

Under the Auspices of
H.E. the President of the Hellenic Republic
Mr. Prokopios Pavlopoulos



Gold Sponsorship Proposal

Delphi Economic Forum III

March, 1-4, 2018

European Cultural Center, Delphi, Greece

About us



Delphi Economic Forum is a nonprofit, nonpartisan organization working in close cooperation with civil society, public organizations, businesses and individuals.

It engages business, political, academic, and other top experts in an effort to address emerging challenges, influence the national and regional agendas and promote sustainable and socially responsible growth policies for Greece, Europe and the wider Eastern Mediterranean region.

Delphi Economic Forum is governed by a Foundation Board which is dedicated to its strategy and mission, monitors and improves the performance of the organization and ensures that it brings value to its members through its annual meetings, policy papers and knowledge platforms.

Delphi Economic Forum Annual Meetings

Delphi Economic Forum's meetings take place under the auspices of His Excellency, The President of the Hellenic Republic, Mr. Prokopios Pavlopoulos.

They gather prominent national and international leaders in business, politics, civil society and academia to address the issues confronting Greece and the Eastern Mediterranean region.

Our annual meetings are a platform for sincere dialogue between our speakers, our members and attendees.

They are focused on the challenges that the wider region faces today and aim to identify the most crucial steps that the country's leadership can take to ensure sustainable and socially responsible growth policies.



Past Speakers 2016-2017 Selection



Dr. Werner Hoyer
President, European Investment Bank



Mario Monti
Prime Minister of Italy (2011-2013)



Corina Crețu
European Commissioner, Regional Policy



Dimitris Avramopoulos
European Commissioner, Migration, Home Affairs and Citizenship



Christos Stylianides
EU Commissioner for Humanitarian Aid and Crisis Management



Thomas Wieser
President, Euro Working Group, Brussels; Chairman, Economic and Financial Committee, European Union



Dr. Arup Banerji
Regional Director for the European Union Countries, World Bank Group



Ioannis Dragasakis
Deputy Prime Minister of Greece



Sir Christopher Pissarides
Regius Professor, London School of Economics; Professor of European Studies, University of Cyprus; Nobel Prize Winner



Dr. Wolfgang Schüssel
Chancellor of the Federal Republic of Austria 2000-2007



Niall Ferguson
Laurence A. Tisch Professor of History, Harvard University



General Charles F. Wald
Vice Chairman, Federal Practice Senior Advisor, Deloitte Services LP



Dr. Rolf Strauch
Member of the Management Board, European Stability Mechanism and the European Financial Stability Facility (EFSF)



Deborah L. Wince-Smith
President & CEO, U.S. Council on Competitiveness



Tzipi Livni
Co-leader, Zionist Union Party; Former Minister of Foreign Affairs, State of Israel



Dr. Madsen Pirie
President, Adam Smith Institute, UK



Dr. Pedro Sánchez
Former Secretary-General, Socialist Workers' Party and Leader of the Opposition (2014-2016), Spain



Margaritis Schinas
Chief Spokesman, European Commission



Kyriakos Mitsotakis
Leader of the Opposition; President, New Democracy party



Mary Harney
Minister for Health and Children (2004-2011), Ireland



Costas Simitis
Prime Minister of the Hellenic Republic (1996-2004)



Lucas Papademos
Prime Minister of the Hellenic Republic 2011-2012; President, Academy of Athens



Dimitri B. Papadimitriou
Minister of Economy and Development, Hellenic Republic



Professor Marek Belka
Prime Minister of Poland (2004-2005); Governor, Central Bank of Poland (2010-2016)



Dr. Ian O. Lesser
Senior Director, Foreign and Security Policy The German Marshall Fund of the United States



Yannis Stournaras
Governor, Bank of Greece



Nicholas M. Logothetis
Founder, Concordia Summit; Executive Member of the Board, Libra Group



