



## Campaign

..for a better society

### Sponsorship details

The sponsorship of the Campaign “...for a better society” will not be left unnoticed. The Campaign conducted by the European Projects Association and partners the European Economic and Social Committee and the European Academy for Education and Social Research is a great opportunity to raise the visibility of your organization and to show your support to the efforts invested by the people involved in EU project management and those contributing to the development of a better society through art in this case photography.

Below you can find EPA’s plan to recognize the contribution of the sponsors.

### EPA’s offer to potential sponsors:

- 🌐 Logo published on websites (EPA and partners)
  - ✓ MyEuropa homepage ([www.my-europa.eu](http://www.my-europa.eu))
  - ✓ European Projects Association website ([www.europeanprojects.org](http://www.europeanprojects.org))
  - ✓ National Contact Point in Croatia- Association Informo ([www.informo.hr](http://www.informo.hr))
  - ✓ European Academy for Education and Social Research
- 🌐 Dedicated page for sponsors on EPA’s website ([www.europeanprojects.org](http://www.europeanprojects.org))
- 🌐 Visibility on EPA’s Social Networks
  - ✓ Facebook fan page (wall + events)
  - ✓ Twitter



✓ LinkedIn (share information to the groups)

✓ Pinterest

- Logo and name of the sponsors included in all the e-mails sent about the Campaign
- Logo and name of the sponsors on the press release about the Campaign
- Mention the sponsors in EPA's newspaper articles
- Logo of the sponsors on the banner of the Awards
- Possibility to position sponsors' logos during the Awards ceremony in Brussels 28<sup>th</sup> November 2012 on the roll ups
- Possibility to distribute sponsors' promotional material (pencils, usb stick, brochures, etc.) on the Awards ceremony
- The Awards name dedicated to the sponsors
- Article about the sponsor organizations on [EuropaNews](#) and partner portals

✓ **Logo published on websites (EPA and partners):**

To acknowledge the sponsors of the European Projects Awards, EPA will post their logos on MyEuropa website, on the European Projects Association's page and EPA's NCP's website, the Association Informo from Croatia as well as the website of the European Academy for Education and Social Research. Sponsors' logos will be immediately visible to all the visitors of the aforementioned websites.

✓ **Dedicated page for sponsors**

On the pages of the Platform and EPA's website dedicated to the Awards EPA will insert the sponsors' logos and the information about their organization with a link redirecting to the organizations' websites.



✓ **Visibility on EPA's Social Networks**

Sponsors' logos will be published on all the Social Networks EPA uses; present on EPA's Facebook and Twitter wall. Furthermore an event about the Campaign will be created on Facebook and the sponsors' logos will be posted on that page as well.

On LinkedIn EPA will share information with the groups which EPA belongs to, about the Campaign and the sponsors will be mentioned.

✓ **Logo and name of the sponsors included in all the e-mails sent about the Campaign**

Sponsor's logo will be posted on all the emails EPA will send about the Campaign and the sponsors' names will be mentioned.

✓ **Logo and name of the sponsors on the press release about the Campaign**

The same as with emails will be done in the press release documents that EPA will send, distribute and publish.

✓ **Mention the sponsors in EPA's newspaper articles**

According to EPA's communication strategy plan, many relevant newspapers will be contacted. Sponsors' logos and their names will be present on all the articles that may be published.

✓ **Logo of the sponsors on the banner of the Awards**

Sponsors' logos will be published in extension of the banner of the Awards.

✓ **Possibility to position sponsors' logos during the Awards ceremony in Brussels**

We will provide the sponsors with the possibility of printing their logos on the roll-ups EPA will use during the Awards ceremony.



- ✓ **Possibility to distribute sponsors' promotional material (pencils, usb stick, brochures, etc.) on the Awards ceremony**

During the ceremony the sponsors can decide to advertise themselves by distributing their promotional materials to the audience.

- ✓ **The Awards name dedicated to the sponsors**

The sponsors which fall into the category Gold Sponsorship will have the Awards for project idea, ongoing and finished project, to be named after their organization.

