



January 2009

## Sponsorship Opportunities with the EAEF

### About the EAEF

The EAEF was formed over four years ago. Its membership consists of over 60 EA practitioners from 19 countries.

The EAEF has an ambitious programme of activities geared to building on the Forum's position as the Voice for Employee Assistance (EA) in Europe.

The EAEF website contributes to the diffusion of information and activities of the EAEF (see statistics below)

To continue achieving our objectives, sponsorship in 2009 is required to fund the Forum's activities including:

- Membership development initiatives
- External communications activities focussing on the business case for EA work targeted at potential customers, related professional bodies, public policy makers and influencers (consultants, the media etc.)
- Active participation in related conferences
- Research activities
- The annual Conference
- Administrative expenses, bi-annual Board meetings, monthly Board conference calls etc-

### Current and future sources of income

These include:

- Membership fees
- Income generated from conference activities
- Income generated from training programmes
- EU funding for specific pan-European research and communications initiatives
- Corporate sponsorship

There are two complementary sponsorship streams available to organisations:

1. Corporate sponsorship
2. Conference sponsorship





## 1. Corporate sponsorship categories

### Platinum sponsor (maximum 5)

This category is for those organisations which invest a minimum of **€3500** in any 12-month period.

This provides the organisation with the following benefits:

- Listed as a Platinum sponsor, in order of level of contribution
- Logo on the Forum's homepage with a direct link to the sponsor's website
- Listed on all electronic communications including all emails to members, past conference delegates and to the non-members mailing list. This latter list is constantly being expanded and currently consists of over 100 organisations, professional bodies, EU policy makers, and opinion former/influencers. It includes potential purchasers and pan-European organisations such as the European Association for Personnel Management (EAPM), European Agency for Safety and Health at Work (OSHA) in Bilbao, the European Network for Workplace Health Promotion (ENWHP), the European Foundation for the Improvement of Living and Working Conditions, the ILO etc. It also includes benefits consultants, the media and national organisations
- Logo on all hard copy communications
- Recognition at all EAEF meetings
- Free stand space at the annual conference (value €500)
- Two complimentary invitations to the annual conference dinner (value €180)

ADDITIONAL OPTION:

Quarterly reports on clicks to sponsor's website (see 3 below for sample data report): **€1000 p.a.**

### Gold sponsor

This category is open to those organisations which invest a minimum of **€650** in any 12-month period. Benefits include:

- Listed as a Gold sponsor, in order of level of contribution
- Logo on the **new** special Gold sponsor page (accessible with a link situated on the Forum's homepage) with a direct link to the sponsor's website
- Link to the EAEF's **new** special Gold sponsor page on all electronic communications, including all emails to members and to the non-members mailing list.

ADDITIONAL OPTIONS:

