



Association  
of European  
Businesses

# EVENT SPONSORSHIP OPPORTUNITIES



# CONTENTS



## **GENERAL INFORMATION**

---

## **EVENTS CALENDAR**

---

MOSCOW OFFICE

## **SPONSORSHIP PACKAGES DESCRIPTION MOSCOW OFFICE**

---

OPEN EVENTS

---

CONFERENCES  
AND SOCIAL

---

SPECIAL EVENTS

## **EVENTS CALENDAR OF THE NORTHERN WESTERN COMMITTEE**

---

## **SPONSORSHIP PACKAGES DESCRIPTION ST. PETERSBURG**

---

REGIONAL EVENTS AND  
CONFERENCES

---

“FIVE O’CLOCK” SOCIAL CLUB.

---

SUMMER GET-TOGETHER  
IN ST. PETERSBURG.



---

CHRISTMAS GET-TOGETHER  
IN ST. PETERSBURG.

## **CONTACT INFORMATION**

---

# GENERAL INFORMATION <sup>↗</sup>

Event type	Silver (RUB)	Gold (RUB)	Platinum (RUB)
 Open events and round tables	100.000	200.000	300.000
 Conferences and social events	200.000	280.000	400.000

## Special events:



sponsor 80.000

---

silver 150.000

---

gold 350.000

platinum sponsor 600.000

---

car sponsor 600.000

---

general partner 800.000

# EVENTS CALENDAR



## MOSCOW OFFICE



Special guest



Open event



Crisis update



Social event



Breakfast/Lunch/Dinner meetings



Business mission



Country / Regional presentation



Major conference



Strategy meeting / Annual General Meeting



Online webinar



Green Initiative event

TYPE	DATE	EVENT	TIME	LOCATION
<b>MAY 2022</b>				
	24.05.2022	HR round table – “How companies and people reacted to extreme conditions, what has changed in the activities of HR directors.” <b>(offline)</b>	15.00 -17.00	AEB Conference Centre
	25.05.2022	Annual IPR Conference <b>(offline)</b>	All day	AEB Conference Centre
	25.05.2022	Meeting with Andrey Makarov, Chairman of the State Duma Committee on Budget and Taxes <b>(offline)</b>	17.00 - 18.30	AEB Conference Centre
	26.05.2022	Open event of the SHES Committee and the Compensation & Benefits Sub-Committee “Well-being at work” <b>(online)</b>	10.00 - 12.00	AEB Zoom Virtual Conference Room
	31.05.2022	Crisis Update: Sanctions & Countermeasures <b>(online)</b>	11.00 - 12.30	AEB Zoom Virtual Conference Room
<b>JUNE 2022</b>				
	Date to be confirmed	AEB open event organised by the Green Initiative and AEB «How Could Sanctions Against Russia Hit European Economies?»	10.00 - 14.00	Format to be confirmed
	Date to be confirmed	AEB-AIDA common event “Sanctions exposure for Russia and risk mitigation” <b>(hybrid)</b>	12.00 - 19.00	AEB office / AEB Zoom Virtual Conference Room
	01.06.2022	Breakfast for new Members <b>(offline)</b>	09.00 - 11.00	AEB Conference Centre
	02.06.2022	CEOs breakfast <b>(offline)</b>	08.00 - 09.00	AEB Conference Centre

