



Association  
of European  
Businesses



**AEBRUS.RU**



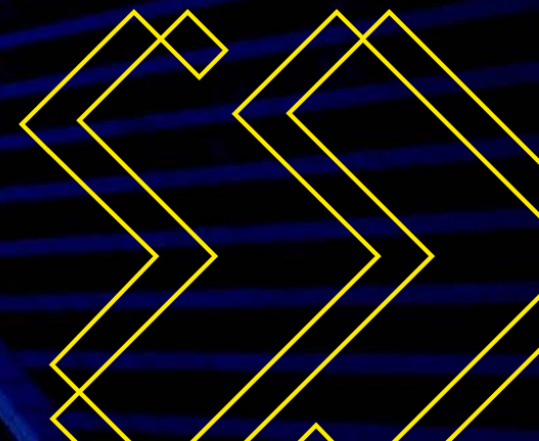
# AAS & AEB FAMILY FUN FAIR

**SPONSORSHIP OPTIONS**



**September 24, 2022**

**12:00 am – 3 pm**



# AAS & AEB FAMILY FUN FAIR



September 24, 2022



Association  
of European  
Businesses

## VENUE: AAS MOSCOW NORTH FIELD (BEREGOVAYA 1)

### WHY SUPPORT THE AAS AND AEB FAMILY FUN FAIR?

- You will be supporting the learning programs of the oldest non-profit international school in Moscow, established in 1949 as a school for the diplomatic community and since becoming the school of choice for families of international business leaders as well as well established Russian families with strong ties to the international community, and of course, diplomatic families from 20+ embassies and consulates.
- Your organization will be promoted to the member community of the Association of European Businesses, the main representative body of foreign investors in Russia, and its 500+ companies - multinational corporations and small and medium-sized enterprises from Europe, Russia and other countries.
- Your organization will be promoted to a high concentration of business owners and top level executives which make up the majority of AAS parent & AEB member communities. These introductions and connections can lead to more business opportunities.
- Your organization, products, and services will be promoted to over 150 new members of the AAS Moscow community. These are brand new prospective customers who have just arrived in Moscow and are looking for products and services that they are used to wherever they used to live before.
- Your organization, and its products and services will be promoted to a loyal community of AAS Moscow families and staff and AEB member companies' representatives who form a group with a very high buying power.



# AAS & AEB FAMILY FUN FAIR



September 24, 2022



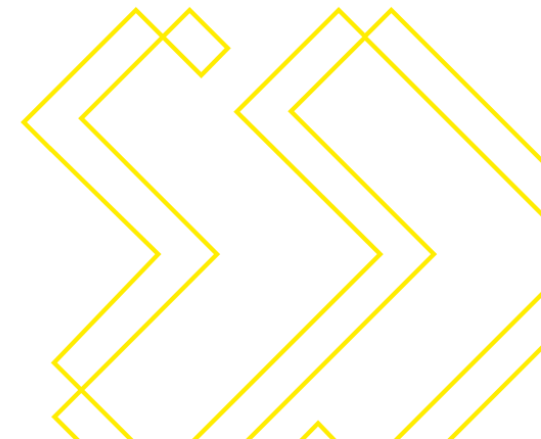
Association  
of European  
Businesses

**VENUE: AAS MOSCOW NORTH FIELD (BEREGOVAYA 1)**

## ATTENDEES DEMOGRAPHICS

- 100 new to Moscow families (diplomatic, international business, local)
- 200 returning to AAS Moscow families (diplomatic, international business)
- 150 families of AEB members (international and local business leaders)
- 50 AAS Moscow faculty and staff members
- 50 AEB and AAS Moscow sponsors, partners, and vendors

