement of a roll-up in the room where the sponsored event takes place	-	-	✓	✓	✓	✓
Seat reservations for the sponsor's delegates	-	-	✓	✓	✓	✓



(upon request)						
Placement of a plasma screen playing a promotional video (upon request)	-	-	-	✓	✓	✓
Playing the sponsor's promotional video in the ceremony hall during registration (video cannot exceed 1 minute)	-	-	-	✓	✓	✓ duration of the video up to 3 minutes — exclusively for the General Partner
Exclusivity: there can only be one sponsor in its category	-	-	-	✓	✓	✓
Opportunity to distribute the sponsor's branded gifts to guests (after consultation with AEB)	-	-	-	✓	✓	✓
Placement of a branded promotional stand in the lobby (provided by the sponsor)	-	-	-	✓	✓	✓
Distribution of promotional materials among the event's participants (after consultation with AEB)	-	-	-	✓	✓	✓
Placement of a web banner on AEB's website in the section of the sponsored event (provided by the sponsor)	-	-	-	✓	✓	✓ + separate banner on the homepage — exclusively for the General Partner
Placement of a car (location and placement of the car as well as placement of more cars must be agreed with AEB and the venue)	-	-	-	-	✓	-
Addition of the General Partner's logo to the template of AEB mailings for the entire year (2020).	-	-	-	-	-	✓ exclusively for the General Partner
Invitation for 2 of the sponsor's delegates to one of the regional 25th Anniversary celebrations (choice of St. Petersburg or Krasnodar)	-	-	-	✓	✓	✓



Material Sponsorship Opportunities (food and beverages)

A material sponsor for food/beverages provides:

1. Enough food/beverages for 600 guests for the whole duration of the event.
2. Separate food/beverage station with all necessary equipment and accessories to provide for 600 guests.

A material sponsor for food/beverages gets the following benefits:

1. Status of Official Supplier of AEB's 25th anniversary.
2. Placement of the Official Supplier's logo on all printed materials dedicated to the event.
3. Placement of a roll-up in the lobby.
4. Expression of gratitude by an AEB representative at the sponsored event.
5. Placement of the logo on the opening slide of the event's presentation (if available).
6. Placement of the logo on AEB's website in the section of the sponsored event.
7. Free passes for 2 of the sponsor's delegates.

(The Association of European Businesses reserves the right to reject the proposal without indicating the reason.)

Material Sponsorship Opportunities (gifts)

A material sponsor for gifts provides:

1. Enough gifts for 600 guests.
2. Proper packaging and necessary accessories for distribution of gifts to 600 guests.

A material sponsor for gifts gets the following benefits:

1. Status of Official Supplier of AEB's 25th anniversary.
2. Placement of the Official Supplier's logo on all printed materials dedicated to the event.
3. Placement of a roll-up in the lobby.
4. Expression of gratitude by an AEB representative at the sponsored event.
5. Placement of the logo on the opening slide of the event's presentation (if available).
6. Placement of the logo on AEB's website in the section of the sponsored event.
7. Free passes for 2 of the sponsor's delegates.

(The Association of European Businesses reserves the right to reject the proposal without indicating the reason.)