**EVENTS CALENDAR** MOSCOW OFFICE

TYPE	DATE	EVENT	TIME	LOCATION
	03.06.2022	Talks on the Russian Economy <b>(online)</b>	11.00 - 13.00	AEB Zoom Virtual Conference Room
	06-10.06.2022	AEB CEO's visit to Brussels and participation in EBOs WWN meeting	All day	Brussels
	07.06.2022	Crisis Update: Customs & Logistics <b>(online)</b>	10.00 - 11.00	AEB Zoom Virtual Conference Room
	10.06.2022	Crisis Update: Sanctions & Countermeasures – Presentation of the AEB-GfK survey <b>(online)</b>	11.00 - 12.30	AEB Zoom Virtual Conference Room
	15-18.06.2022	AEB participation at the St Petersburg International Economic Forum <b>(hybrid)</b>	All day	St Petersburg
	17.06.2022	Crisis Update: Sanctions & Countermeasures – Presentation of the AEB-GfK survey <b>(online)</b>	11.00 - 12.30	AEB Zoom Virtual Conference Room
	21 or 24.06.2022	Second AEB Crisis & Sanctions Update Conference. Handling the Unpredictable & Staying Resilient	15.00 - 23.00	Moscow, venue to be confirmed
<b>JULY 2022</b>				
	06.07.2022	Taxation Committee bi-annual conference <b>(offline)</b>	09.00 - 14.00	Kept office, Moscow
	07.07.2022	Panel discussion 'Living in the New Normal' followed by 'Stronger together' networking cocktail <b>(offline)</b>	18.00 - 23.00	Moscow, venue to be confirmed
<b>SEPTEMBER 2022</b>				
	22.09.2022	AEB Flagship Conference followed by reception <b>(offline)</b>	10.00 - 14.00	Moscow, venue to be confirmed

TYPE	DATE	EVENT	TIME	LOCATION
<b>OCTOBER 2022</b>				
	07.10.2022	HR spotlight in the regions <b>(online)</b>	10.00 - 13.00	AEB Zoom Virtual Conference Room
	12 or 14.10.2022	AEB EAEU Conference <b>(offline)</b>	09.00 - 14.00	Format and venue to be confirmed
	20.10.2022	AEB AmCham EuroReception <b>(offline)</b>	19.00 - 21.00	Moscow
	Second half of October, date to be confirmed	Green Initiative Conference <b>(offline)</b>	09.00 - 14.00	Format and venue to be determined
<b>NOVEMBER 2022</b>				
	17.11.2022	AEB Annual Customs conference <b>(offline)</b>	09.00 - 14.00	Moscow, venue to be determined
	24.11.2022	Sponsors dinner <b>(offline)</b>	19.00 - 22.00	Venue to be determined
<b>DECEMBER 2022</b>				
	Date to be confirmed	Taxation Committee bi-annual conference	09.00 - 14.00	Format to be determined
	01.12.2022	Get-together for new Members <b>(offline)</b>	17.00 - 20.00	Moscow, venue to be determined
	07.12.2022	AEB Annual Migration Conference <b>(offline)</b>	All day	Moscow, venue to be confirmed

# SPONSORSHIP PACKAGES DESCRIPTION



## OPEN EVENTS AND ROUNDTABLE. MOSCOW OFFICE

Services	SILVER SPONSOR 100,000 RUR (+ 20% VAT)	GOLD SPONSOR 200,000 RUR (+ 20% VAT)	PLATINUM SPONSOR 300,000 RUR (+ 20% VAT)
Placement of the sponsor's logo on the event's agenda indicating the sponsor's status	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Placement of promotional materials in the lobby on a table/holder provided by the AEB	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Placement of a standard roll-up in the lobby	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In case of online event, logo on the stating screen of an event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In case of online event, banner to be shown on the screen before the event starts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In case of online event, show reel to be show on the screen before the event starts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expression of gratitude by an AEB representative at the sponsored event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SPONSORSHIP PACKAGES DESCRIPTION**

OPEN EVENTS AND ROUNDTABLE

MOSCOW OFFICE

Services	SILVER SPONSOR 100,000 RUR (+ 20% VAT)	GOLD SPONSOR 200,000 RUR (+ 20% VAT)	PLATINUM SPONSOR 300,000 RUR (+ 20% VAT)
Placement of the logo on the opening slide of the event's presentation (if available)			
Free passes for the sponsor's delegates	1	2	3
Placement of a roll-up in the room where the sponsored event takes place			
Advertisement in the AEB BQ		½ page	1 page
Advertisement in the AEB Weekly (online)	one week	2 weeks	4 weeks
Placement of promotional materials on the participants' chairs or their handing with the agenda			
Placement of a web banner on the AEB's website in the section of the sponsored event (provided by the sponsor)			
Exclusivity: There can be only one sponsor in its category			

