

# **SPONSORSHIP PACKAGE**

## **SPONSORSHIP OFFERS**

We invite companies that are ready to sponsor **the II EURO-ASIAN FINANCIAL AND ECONOMIC FORUM – KHORGOS**, which will be held on **October 10-12, 2024**, in the cities of **Almaty** and **Khorgos** to cooperate and participate in its activities. Along with public recognition, the sponsor will have an excellent opportunity to make a statement about his company (firm), get in touch with a highly professional target audience of consumers, and lobby for his interests before a wide range of Forum participants from the SCO, EAEU (Eurasian Economic Union), BRICS countries, countries of the Caspian region and the EU (European Union).

### **SPONSORING THE EVENT will provide you with the opportunity to:**

1. Increase the visibility of your company or brand.
2. Promote new products (services).
3. Involve participants of sponsored events in your own projects.
4. Gain access to new customers.
5. Use the event venue to present a new product (service) and get immediate feedback.

### **“GENERAL SPONSOR” The sponsorship fee is \$50,000.**

1. Granting the status of **“GENERAL SPONSOR”** of the event;
2. Participation of 7 representatives of the company in the forum without payment of the organizational fee;
3. Placement of information (PR material, image text or interview) about the company on the official website of the Organizers with a link to the official website of the Sponsor;
4. Logo placement on the main page of the website [www.abrk.kz](http://www.abrk.kz) (Association of Banks of the Republic of Kazakhstan) and in the corresponding section of the forum website page;
5. Logo placement on the main promotional banner, the Press Wall and on the sites of the Forum's info-partners;
6. Placement of Sponsor's banner (provided by Sponsor) in the main event hall;
7. Placement of full color advertisement of the Sponsor on the covers of “Banks of Kazakhstan” magazine;
8. Placement of the Sponsor's PR-material on the internal pages of the “Banks of Kazakhstan” magazine with the volume of not more than 6 pages;
9. Placement of the Sponsor's full color advertisement on the covers of the official Forum catalog;
10. Logo placement in all promotional materials of the event;
11. Providing welcoming remarks to the representative of the “SPONSOR” at the opening ceremony of the event;
12. Demonstration of the presentation of the “GENERAL SPONSOR” during the plenary session;

13. Announcement of the name of the “GENERAL SPONSOR” at the opening and closing of the event;
14. Placement of the Sponsor's information and advertising products in the participant's portfolio (information package);
15. VIP accommodation of the Sponsor's representatives in the hotel and transportation service.
16. Presentation of memorable gifts and souvenirs to individual VIP participants and guests of the Forum from the Sponsor.
17. Participation in all excursion and cultural events according to the Forum Program.

### **“PLATINUM SPONSOR”**

**The sponsorship fee is \$30,000.**

1. Granting the status of **“PLATINUM SPONSOR”** of the event;
1. Participation of 5 representatives of the company in the forum without payment of the organizational fee;
2. Placement of information (PR material, image text or interview) about the company-sponsor on the official website of the Organizers with a link to the official website of the Sponsor;
3. Placement of the Sponsor's logo in the appropriate section of the website;
4. Sponsor's logo placement on the main promotional banner, the Press Wall and on the sites of the Forum's info-partners;
5. Placement of Sponsor's banner (provided by Sponsor) in the main event hall;
6. Placement of full color advertisement of the Sponsor on the covers of “Banks of Kazakhstan” magazine;
7. Placement of the Sponsor's PR-material on the internal pages of the “Banks of Kazakhstan” magazine with the volume of not more than 6 pages;
8. Placement of the Sponsor's full color advertisement on the covers of the official Forum catalog;
9. Logo placement in all promotional materials of the event;
10. Providing welcoming remarks to the representative of the “SPONSOR” at the opening ceremony of the event;
11. Demonstration of the presentation of the “SPONSOR” during the plenary session;
12. Announcement of the name of the “SPONSOR” at the opening and closing of the event;
13. Placement of the information and advertising products in the participant's portfolio (information package);
14. Hotel accommodation and transportation services for Sponsor's representatives.
15. Participation in all excursion and cultural events according to the Forum Program.