William J. Antholis
Director and CEO, Miller Center, University of Virginia

Annual Meeting 2017 in numbers



4 Days

36 Topics

17 On stage interviews

272 Speakers

17 Origin countries

1206 Attendees

11 Programming Partners

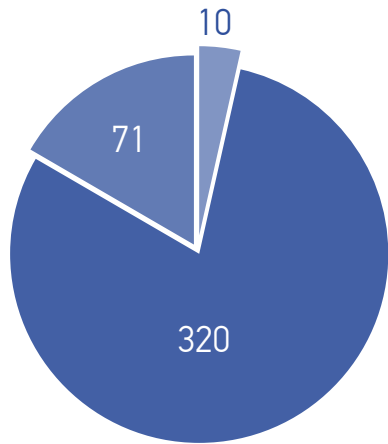
43% C-level attendees

36 Think Tanks

13 International Organizations

Media Impact February 1st to March 31st

TV & RADIO



Total references: **401**

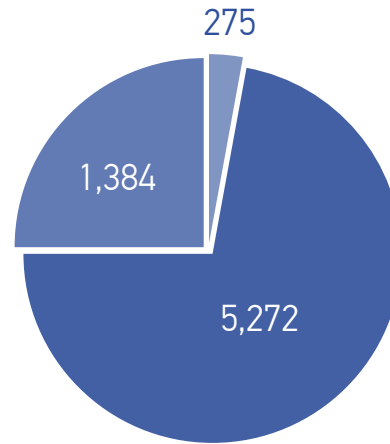
Pre-event: **10**

During: **320**

Post-event: **71**

811% increase in TV & radio references 

WEB



Total references: **7,347**

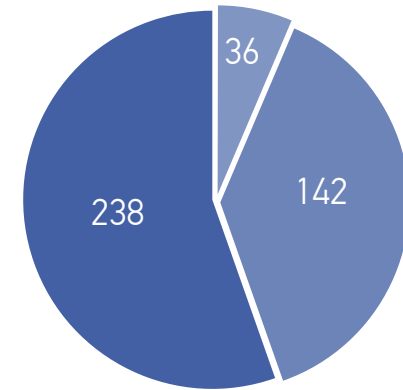
Pre-event: **275**

During: **5,272**

Post-event: **1,384**

809% increase in online references 

PRINT



Total references: **416**

Pre-event: **36**

During: **142**

Post-event: **238**

225% increase in print references 

Social Media

Facebook

+120% Likes

+320,39% Engagement

694.343 Page impressions

Twitter

+3.925,3% Engagement

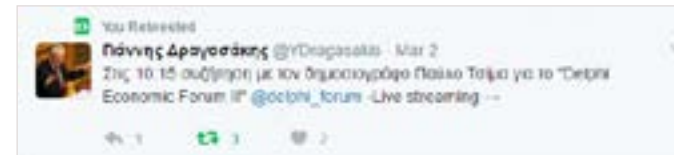
+670,1% Number of impressions per tweet

111.694 Organic impressions

LinkedIn

+275,9% Engagement

+27,7% Total fans



#delphi_forum was top trend for 2 consecutive days





Gold Sponsorship Benefits



Why Gold Sponsor?

As a nonprofit, nonpartisan, organization, Delphi Economic Forum relies on the generosity of individuals, corporations and foundations to advance its mission. Gold Sponsorship allow us to develop programs that promote sustainability and socially responsible policies for growth.

We turn our Gold Sponsors to partner with us in developing programs that make a difference.

How do you benefit?

As a gold sponsor, you will receive all the benefits of a sponsor plus find that your Delphi Economic Forum experience will be enhanced - from the invaluable relationships you build with leaders from different industries to the compelling content that drive discussions and spur collaboration. Each gold sponsor's package is highly customized to meet your organization's goals. You will receive a detailed proposal tailored to help you get the most out of the conference.



An event with a global profile: **the marketing reach**

Delphi Economic Forum will be promoted through our comprehensive, multi-platform marketing campaign targeting and affluent audience of business decision makers and senior managers.

OUR CAMPAIGN FEATURES:

- › **Regular print advertisement** in all main national newspapers
- › **Digital advertising** through influential web sites
- › **Extensive social media campaign** (Facebook, twitter, LinkedIn)
- › **An email marketing campaign** to over 9.000 executives in Greece and abroad
- › **Personalized invitations** to specifically researched and targeted individuals
- › **An integrated PR campaign** with press releases and custom-made opinion articles sent to carefully selected online and print publications.



GOLD SPONSOR

40.000€ (+VAT)

Benefits:

PRE-CONFERENCE:

- › **Special Announcement** of the partnership via all communication channels (print, social media, email marketing, press releases)
- › **The right to create** special announcements using DEF logo *(under approval from the organizing committee)*
- › **Reference** in the Forum's regular press releases sent to carefully selected online and print publications
- › **Logo** will appear in the email marketing campaign to over 9.000 executives in Greece and abroad
- › **Logo** will appear in our print advertisement campaign to influential national newspapers
- › **Logo** will appear in the Forum's electronic brochure that accompanies every communication with speakers, members and opinion leaders
- › **Logo** will appear on the conference's dedicated website
- › **Sponsor will be announced** through the Forum's social media

DURING THE CONFERENCE:

- › **Hosted parallel event** to targeted decision makers with thought leadership based presentation
- › **Special meetings** with speakers or media representatives
- › **VIP access** to attendee receptions and networking events
- › **VIP seating** in all venues
- › **VIP seating** in all social events
- › **Special recognition** at the Opening Ceremony
- › **Five (5) invited delegates** (plus spouse) for a 3-nights accommodation in double rooms at the Amalia Hotel in Delphi
- › **Five (5) additional free delegate passes** to the annual meeting
- › **Access** to all official, social events of the Forum
- › **Sponsorship praise** during the conference
- › **Reference** in the Forum's Social Media
- › **Corporate** brochure in welcome pack
- › **Opportunity** to distribute promotion material through the Forum's Secretariat
- › **Logo** will appear on the Forum's dedicated banners and official program
- › **Full page advertisement** or advertorial in the first half of the Forum's official program
- › **Branding** in the members lounge
- › **Company Logo** in conference pocket guide
- › **Gold Sponsor Recognition Award** at the Official Reception

POST EVENT:

- › **Invitation** to all private and official events organized by the Forum throughout the year
- › **Logo** will appear in the Forum's report that will be distributed after the event to a selected database of 9.000 premium national and international executives
- › **Reference** to all press releases to be sent after the event to carefully selected online and print publications
- › **Full page advertisement** or advertorial in the Forum's electronic and printed version of the Annual Report
- › **Recognition & logo** on all events throughout the year



SAVE THE DATE

▶ Delphi
Economic
Forum III

▶ March 1-4, 2018, Delphi,
Greece

Follow the official
Delphi Economic Forum
pages on:



Hashtags:
#DelphiEconomicForum
#delphi_forum

Subscribe to our newsletter
to receive our latest updates
by visiting www.delphiforum.gr

Contact details:
9 Karneadou Street
Athens 106-75
210 72 89 000
info@delphiforum.gr

www.delphiforum.gr