**SPONSORSHIP PACKAGES DESCRIPTION**

# CONFERENCES AND SOCIAL EVENTS. MOSCOW OFFICE

Services	SILVER SPONSOR 200,000 RUR (+ 20% VAT)	GOLD SPONSOR 280,000 RUR (+ 20% VAT)	PLATINUM SPONSOR 400,000 RUR (+ 20% VAT)
Placement of the sponsor's logo on the event's agenda indicating sponsor's status	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Placement of promotional materials in the lobby on a table provided by AEB	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Placement of a standard roll-up in the lobby	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expression of gratitude by an AEB representative at the sponsored event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Placement of the logo on the opening slide of event's presentation (if available)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Placement of the logo on the AEB website in the section of the sponsored event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Placement of the logo at the back drop (if available)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing of presentations/photos etc. after the event (upon request)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**SPONSORSHIP PACKAGES DESCRIPTION**

CONFERENCES AND SOCIAL EVENTS

MOSCOW OFFICE

Services	SILVER SPONSOR 200,000 RUR (+ 20% VAT)	GOLD SPONSOR 280,000 RUR (+ 20% VAT)	PLATINUM SPONSOR 400,000 RUR (+ 20% VAT)
Free passes for sponsor's delegates	3	5	7
Placement of a standard roll-up in the room where the sponsored event takes place			
Placement of the advertisement in the AEB BQ		½ page	1 page
Advertisement in the AEB Weekly (online)	one week	2 weeks	4 weeks
Placement of a plasma screen playing a promotional video (upon request)			
Exclusivity: there can only be one sponsor in its category			
Distribution of promotional materials to the participant's package (if available) or its placement on the participants' chairs			
Placement of a web banner on the AEB website in the sponsored event section (provided by the sponsor)			

**SPONSORSHIP PACKAGES DESCRIPTION**

# SPECIAL EVENTS. MOSCOW OFFICE

General Partner – 800.000 RUB terms and conditions to be discussed exclusively

Services	<b>SPONSOR</b> 80 000 RUB (+20% VAT)	<b>SILVER SPONSOR</b> 150 000 RUB (+20% VAT)	<b>GOLD SPONSOR</b> 350 000 RUB (+20% VAT)	<b>PLATINUM SPONSOR</b> 600 000 RUB (+20% VAT)	<b>OFFICIAL CAR SPONSOR</b> 600 000 RUB (+20% VAT)
Placement of the sponsor's logo on the event's agenda indicating the sponsor's status	Yes	Yes	Yes	Yes	Yes
Placement of promotional materials in the lobby on a table provided by the AEB	No	Yes	Yes	Yes	Yes
Placement of a roll up in the lobby	No	Yes	Yes	Yes	Yes
Expression of gratitude by an AEB representative at the sponsored event	Yes	Yes	Yes	Yes	Yes
Placing the logo on the opening slide of event's presentation (if available)	Yes	Yes	Yes	Yes	Yes
Placement of the logo on the AEB website in the sponsored event section	Yes	Yes	Yes	Yes	Yes
Placement of the logo at the back drop/press wall (if available)	Yes	Yes	Yes	Yes	Yes
Providing of presentations /photos etc. after the event (upon request)	No	Yes	Yes	Yes	Yes

**SPONSORSHIP PACKAGES DESCRIPTION** // SPECIAL EVENTS // MOSCOW OFFICE

Services	<b>SPONSOR</b> 80 000 RUB (+20% VAT)	<b>SILVER SPONSOR</b> 150 000 RUB (+20% VAT)	<b>GOLD SPONSOR</b> 350 000 RUB (+20% VAT)	<b>PLATINUM SPONSOR</b> 600 000 RUB (+20% VAT)	<b>OFFICIAL CAR SPONSOR</b> 600 000 RUB (+20% VAT)
Free passes for sponsor's delegates	2	3	5	7	7
Placement of a roll up in the room where the sponsored event takes place					
Placement of the advertisement in the AEB BQ	¼ page	1/2 page	1 page	2 pages	2 pages
Placement of a plasma screen playing a promotional video (upon request)					
Exclusivity: there can only be one sponsor in its category					
Distribution of promotional materials among the event's participants (after consultation with the AEB)					
Placement of a web banner on the AEB website in the sponsored event section (provided by the sponsor)					
Placement of a car (the location and placement of the car as well as the placement of several cars have to be agreed with the AEB and the venue)					

## Material Sponsorship Opportunities (food and beverages)

### **A material sponsor for food/beverages provides:**

1. Enough food/beverages for 500 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 Summer gala reception.
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.