- ✓ **Article about the sponsor organizations on EuropaNews and partner portals**

During the Campaign EuropaNews staff will publish several articles about the objectives and activities of the sponsors. The media campaign on EuropaNews will be done with the cooperation of the eurotribune.eu

#### **WHERE DOES YOUR CONTRIBUTION GO TO?**

- ✓ organizational cost of the multimedia Campaign and the Awarding ceremony
- ✓ contribution to the scholarship for the [Professional Improvement Program](#) participant (winner of the project ideas category)
- ✓ printed version of the "...for a better society campaign" catalogue with the articles about the sponsors
- ✓ participation of the radio/TV stations at the Awards ceremony
- ✓ the costs of the articles in the newspapers, advertising space
- ✓ official photographer/cameraman
- ✓ CERTIFICATES for the participants
- ✓ communication and technical means (microphones, lights, roll-ups, etc.)



- ✓ cocktail services/ catering
- ✓ PRIZES PROPOSAL:

Prizes offered to the winner of the Finished Projects category:

- Paid trip to Brussels and two overnight stays in the capital of the European Union during the Awarding ceremony on the 28<sup>th</sup> November 2012 in the premises of the European Economic and Social Committee
- Two courses of the Master program **in Technologies for the Development of European Projects sponsored by the Academy for Education and Social Research**. They will have the possibility to decide which courses they prefer to attend (e-learning);
- The possibility to host in their organizations interns based on EPA's principle of [Professional Improvement Program](#) (PIP);
- **Free expert membership on MyEuropa Platform sponsored by the European Projects Association;**
- Visibility by contacting relevant media and organizing conference at local Universities.

Prizes for the winner of the Ongoing Projects category:

- Paid trip to Brussels and two overnight stays in the capital of the European Union during the Awarding ceremony on the 28<sup>th</sup> November 2012 in the premises of the European Economic and Social Committee
- Two courses of the Master program **in Technologies for the Development of European Projects sponsored by the Academy for Education and Social Research**. They will have the possibility to decide which courses they prefer to attend (e-learning);
- **Free expert membership on MyEuropa Platform sponsored by the European Projects Association;**
- Visibility by contacting relevant media and organizing conference at local Universities.

Prizes for the winner of Projects Idea category:

- Paid trip to Brussels and two overnight stays in the capital of the European Union during the Awarding ceremony on the 28<sup>th</sup> November 2012 in the premises of the European Economic and Social Committee
- One course of the Master program **in Technologies for the Development of European Projects sponsored by the Academy for Education and Social Research**.



**Research.** They will have the possibility to decide which courses they prefer to attend (e-learning);

- **Free expert membership on MyEuropa Platform sponsored by the European Projects Association;**
- A chance to attend EPA's Professional Improvement Program (PIP) for three months. They will be able to decide between EPA's two headquarters in Croatia, Vodnjan, and in Brussels, Belgium. While on PIP they will receive personal counselling on their project development.

Prizes for the winner of the Viral Movement:

- Paid trip to Brussels and two overnight stays in the capital of the European Union during the Awarding ceremony on the 28<sup>th</sup> November 2012 in the premises of the European Economic and Social Committee
- iPad 3

The best photos in each category will be displayed during the Awarding Ceremony in Brussels on the 28<sup>th</sup> November 2012 in the premises of the European Economic and Social Committee while the winners of the 13 categories will be honoured by becoming the leading photos of the marketing campaign for the Viral Competition 2013- example.

Prizes for the winner of the Nomination Campaign:

- Paid trip to Brussels and two overnight stays in the capital of the European Union during the Awarding ceremony on the 28<sup>th</sup> November 2012 in the premises of the European Economic and Social Committee

Prizes for the winners of the European Projects Awards voting process:

1. Paid trip to Brussels and two overnight stays in the capital of the European Union during the Awarding ceremony on the 28<sup>th</sup> November 2012 in the premises of the European Economic and Social Committee
2. iPad 3

The Campaign will reward one voter with the trip in Brussels and one with an iPad3.