



Sponsorship Proposal

European Security & Defence Forum

11th – 12th of May, 2018

Athens War Museum, Athens, Greece

Under the auspices





**EUROPEAN
SECURITY**
& Defence Forum

The European Security & Defence Forum (ESDF) is the beginning of a high-level dialogue between distinguished Academics, Experts, Training providers, Officials and Practitioners, as well as Ministerial Representatives in the field of European Security & Defence at a National and European level.



INSTITUTE
OF RESEARCH & TRAINING
ON EUROPEAN AFFAIRS

The ESDF is organized by the Institute of Research & Training on European Affairs – IRTEA, which is a leading Think Tank in Greece and Europe, experienced in innovative trainings and activities aiming to foster knowledge and dialogue in EU affairs and policies. Since 2012 it serves as an expertised expert provider on ESDF in military institutions and is a Member of the Executive Academic Board of the ESDC since 2015.

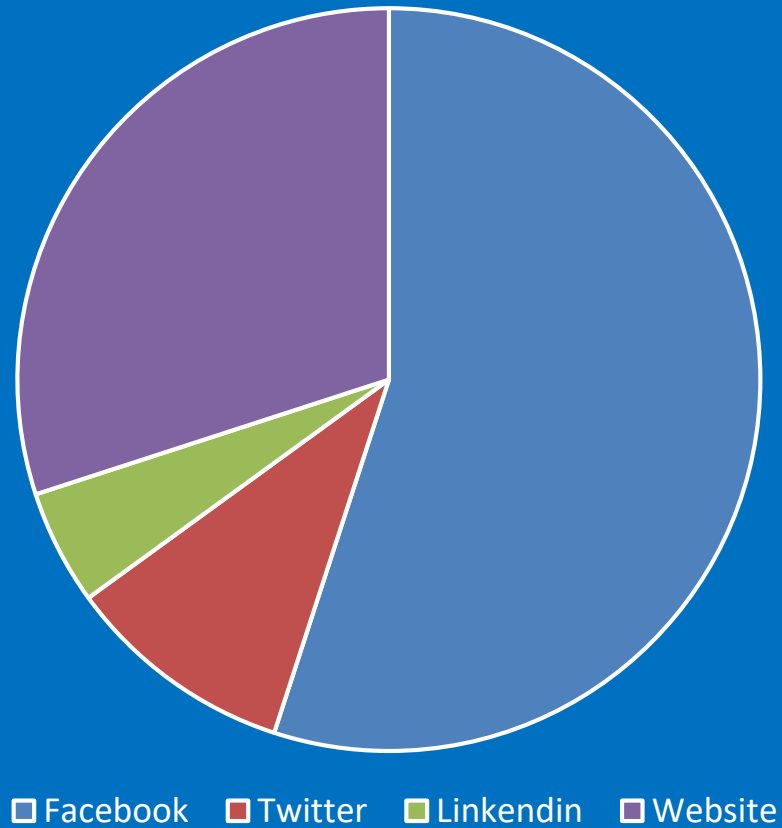


The ESDF is organized under the auspices of the **European Security and Defence College (ESDC)**.

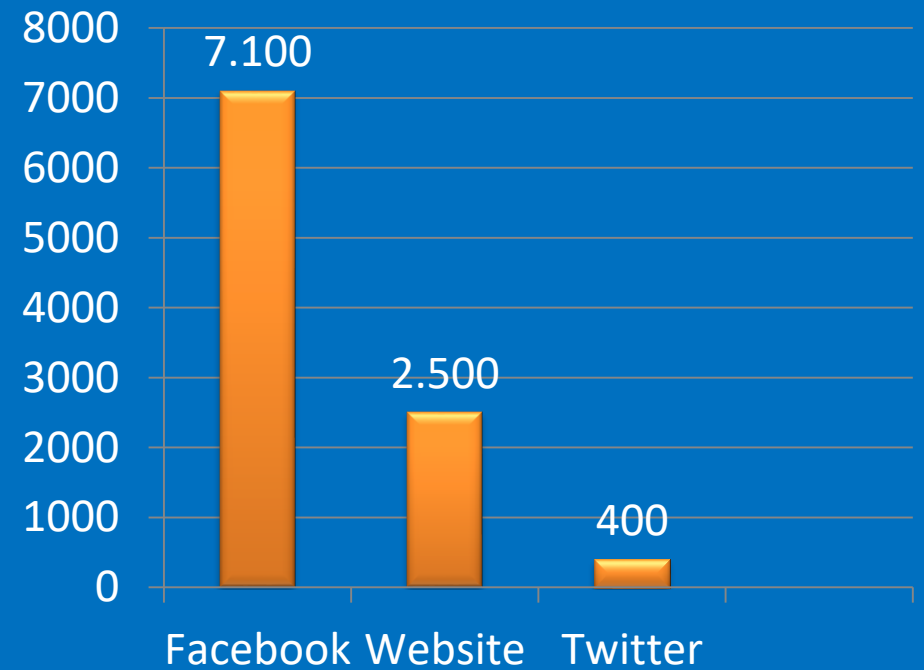
In the framework of the topic: **“Debate on the future of European Security & Defence: from vision to action”**, throughout the 2-day conference and the 7 sessions that will be held, the participants will have the opportunity to exchange opinions, network and debate with National and European Experts on the field of CFSP/CSDP, building on European Security & Defence issues.