## Material Sponsorship Opportunities (gifts)

### **A material sponsor for gifts provides:**

1. Enough gifts for 500 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 Summer gala reception.
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.)

# EVENTS CALENDAR OF THE NORTHERN WESTERN COMMITTEE



Special guest



Open event



Crisis update



Social event



Breakfast/Lunch/  
Dinner meetings



Business mission



Country / Regional  
presentation



Major conference



Strategy meeting /  
Annual General Meeting



Online webinar



Green Initiative event

TYPE	DATE	EVENT	TIME	LOCATION
<b>MAY 2022</b>				
	Monthly	Steering group meeting		Microsoft Teams Platform
	27.05.2022	Annual meeting with the North-Western Customs Administration (SZTU) <b>(offline)</b>	10.30 - 12.30	DLA Piper office, St Petersburg
<b>JUNE 2022</b>				
	Monthly	Steering group meeting		Microsoft Teams Platform
	Date To be confirmed	Open event with site-visit to a company (topic tbc)		Venue tbc
<b>JULY 2022</b>				
	Monthly	Steering group meeting		Microsoft Teams Platform

**EVENTS CALENDAR OF THE NORTHERN WESTERN COMMITTEE**

TYPE	DATE	EVENT	TIME	LOCATION
<b>SEPTEMBER 2022</b>				
	Monthly	Steering group meeting		Microsoft Teams Platform
	Date to be confirmed	AEB Crisis & Sanctions Update Conference in St Petersburg followed by 'Stronger together' networking cocktail	15.00 - 23.00	St Petersburg, venue to be confirmed
	15.09.2022	Participation in BRIEF-2022		Venue tbc
<b>OCTOBER 2022</b>				
	Monthly	Steering group meeting		Microsoft Teams Platform
	07.10.2022	HR Spotlight (Regional Conference) <b>(online)</b>		Microsoft Teams Platform
	Date to be confirmed	Joint event with the Consulates General in St. Petersburg		AEB Zoom Virtual Conference Room

TYPE	DATE	EVENT	TIME	LOCATION
<b>NOVEMBER 2022</b>				
	Monthly	Steering group meeting		Microsoft Teams Platform
	Date to be confirmed	Annual Meeting with the Investment Team of the Leningrad Region <b>(hybrid)</b>		Venue tbc
	Date to be confirmed	AEB NWRC Open Door Day		AEB office in St. Petersburg
	Date to be confirmed	AEB NWRC Social Club (tbd)		Green Lounge (Petrogradka)
<b>DECEMBER 2022</b>				
	Monthly	Steering group meeting		Microsoft Teams Platform
	09.12.2022	Christmas Get-Together in St. Petersburg		Venue tbc

# SPONSORSHIP PACKAGES DESCRIPTION



## REGIONAL EVENTS AND CONFERENCES ST. PETERSBURG

Services Provided*	SILVER SPONSOR 100,000 RUR (+ 20% VAT)	GOLD SPONSOR 150,000 RUR (+ 20% VAT)	PLATINUM SPONSOR 220,000 RUR (+ 20% VAT)	GENERAL PARTNER 300,000 RUR (+20% VAT)
Placement of the sponsor's logo to the event's agenda, mailouts (more than 3000 addresses) and social networks, indicating the sponsor's status	Yes	Yes	Yes	Yes
Expression of gratitude by an AEB representative at the sponsored event and in the post-event releases in the social networks of the AEB	Yes	Yes	Yes	Yes
Placement of the logo on the opening slide of the event's presentation (if available)	Yes	Yes	Yes	Yes
Placement of the logo on the AEB website in the section of the sponsored event and on the web-banner on the AEB homepage (1 month before and after the event)	Yes	Yes	Yes	Yes
Placement of information about the sponsor in the AEB Business Quarterly following the event (provided by the sponsor)	Yes	Yes	Yes	Yes

\* All options are basic. The Association of European Businesses is happy to discuss additional special options for the event in accordance with your needs and marketing goals.

