

**HELP US CELEBRATE 15 YEARS OF  
MAKING EUROPE MORE ORGANIC**

**Celebratory sponsorship package**



# 15 years of making Europe more organic

## IFOAM EU timeline

- 2000: First General Assembly held
- 2002: Legal registration
- **2003: IFOAM EU office opened its door and started operating in Brussels**
- 2006: Interest Group for Organic Processing established
- 2011: Interest Group for Organic Farmers established
- 2013: TP Organics officially recognised as Technology Platform
- 2017: 'Transforming food & farming – Making it happen' vision published
- 2018: 15 years of IFOAM EU



# 15 years of making Europe more organic

## The celebrations

- General Assembly May 2018:
  - 14/05 Council meeting
  - 15/05 General Assembly
  - **15/05 IFOAM EU 15th anniversary reception (main celebrations)**
  - 16/05 Final event of SOLMACC project (Countering climate change in agriculture)



# 15 years of making Europe more organic

## Benefits of sponsorship

- Be visible among the key European players
  - Organic sector leaders
  - EU umbrella organisations
  - Diverse actors: farmers, traders, distributors, processors
  - EU decision makers
- Demonstrate your support for organic leadership in Europe
- Show your commitment to transforming the food system
- Establish yourself as a front-runner of the organic movement



# 15 years of making Europe more organic

## Your sponsorship options

	Platinum sponsor	Golden sponsor	Silver sponsor	Bronze sponsor
<b><i>Anniversary reception - promotion before, during and after the event</i></b>				
Visibility on the spotlight banner	✓			
Social media: header on Twitter & Facebook	✓	✓		
Social media: sponsor ads	✓	✓	✓	
Newsletter	✓	✓	✓	
Website: IFOAM EU sponsor page	✓	✓	✓	
Website: anniversary reception page	✓	✓	✓	✓
Logo featured at the anniversary reception	✓	✓	✓	✓
IFOAM EU timeline	✓	✓	✓	✓
<b><i>General Assembly - promotion during the event</i></b>				
Printed General Assembly materials (if produced)	✓	✓		
Distribution of publicity material	✓	✓	✓	
Organisation roll ups or ads on screens	✓	✓	✓	
Food sponsorship (possibility to display products during coffee breaks)	✓	✓	✓	✓
<b><i>Fee</i></b>	€5,000	€4,999/2,000	€1,999/1,000	€999/300

# 15 years of making Europe more organic

- Website
  - 68,000 visitors/year
  - ‘Supporters of 15 years organic’ at the sponsors’ page
  - Anniversary reception page
- Social media
  - Twitter +4,000; Facebook +3,800 followers
  - Celebratory header on Twitter & Facebook for one month
  - Forth-weekly sponsor ad (2x/month)
- Newsletters
  - Ads/articles about the 15-year anniversary



# 15 years of making Europe more organic

- Timeline of IFOAM EU
  - Based on the budget printed or digital (interactive) timeline
- Printed General Assembly materials (if produced)
- Organisation roll ups or ads on screens
- Distribution of publicity material
- Logo featured at the anniversary reception
- Food sponsorship
  - Showcasing your products to the organic movement during the General Assembly coffee breaks
- Speech during the reception
  - Max.2 / first come, first serve





# 10<sup>th</sup> EUROPEAN ORGANIC CONGRESS

4-6 APRIL 2016  
THE NETHERLANDS

## TRANSFORMING FOOD & FARMING THROUGH ORGANICS

- Future agri-food systems
- Organic as a leading solution
- Organic under new EU rules & policies

4-6 April 2016  
THE NETHERLANDS

#EUorganic2030

Organizers




Sponsors












Media Partner




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10<sup>th</sup> EUROPEAN ORGANIC CONGRESS

4-6 APRIL 2016  
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\*Future agri-food systems \*Organic as a leading solution \*Organic under the new EU rules & policies

Almost a decade after the first Congress, IFOAM EU is celebrating its 10th European Organic Congress in the Netherlands this April 2016. The theme of this year's Congress is transforming food and farming through organics. We want to look at how organic and agro-ecological approaches can really lead future agri-food systems and contribute to the development of EU policies that fundamentally address political, environmental and societal challenges.



The Congress aims to build on the outcomes of the IFOAM EU Vision 2030 process which culminated in the launch of "Transforming Food and Farming: An Organic Vision for Europe" in Latvia in 2015 and the strategies. Together with diverse food and farming stakeholders, we will develop practical strategies to develop organics in the long term and shape the EU market and policy developments so critical to transforming food and farming in the short to medium-term.

Register now for the 10th European Organic Congress!




More information at: [organic-congress-foameu.org](http://organic-congress-foameu.org)








Congress secretariat:  
congress@ifoam-eu.org  
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Organizers:

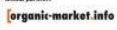



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All images are indicative and the organisers reserve the right to elaborate design and materials produced





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Organised by

**IFOAM** MAKING EUROPE MORE ORGANIC  
EU GROUP

and

**Bionext**

## Thanks to all 200 participants, our sponsors & co-financer!




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THE NETHERLANDS

REGISTER NOW!

## TRANSFORMING FOOD AND FARMING THROUGH ORGANICS

[www.organic-congress-ifoameu.org](http://www.organic-congress-ifoameu.org)  
[congress@ifoam-eu.org](mailto:congress@ifoam-eu.org)

Organizers

**IFOAM** MAKING EUROPE MORE ORGANIC  
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## Looking forward to working with you!

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