

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



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

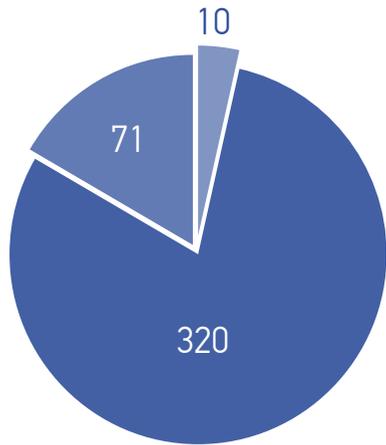
43% C-level attendees

36 Think Tanks

13 International Organizations

Media Impact February 1st to March 31st

TV & RADIO



Total references: **401**

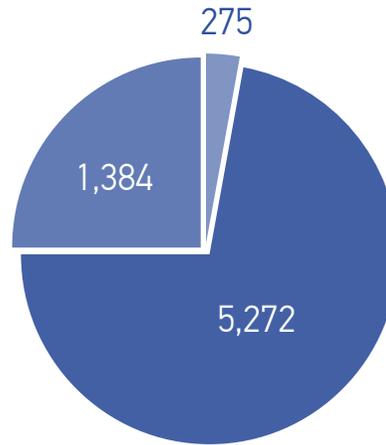
Pre-event: **10**

During: **320**

Post-event: **71**

811% increase in TV & radio references 

WEB



Total references: **7,347**

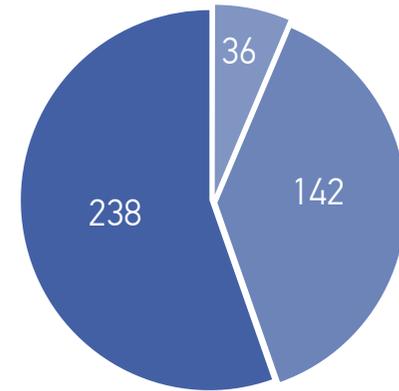
Pre-event: **275**

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

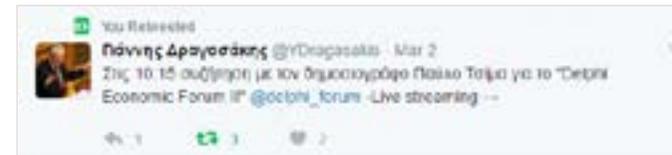
+670,1% Number of impressions per tweet

111.694 Organic impressions

LinkedIn

+275,9% Engagement

+27,7% Total fans



#delphi_forum was top trend for 2 consecutive days





Sponsorship

Benefits & Packages



Why Sponsor?

In an increasingly interconnected and complex business environment, many organizations are faced with the challenge of adapting and responding to global issues, regional and national policy changes.

Delphi Economic Forum provides a unique platform for the debate and analysis of these topics and for the development and dissemination of policy responses.

By sponsoring Delphi Economic Forum, you are given the opportunity to engage with a highly influential audience of leaders from the world of business, government, NGOs and affluent individuals in exceptionally vibrant, inspiring, and creative ways.

We work closely with our sponsors and supporters, creating the very best conditions for forging lasting, meaningful connections with our audience.

How do you benefit?

- › **Align your brand** with a unique, high quality and intellectually stimulating event, to ensure that your business is seen as an influential player and a key driver for fostering change and progress.
- › **Connect with like-minded individuals** and influential experts, in an inspiring environment.
- › **Meet and learn** from the thought leaders who drive the on stage debate.
- › **Increase your company's profile** through a comprehensive multiplatform marketing campaign.
- › **Benefit** from the wide range of custom made sponsorship solutions - host a parallel event, connect directly with key business and government leaders etc.



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.



SPONSOR

20.000€ (+VAT)

Benefits:

PRE-CONFERENCE:

- › **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:

- › **Three (3) 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
- › **Opportunity** to organize private meetings with speakers and participants
- › **Meetings** with media representatives
- › **Special reference** at the opening remarks of the Forum
- › **Sponsorship praise** during the conference
- › **Reference** in the Forum's Social Media
- › **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
- › **Sponsor Recognition Award**

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



SUPPORTER

10.000€ (+VAT)

Benefits:

PRE-CONFERENCE:

- › **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

DURING THE CONFERENCE:

- › **Two (2) invited delegates** (plus spouse) for a 3-nights accommodation in double rooms in a partner hotel in Delphi
- › **Three (3) additional free delegate passes** to the annual meeting
- › **Access** to all official, social events of the Forum
- › **Reference** in the Forum's Social Media
- › **Opportunity** to distribute promotion material through the Forum's Secretariat
- › **Logo** will appear on the Forum's dedicated banners and official program
- › **Logo** will appear on the Forum's official program
- › **Advertisement** or advertorial in the second half of the Forum's official program
- › **Supporter Plaque Award**

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





SAVE THE DATE

▶ Delphi
Economic
Forum III

▶ March 1-4, 2018, Delphi,
Greece

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