**SPONSORSHIP PACKAGES DESCRIPTION** \ REGIONAL EVENTS AND CONFERENCES \ ST. PETERSBURG

Services Provided*	SILVER SPONSOR 100,000 RUR (+ 20% VAT)	GOLD SPONSOR 150,000 RUR (+ 20% VAT)	PLATINUM SPONSOR 220,000 RUR (+ 20% VAT)	GENERAL PARTNER 300,000 RUR (+20% VAT)
Additional free passes for sponsor's delegates	1	2	3	4
Placement of the logo at the backdrop/press wall (if available)				
Placement of a roll-up in the hall where the sponsored event takes place				
Placement of a branded promotional stand in the lobby (provided by the sponsor)				
Priority right to engage speaker from the sponsor's company in the sponsored event on a plenary and/or panel sessions (after consultation with AEB and in line with the topic of the event and the session)				
Opportunity to distribute branded sponsor's gifts and promo materials to the guests (after consultation with AEB)				
Exclusivity: There can only be one sponsor in this category				
Playing the sponsor's promotional video on the screen in the event venue before the official start of the event (the video cannot exceed 1 minute) - upon request				duration of the video - up to 3 min
Placement of a web banner on AEB's website in the section of the sponsored event (provided by the sponsor)				
Welcome speech from the representative of the Sponsor during the event				

\* All options are basic. The Association of European Businesses is happy to discuss additional special options for the event in accordance with your needs and marketing goals.



## Material Sponsorship Opportunities (food and beverages) \*\*

### A material sponsor for food/beverages supply provides:

1. Food/beverages in amount sufficient for all guests for the whole duration of the event (in the amount agreed with the AEB).
2. Separate food/beverage station with all necessary equipment and accessories to provide all the guests (in the amount agreed with the AEB).

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

1. Status of an Official supplier of the AEB Regional Event in St. Petersburg.
2. Placement of the Official supplier's logo to all the printed materials devoted to the event.
3. Placement of a roll-up in the lobby.
4. Expression of gratitude by an AEB representative at the sponsored event and in the AEB social networks after 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 the AEB website in the section of the sponsored event.
7. Placement of the logo on the press-wall (if available).
8. Free passes for 2 sponsor's delegates.

## Gifts sponsorship \*\*

### A Gifts sponsor provides:

1. Gifts for the participants (in the amount agreed with the AEB) with proper packaging and necessary accessories for distribution.

### A material sponsor for gifts supply gets the following benefits:

1. Expression of gratitude by an AEB representative at the sponsored event and in the AEB social networks after the sponsored event.
2. Placement of a roll-up in the lobby.
3. Placement of the logo on the opening slide of the event's presentation (if available).
4. Placement of the logo on the press-wall (if available).
5. Opportunity to the sponsor representative to introduce the company and the gift product during the lottery.
6. Free passes for 1 sponsor's delegates.

### Contact person



### Alla OGANESIAN

Coordinator,  
AEB North-Western  
Regional Committee

**Tel.:** +7-911-012-67-46

**E-mail:** [alla.oganesian@aebrus.ru](mailto:alla.oganesian@aebrus.ru)

**SPONSORSHIP PACKAGES DESCRIPTION**

# “FIVE O’CLOCK” SOCIAL CLUB. ST. PETERSBURG

Services Provided*	SPONSOR (PER ONE EVENT) 70,000 RUR(+ 20% VAT)	ANNUAL GENERAL PARTNER (ALL ANNUAL SC EVENTS, ON QUARTERLY BASIS) 210,000 RUR(+ 20% VAT)
Placement of the sponsor’s logo to the event’s agenda, mailouts (more than 3000 addresses) and social networks, indicating the sponsor’s status		
Expression of gratitude by an AEB representative at the sponsored event and in the post-event releases in the social networks of the AEB		
Placement of the logo on the AEB website in the section of the sponsored event with direct link to the sponsor’s webpage		
Placement of the logo on the title presentation (if any)		
Free pass for additional sponsor’s delegates	1	2
Placement of the sponsor’s roll-up and sponsor materials in the lobby on a table provided by the AEB, or on the own stand in the lobby / foyer		
Placement of information about the sponsor in the AEB Business Quarterly following the event (provided by the sponsor)		
Placement of a roll-up in the hall where the sponsored event takes place		
Seats reservation for the sponsor’s delegates during the event (upon request)		
Opportunity to distribute branded sponsor’s gifts and promo materials to the guests (after consultation with AEB)		
Opportunity to propose key guest-speaker and topic of the event (with consultation with AEB)		

\* All options are basic. The Association of European Businesses is happy to discuss additional special options for the event in accordance with your needs and marketing goals.

