



Supporter & Sponsor prospectus

6th European Social Marketing Conference





Following on from our previous highly successful conferences in Thessaloniki (2022), Antwerp (2018), Espoo (2016), Rotterdam (2014) and Lisbon (2012), the 2024 European Social Marketing Conference will bring together seasoned practitioners from the private, public and NGO sectors together with leading academics, policy makers and researchers interested in applying marketing to social programmes.

The conference will showcase examples of good practice and debate how social marketing can be further developed in Europe. The event will explore the value that social marketing adds to the development and delivery of social programmes and its contribution to cost effectiveness and value for money. The current financial difficulties being faced by many parts of Europe at this time will also be reflected at the events. At the previous conference, papers were invited in response to the following themes - with a particular focus on innovate and interactive presentations or workshop proposals.

- New theories and methods being used in social marketing
- Upstream social marketing, policy and stakeholder engagement
- Health and well-being
- Environment and sustainability
- Social Impact investing
- Scaling up and sustaining projects
- Contribution of the arts to social marketing delivery
- Promoting the application of social marketing
- Social marketing in practice, lessons from real projects and programmes
- The implementation challenge, solving problems and overcoming barriers

This is a unique opportunity to support the European behaviour change community.

Delegate demographic

Expected audience – 150+

Decision making Directors, Senior Managers and practitioners involved in European social marketing organisations including delegates from government, public sector, community and voluntary groups, commissioning bodies, local authorities, NGO's, marketing, PR and communication agencies.



Sponsorship packages

Gold Sponsorship - €7,500

Benefits and recognition:

- Opportunity to present a keynote presentation (30 minutes) if appropriate content is proposed by the sponsor with a key social marketing focus
- 2 x 20-minute breakout presentation sessions in the conference programme
- Prominent logo position on all pre-event promotional material including website, marketing e-shots & adverts.
- Branding at the conference venue including exclusive logo on the main stage branding, holding slides, banners, signage and conference programme.
- Logo and company description on the event website and in the conference programme.
- One 3m x 2m, exhibition space* in most prominent location (assuming early booking of package)**
- Promotional literature in every delegate pack.
- 5 x free places to the conference

Silver Sponsorship - €5,000

Benefits and recognition:

- Opportunity to present a keynote presentation (30 minutes) if appropriate content is proposed by the sponsor with a key social marketing focus
- 1 x 20-minute breakout presentation sessions in the conference programme
- Company logo on all pre-event promotional material including website, marketing e-shots & adverts.
- Company logo on event holding slides, banners, signage and conference programme.
- Logo and company description on the event website and in the conference programme.
- One 3m x 2m, exhibition space* in most prominent location (assuming early booking of package)**
- 3 x free places to the conference





Welcome drinks / welcome reception sponsorship - €3,500

Benefits and recognition:

- Opportunity to provide a speaker to address the conference audience during the opening drinks reception (10 minute talk time)
- Company logo on sponsored plenary holding slide and within conference programme.
- Logo and company description on the event website and in the conference programme
- Logo on all pre-event promotional material including website, marketing e-shots & adverts.
- 1 x free place to the conference

Keynote / plenary sponsorship - €2,500

Benefits and recognition:

- Opportunity to sponsor and provide a speaking chairperson for a plenary session at the conference. This chairperson will have duties to welcome / introduce the session, the speakers and help facilitate discussions.
- Company logo on sponsored plenary holding slide and within conference programme.
- Logo and company description on the event website and in the conference programme
- Logo on all pre-event promotional material including website, marketing e-shots & adverts.
- 1 x free place to the conference

Lunch or refreshment break sponsorship - €2,000

Benefits and recognition:

- Ability to provide branded items for display during the lunch / break such as branded napkins, table signs, leaflets on table and an other free-standing branding which the sponsor may wish to provide
- Company logo on sponsored plenary holding slide and within conference programme.
- Logo and company description on the event website and in the conference programme
- Ability to put promotional materials in conference bags
- 1 x free place to the conference



Delegate Pack Sponsorship - €2,000

Benefits and recognition:

- Branding on welcome pack materials (e.g delegate bag, pen, gift, USB stick etc – all materials, except conference programme, to be provided by the sponsor).
- Logo and company description on the event website and in the conference programme & on all pre-event promotional material including website, marketing e-shots & adverts.
- Your promotional literature in every delegate pack (along with title sponsor only).
- Branding at the conference venue including at registration, banners and conference programme.
- One 3m x 2m, exhibition space**
- 1 x free places to the conference

Breakout room sponsorship - €1,500 (Five rooms available)

Benefits and recognition:

- Opportunity to sponsor and provide session facilitators for the entire breakout programme taking place in one room. This room can present papers and other sessions from a conference track of the sponsors choice.
- Branding within the breakout room and on holding slides within each breakout session.
- Company logo on sponsored room holding slides and within conference programme.
- Logo and company description on the event website and in the conference programme & logo on all pre-event promotional material including website, marketing e-shots & adverts.
- 1 x free place to the conference

Exhibition stand - €1250 – Limited to total 6 stands

Benefits and recognition:

- Logo on all pre-event promotional material including website, marketing e-shots & adverts.
- Logo and company description on the event website and in the conference programme
- One 3m x 2m, exhibition space**
- 1 x free places to the conference

**All exhibitions are free build spaces (no shell scheme)





Conference Lanyards - €850

Benefits and recognition:

- Sponsor to have exclusivity on the lanyard. Only the ESMC logo and the sponsor logo will be presented on the final event lanyard proving logo exposure to every attendee.
- Lanyards will be produced in white to best host partner logo alongside the main event logo.

Bag Inserts - €500

Benefits and recognition:

- Sponsor can provide a promotional item or brochure or other material to be inserted into the conference bags.
- We encourage materials provided be produced from green or carbon neutral materials.
- In addition to the sponsorship fee, sponsor is responsible to print / ship / deliver the bag insert to the venue.

Bespoke Packages

We are open to proposals for bespoke packages (such as merging elements of two or more, or something not listed) or meaningful in-kind support, and those who wish to enquire about that can contact john@fuseevent.org

Past Supporters

Kunstmaan

Accenture Interactive





For further information contact:

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