Quarterly reports on clicks to Gold sponsor's website: **€500 p.a.**

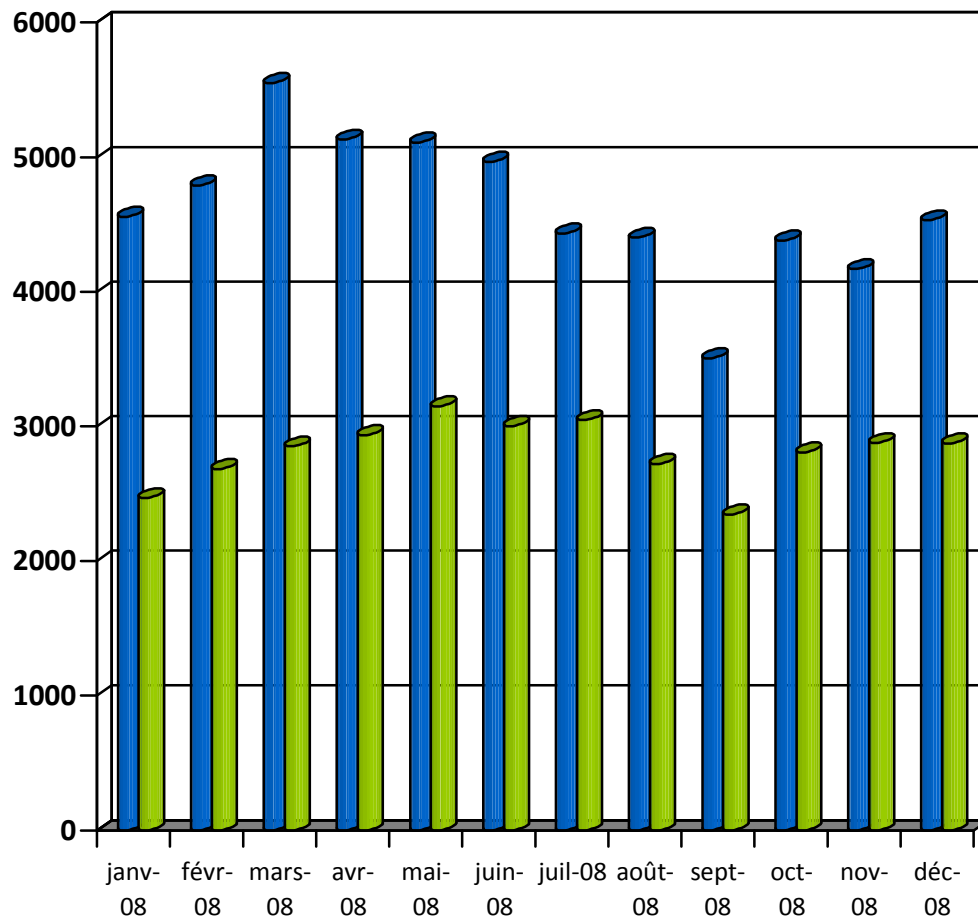


## 2. Conference sponsorship options

| Benefits   | Fee    | Fee     | Fee     |
|--|--------|---------|---------|
|  | €500 + | €1000 + | €2000 + |
| Company name on programme on website   | ✓      | ✓       | ✓       |
| Company name on Conference emails  | ✓      | ✓       | ✓       |
| Company name on hard copy Conference materials   | ✓      | ✓       | ✓       |
| Conference fee sponsorship for one delegate from low currency value countries  |        |         | ✓       |
| Conference fee sponsorship for one student delegate  |        |         | ✓       |
| Stand at Conference venue  |        | ✓       | ✓       |
| One complimentary Conference dinner (value €90)  |        | ✓       |         |
| Two complimentary Conference dinners (value €180)  |        |         | ✓       |
| Co-sponsorship of eve-of-Conference Reception<br>OR<br>Co-sponsorship of delegates' tour of Lisbon<br>OR<br>Co-sponsorship of Conference dinner cruise on the Tagus River                      |        | ✓       | ✓       |
| Exclusive sponsorship of eve-of-Conference Reception<br>OR<br>Exclusive sponsorship of delegates' tour of Lisbon<br>OR<br>Exclusive sponsorship of Conference dinner cruise on the Tagus River |        |         | ✓       |

### 3. Usage statistics for eaef.org / eaef.com

Usage Summary Period:



|          | déc.-2008 | nov.-2008 | oct.-2008 | sept.-2008 | août-2008 | juil.-2008 | juin-2008 | mai-2008 | avr.-2008 | mars-2008 | févr.-2008 | janv.-2008 |
|----------|-----------|-----------|-----------|------------|-----------|------------|-----------|----------|-----------|-----------|------------|------------|
| ■ Pages  | 4530      | 4168      | 4380      | 3506       | 4401      | 4431       | 4965      | 5109     | 5129      | 5550      | 4790       | 4557       |
| ■ Visits | 2870      | 2874      | 2805      | 2342       | 2719      | 3045       | 3002      | 3148     | 2932      | 2850      | 2681       | 2465       |

■ Number of pages visited    ■ Number of visits

Daily average visits: 92  
 Daily average page visited: 151



**Usage by Location:**