**SPONSORSHIP PACKAGES DESCRIPTION**

“FIVE O’CLOCK” SOCIAL CLUB

ST. PETERSBURG

Services Provided*	SPONSOR (PER ONE EVENT) 70,000 RUR(+ 20% VAT)	ANNUAL GENERAL PARTNER (ALL ANNUAL SC EVENTS, ON QUARTERLY BASIS) 210,000 RUR(+ 20% VAT)
Opportunity to organize promotional entertainment\product-testing corner or other interactive promotional activity and photo-zone at the event venue (after consultation with AEB)		
Exclusivity: There can only be one sponsor in this category		
Welcome speech from the representative of the sponsor during the event		

## Material or Service Sponsorship Opportunities\*\*

**A material or service sponsor provides:**

1. Services, respectively, the specialization of the company and the topic of the event (in agreement with the AEB).

**A material or service sponsor gets the following benefits:**

1. The status of the “Official partner” of one event of the format or “Annual General Partner” in case of support of all annual events of the format.
2. Placement of the sponsor’s logo to the event’s agenda, mailouts (more than 3000 addresses) and social networks, indicating the sponsor’s status
3. Placement of the sponsor roll-up and sponsor materials in the lobby on a table provided by the AEB, or on the own stand in the lobby / foyer
4. Expression of gratitude during the event and in the AEB social networks after the event.
5. Placement of the logo on the AEB website in the section of the sponsored event.
6. Free registration of 1 (one) sponsor delegate.
7. Opportunity for the representative of the sponsor to greet the guests and present the company during the event (in case of “Annual General Partner” only).

## Lottery Gifts Sponsorship\*\*

**A Gifts sponsor provides:**

1. Gifts for the lottery (in the amount agreed with the AEB) with proper packaging and necessary accessories for the gifts’ distribution.

**A Gifts sponsor gets the following benefits:**

1. The status of the “Official partner” of one event of the format
2. Expression of gratitude by an AEB representative at the sponsored event and in the AEB social networks after the sponsored event.
3. Placement of a roll-up in the lobby.
4. Opportunity to the sponsor representative to introduce the company and the gift product during the lottery.
5. Free passes for 1 (one) sponsor’s delegate.

**Contact person** **Anna PODRYADCHIKOVA** **Tel.:** +7 -953-353-65-23  
Event- Coordinator **E-mail:** anna.podryadchikova@aebrus.ru

\* All options are basic. The Association of European Businesses is happy to discuss additional special options for the event in accordance with your needs and marketing goals.

\*\* The Association of European Businesses reserves the right to reject the proposal without indicating the reason.

**SPONSORSHIP PACKAGES DESCRIPTION**

# SUMMER GET-TOGETHER IN ST. PETERSBURG. JULY 2022

Services Provided*	SILVER SPONSOR 200,000 RUR (+ 20% VAT)	GOLD SPONSOR 280,000 RUR (+ 20% VAT)	PLATINUM SPONSOR 350,000 RUR (+ 20% VAT)	OFFICIAL CAR SPONSOR 350,000 RUR (+20% VAT)	GENERAL PARTNER 450,000 RUR (+20% VAT)
Placement of the sponsor's logo to the event's agenda, mailouts (more than 3000 addresses) and social networks, indicating the sponsor's status	Yes	Yes	Yes	Yes	Yes
Expression of gratitude by an AEB representative at the sponsored event and in the post-event releases in the social networks of the AEB	Yes	Yes	Yes	Yes	Yes
Placement of the logo on the opening slide of the event's presentation (if available)	Yes	Yes	Yes	Yes	Yes
Placement of the logo on the AEB website in the section of the sponsored event and on the web-banner on the AEB homepage (1 month before and after the event)	Yes	Yes	Yes	Yes	Yes
Placement of information about the sponsor in the AEB Business Quarterly following the event (provided by the sponsor)	Yes	Yes	Yes	Yes	Yes
Additional free passes for sponsor's delegates	1	2	3	3	4
Placement of the logo at the backdrop/press wall (if available)	Yes	Yes	Yes	Yes	Yes
Placement of a roll-up in the hall where the sponsored event takes place	Yes	Yes	Yes	Yes	Yes
Placement of a branded promotional stand in the lobby (provided by the sponsor)	Yes	Yes	Yes	Yes	Yes