**Total projected attendance - 600 people**





# AAS & AEB FAMILY FUN FAIR



September 24, 2022



Association  
of European  
Businesses

**VENUE: AAS MOSCOW NORTH FIELD (BEREGOVAYA 1)**



# AAS & AEB FAMILY FUN FAIR



September 24, 2022



Association  
of European  
Businesses

Sponsorship options	Silver Partner (100,000 RUB)	Gold Partner (250,000 RUB)	Platinum Partner (500,000 RUB)
Tables (under a tent) during the event	1	1	1-2
Complimentary tickets to the event	2	7	15
Advertisements in the weekly AAS e-newsletters	1	2	4
AAS Social Media advertisements during the 2022/2023 academic year (6500 followers, 3 platforms)	-	1	3
Announcements during the event	-	2	2
Sponsor roll-up during the event (provided by the sponsor)	✓	✓	✓
Sponsor logo included on the press wall (if applicable)	✓	✓	✓
Sponsor logo on the event program (if applicable)	✓	✓	✓
Thank you announcement during the event	✓	✓	✓
Give away or sell your product/service samples	✓	✓	✓
Your company logo on the AEB website event page	✓	✓	✓
Your company logo in the AEB event announcement and communications	✓	✓	✓
Your company logo on the AEB telegram channel	✓	✓	✓
AEB Business Quarterly printed and online edition - sponsor thank you	✓	✓	✓
AEB Weekly newsletter - sponsor thank you and announcements	✓	✓	✓
Photo report from the event	✓	✓	✓
Logo and thank you included on the 10 AAS TV screens (on campus) for 1 week		✓	✓
Website thank you for 2 months on the AAS website		✓	✓
Video report from the event			✓
Ability to schedule a guest speaker/workshop at future monthly AAS PTO meetings/other school events			✓
Integration to Penguin shop (with QR code for item purchase)			✓
Your company's large banner at the event			✓
Exclusive partner in your industry			✓



# AAS & AEB FAMILY FUN FAIR



September 24, 2022

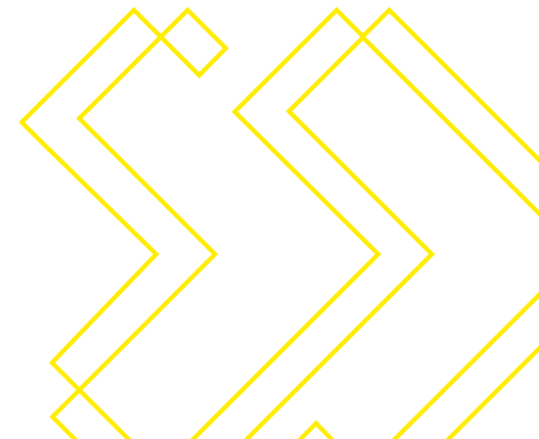


Association  
of European  
Businesses

**VENUE: AAS MOSCOW NORTH FIELD (BEREGOVAYA 1)**

## CUSTOM PACKAGE

- Each partner package can be adapted to individual partner needs
- Your samples can be given out at the event
- In kind donation of your products



# AAS & AEB FAMILY FUN FAIR



September 24, 2022



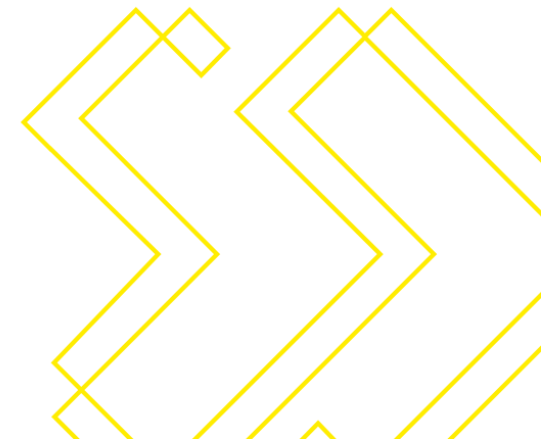
Association  
of European  
Businesses

**VENUE: AAS MOSCOW NORTH FIELD (BEREGOVAYA 1)**

## RAFFLE PRIZE DONATIONS

We are also accepting raffle prize donations from partners with products and services that align to the AAS Moscow mission and core values. The total value should be no less than 15,000 rubles as one prize/gift, two, or three. Examples of raffle prize donations can be gift baskets with your branded products or other products and/or certificates for your products or services. Partners donating to the raffle will receive:

- 1 complimentary ticket to the event
- A thank you announcement during the event
- Photo report from the event, including the moment when your items are being raffled off.



# AAS & AEB FAMILY FUN FAIR



September 24, 2022



Association  
of European  
Businesses

VENUE: AAS MOSCOW NORTH FIELD (BEREGOVAYA 1)