### **“GOLDEN SPONSOR”**

**The sponsorship fee is \$20,000.**

1. Granting the status of **“GOLDEN SPONSOR”** of the event;
2. Participation of 4 representatives of the company in the forum without payment of the organizational fee;
3. Placement of information (PR material, image text or interview) about the

- company on the official website of the Organizers with a link to the official website of the Sponsor;
4. Placement of the Sponsor's logo in the appropriate section of the website;
  5. Logo placement on the main promotional banner, the Press Wall and on the sites of the Forum's info-partners;
  6. Placement of Sponsor's banner (provided by Sponsor) in the main event hall;
  7. Placement of full color advertisement of the Sponsor on the covers of “Banks of Kazakhstan” magazine;
  8. Placement of the Sponsor's PR-material on the internal pages of the “Banks of Kazakhstan” magazine with the volume of not more than 4 pages;
  9. Placement of the Sponsor's full color advertisement on the covers of the official Forum catalog;
  10. Logo placement in all promotional materials of the event;
  11. Announcement of the name of the “SPONSOR” at the opening and closing of the event;
  12. Placement of the information and advertising products in the participant's portfolio (information package);
  13. Hotel accommodation and transportation services for Sponsor's representatives.
  14. Participation in all excursion and cultural events according to the Forum Program.

### **“SILVER SPONSOR”**

**The sponsorship fee is \$10,000.**

1. Granting the status of “**SILVER SPONSOR**” of the event;
2. Participation of 3 representatives of the company in the forum without payment of the organizational fee;
3. Placement of information (PR material, image text or interview) about the company on the official website of the Organizers with a link to the official website of the Sponsor;
4. Logo placement in the appropriate section of the website;
5. Logo placement on the main promotional banner, the Press Wall and on the sites of the Forum's info-partners;
6. Placement of Sponsor's banner (provided by Sponsor) in the main event hall;
7. Placement of full color advertisement of the Sponsor on the covers of “Banks of Kazakhstan” magazine;
8. Logo placement in all promotional materials of the event;
9. Announcement of the name of the “SPONSOR” at the opening and closing of the event;
10. Placement of the information and advertising products in the participant's portfolio (information package);
11. Hotel accommodation and transportation services;
12. Participation in all excursion and cultural events according to the Forum Program.

## **“FORUM SPONSOR”**

**The sponsorship fee is \$5,000.**

2. Granting the status of **“FORUM SPONSOR”** of the event;
3. Participation of 2 representatives of the company in the forum without payment of the organizational fee;
4. Placement of information (PR material, image text or interview) about the company on the official website of the Organizers with a link to the official website of the Sponsor;
5. Logo placement in the appropriate section of the website;
6. Logo placement on the main promotional banner, the Press Wall and on the sites of the Forum's info-partners;
7. Placement of Sponsor's banner (provided by Sponsor) in the main event hall;
8. Opportunity to speak and demonstrate a presentation (if preferred) in separate breakout sessions of the Forum;
9. Placement of the information and advertising products in the participant's portfolio (information package);
10. Hotel accommodation and transportation services;
11. Participation in all excursion and cultural events according to the Forum Program.

## **“FORUM PARTICIPANT”**

**The fee is \$1,000.**

1. Granting the status of **“FORUM PARTICIPANT”** of the event;
2. Opportunity to speak and demonstrate the presentation (to be agreed in advance with the Forum Organizer);
3. Hotel accommodation;
4. Transportation services;
5. Participation in all excursion and cultural events according to the Forum Program.

**NOTE:** We can also offer branding sponsorship packages that include distribution of your company's corporate gifts among the guests and participants of the EVENT.

Our EVENT is a progressive form of promoting your brand. By becoming a Forum participant, you will be able to demonstrate new products directly to those who form the consumer market of the SCO, EAEU (Eurasian Economic Union), BRICS countries, countries of the Caspian region and the EU (European Union).