\* All options are basic. The Association of European Businesses is happy to discuss additional special options for the event in accordance with your needs and marketing goals.

**SPONSORSHIP PACKAGES DESCRIPTION** // SUMMER GET-TOGETHER IN ST. PETERSBURG // JULY 2022

Services Provided*	SILVER SPONSOR 200,000 RUR (+ 20% VAT)	GOLD SPONSOR 280,000 RUR (+ 20% VAT)	PLATINUM SPONSOR 350,000 RUR (+ 20% VAT)	OFFICIAL CAR SPONSOR 350,000 RUR (+20% VAT)	GENERAL PARTNER 450,000 RUR (+20% VAT)
Opportunity to distribute branded sponsor's gifts and promo materials to the guests (after consultation with AEB)			●	●	●
Opportunity to organize promotional entertainment\product-testing session/corner or other interactive promotional activity and photo-zone at the event venue (after consultation with AEB)			●	●	●
Playing the sponsor's promotional video on the screen at the event venue before the official start of the event (the video cannot exceed 1 minute) - upon request			●	●	● duration of the video - up to 3 min
Placement of sponsor's logo in presentations of all open events of the AEB NWRC till the end of year 2022			●	●	●
Exclusivity: There can only be one sponsor in this category			●	●	●
Invitation of sponsor's 1 delegate from St. Petersburg to the Summer Get-Together in Moscow (June 2022)					●
Placement of a web banner on AEB's website in the section of the sponsored event (provided by the sponsor)					●
Welcome speech from the representative of the Sponsor during the event					●
Placement of one or several cars of the sponsor (location and placement to be agreed with the AEB and the venue)				●	

\* All options are basic. The Association of European Businesses is happy to discuss additional special options for the event in accordance with your needs and marketing goals.

## Material Sponsorship Opportunities (food and beverages) \*\*

### A material sponsor for food/beverages supply provides:

1. Food/beverages in amount sufficient for 120 guests for the whole duration of the event.
2. Separate food/beverage station with all necessary equipment and accessories to provide 120 guests.

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

1. Status of an Official supplier of the AEB's Summer Get-Together event in St. Petersburg.
2. Placement of the Official supplier's logo to all the printed materials devoted to the event.
3. Placement of a roll-up in the lobby.
4. Expression of gratitude by an AEB representative at the sponsored event and in the AEB social networks after 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 the AEB website in the section of the sponsored event.
7. Placement of the logo on the press-wall (if available).
8. Free passes for 2 sponsor's delegates.

## Gifts sponsorship \*\*

### A Gifts sponsor provides:

1. Gifts for the participants (in the amount agreed with the AEB, min. 120 gifts) with proper packaging and necessary accessories for distribution.

### A material sponsor for gifts supply gets the following benefits:

1. Expression of gratitude by an AEB representative at the sponsored event and in the AEB social networks after the sponsored event.
2. Placement of a roll-up in the lobby.
3. Placement of the logo on the opening slide of the event's presentation (if available).
4. Placement of the logo on the press-wall (if available).
5. Opportunity to the sponsor representative to introduce the company and the gift product during the lottery.
6. Free passes for 2 sponsor's delegates.