Social Media Influence

Percentage of influence



Impressions





Sponsorship

Benefits & Packages

Why Sponsor?

By sponsoring the European Security & Defence Forum, you are given the opportunity to engage with a highly influential audience of experts from the field of :

- ✓ Security & Defence,
- ✓ Government,
- ✓ European leaders,
- ✓ Officials
- ✓ Academics

in an exceptionally immediate and creative way.

How do you benefit?

- ❑ Engage your brand name with a high-level European wide event to ensure that your business is seen as an influential player and a key driver for fostering change and progress.
- ❑ Increase your company's profile through the promotion campaign of the event.
- ❑ Connect with the guest expert speakers that are invited at the event
- ❑ Broaden and increase your interest audience through the dissemination of the event and the attendees,

GOLD SPONSORS

7.000€ (+VAT)

Pre-Event

- ☐ Reference in the Forum's online and web press releases
- ☐ Logo will appear in the email marketing campaign
- ☐ Logo will appear in the Forum's electronic brochure that accompanies every communication with speakers and participants
- ☐ Logo will appear on the Forum's website
- ☐ Sponsor will be announced through the Forum's social media

During the Event

- ☐ VIP sitting in all conference venues
- ☐ Six (6) invitations to the Forum
- ☐ Opportunity to propose a guest speaker
- ☐ Access to the official reception planned with official guests
- ☐ Distribution of brand's brochure in welcome pack
- ☐ Banner or poster both inside and outside the Conference Hall
- ☐ Special reference at the opening remarks of the Forum
- ☐ Reference in the Forum's Social Media
- ☐ Logo appearance on banners and official schedule
- ☐ Private Meetings with Speakers (Upon Speaker's agreement)
- ☐ Exhibition Space

Post Event

- ☐ Invitation to all private and official events organized by IRTEA throughout the year
- ☐ Reference to all press releases to be sent after the event to online and print publications
- ☐ Full page advertisement on the Final Report Booklet reflecting the remarks and topics of the Forum
- ☐ Logo appearance in the section of sponsorships
- ☐ 50 free copies of the Final Report Booklet reflecting the remarks and topics of the Forum

SILVER SPONSORS

4.000€ (+VAT)

Pre-Event

- ☐ Reference in the Forum's online and web press releases
- ☐ Logo will appear in the email marketing campaign
- ☐ Logo will appear in the Forum's electronic brochure that accompanies every communication with speakers and participants
- ☐ Logo will appear on the Forum's website
- ☐ Sponsor will be announced through the Forum's social media

During the Event

- ☐ VIP sitting in all conference venues
- ☐ Four (4) invitations to the Forum
- ☐ Opportunity to propose a guest speaker
- ☐ Access to the official reception planned with official guests
- ☐ Distribution of brand's brochure in welcome pack
- ☐ Banner or poster both inside and outside the Conference Hall
- ☐ Special reference at the opening remarks of the Forum
- ☐ Reference in the Forum's Social Media
- ☐ Logo appearance on banners and official schedule
- ☐ Exhibition Space

Post Event

- ☐ Invitation to all private and official events organized by IRTEA throughout the year
- ☐ Reference to all press releases to be sent after the event to online and print publications
- ☐ Half page advertisement on the Final Report Booklet reflecting the remarks and topics of the Forum
- ☐ Logo appearance in the section of sponsorships
- ☐ 20 free copies of the Final Report Booklet reflecting the remarks and topics of the Forum

BRONZE SPONSORS

2.000€ (+VAT)

Pre-Event

- ☐ Reference in the Forum's online and web press releases
- ☐ Logo will appear in the email marketing campaign
- ☐ Logo will appear in the Forum's electronic brochure that accompanies every communication with speakers and participants
- ☐ Logo will appear on the Forum's website
- ☐ Sponsor will be announced through the Forum's social media

During the Event

- ☐ VIP sitting in all conference venues
- ☐ Two (2) invitations to the Forum
- ☐ Opportunity to propose a guest speaker
- ☐ Distribution of brand's brochure in welcome pack
- ☐ Banner or poster both inside and outside the Conference Hall
- ☐ Special reference at the opening remarks of the Forum
- ☐ Reference in the Forum's Social Media
- ☐ Logo appearance on banners and official schedule

Post Event

- ☐ Reference to all press releases to be sent after the event to online and print publications
- ☐ Logo appearance in the section of sponsorships
- ☐ 10 free copies of the Final Report Booklet reflecting the remarks and topics of the Forum

Marketing Campaign Features



- ✓ **Extensive Social Media Campaign** (Facebook, Twitter, Linked-In, Instagram)
- ✓ **Digital Advertising** through engaged and highly rated websites
- ✓ **Print Advertisement** in national newspapers and magazines
- ✓ **Press releases** in selected online and print publications
- ✓ **E-mail marketing campaign** to over 10,000 contacts including national and international executives, academics and experts
- ✓ **Personal invitations** to targeted individuals

EUROPEAN SECURITY & DEFENCE FORUM

Hashtags:

#ESDF_2018
#ESDF_IRTEA

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SAVE THE DATE

11th-12th of MAY
2018
ATHENS GREECE

Contact Details

-  (+30) 213 0250 217
-  www.esdf.irtea.gr
-  irtea.greece@gmail.com
-  39 Favierou Str. , P.C.: 104 38
Athens, Greece