### Contact person



### Alla OGANESIAN

Coordinator,  
AEB North-Western  
Regional Committee

**Tel.:** +7-911-012-67-46

**E-mail:** [alla.oganesian@aebrus.ru](mailto:alla.oganesian@aebrus.ru)

**SPONSORSHIP PACKAGES DESCRIPTION**

# CHRISTMAS GET-TOGETHER IN ST. PETERSBURG. DECEMBER 13, 2022



Services Provided*	SILVER SPONSOR 150,000 RUR (+ 20% VAT)	GOLD SPONSOR 220,000 RUR (+ 20% VAT)	GENERAL PARTNER 300,000 RUR (+ 20% VAT)
Placement of the sponsor's logo to the event's agenda, mailouts (more than 3000 addresses) and social networks, indicating the sponsor's status	Yes	Yes	Yes
Expression of gratitude by an AEB representative at the sponsored event and in the post-event releases in the social networks of the AEB	Yes	Yes	Yes
Placement of the logo on the AEB website in the section of the sponsored event with direct link to the sponsor's webpage	Yes	Yes	Yes
Free passes for sponsor's delegates	1	2	3
Placement of the sponsor roll-up and sponsor materials in the lobby on a table provided by the AEB, or on the own stand in the lobby / foyer	Yes	Yes	Yes
Placement of a roll-up in the hall where the sponsored event takes place		Yes	Yes
Seats reservation for the sponsor's delegates during the concert (upon request)		Yes	Yes
Placement of information about the sponsor in the AEB Business Quarterly following the event ( provided by the sponsor)		Yes	Yes
Opportunity to distribute branded sponsor's gifts and promo materials to the guests (after consultation with AEB)			Yes
Opportunity to organize promotional entertainment\product-testing corner or other interactive promotional activity and photo-zone at the event venue (after consultation with AEB)			Yes

\* All options are basic. The Association of European Businesses is happy to discuss additional special options for the event in accordance with your needs and marketing goals.

**SPONSORSHIP PACKAGES DESCRIPTION**

CHRISTMAS GET-TOGETHER IN ST. PETERSBURG

DECEMBER 13, 2022

Services Provided*	SILVER SPONSOR 150,000 RUR (+ 20% VAT)	GOLD SPONSOR 220,000 RUR (+ 20% VAT)	GENERAL PARTNER 300,000 RUR (+ 20% VAT)
Exclusivity: There can only be one sponsor in this category			
Welcome speech from the representative of the Sponsor during the event			

## Material or Service Sponsorship Opportunities\*\*

### A material or service sponsor provides:

1. Services, respectively, the specialization of the company and the topic of the event (in agreement with the AEB).

### A material or service sponsor gets the following benefits:

1. The status of the "Official partner" of the event
2. Placement of the sponsor's logo to the event's agenda, mailouts (more than 3000 addresses) and social networks, indicating the sponsor's status
3. Placement of the sponsor roll-up and sponsor materials in the lobby on a table provided by the AEB, or on the own stand in the lobby / foyer
4. Expression of gratitude during the event and in the AEB social networks after the event.
5. Placement of the logo on the AEB website in the section of the sponsored event.
6. Free registration of 1 (one) sponsor delegate.
7. Opportunity for the representative of the sponsor to present the company during the event (in agreement with the AEB).

## Lottery Gifts Sponsorship\*\*

### A Gifts sponsor provides:

1. Gifts for the lottery (in the amount agreed with the AEB) with proper packaging and necessary accessories for the gifts' distribution.

### A Gifts sponsor gets the following benefits:

1. Expression of gratitude by an AEB representative at the sponsored event and in the AEB social networks after the sponsored event.
2. Placement of a roll-up in the lobby.
3. Opportunity to the sponsor representative to introduce the company and the gift product during the lottery.
4. Free passes for 1 (one) sponsor's delegate.

**Contact person**

**Anna PODRYADCHIKOVA**  
Event- Coordinator

**Tel.:** +7 -953-353-65-23

**E-mail:** [anna.podryadchikova@aebrus.ru](mailto:anna.podryadchikova@aebrus.ru)

\* All options are basic. The Association of European Businesses is happy to discuss additional special options for the event in accordance with your needs and marketing goals.

\*\* The Association of European Businesses reserves the right to reject the proposal without indicating the reason.



# CONTACT INFORMATION



## OLGA SILNITSKAYA

Marketing, PR and Analytics Director,  
Association of European Businesses

**EMAIL:** [olga.silnitskaya@aebrus.ru](mailto:olga.silnitskaya@aebrus.ru)

**TEL:** +7 (495) 234 27 64 ext. 119

