

BECOME A SPONSOR OF THE GENERAL ASSEMBLY

General Assembly 2023, Norway



On 31 May and 1 June Cooperatives Europe is organizing its 2023 General Assembly in Norway, Ski (near Oslo). This will be a fully in-person event to network with other cooperative members, share best practices, and learn about the latest developments in the cooperative sector. In addition to the formal agenda, there will be various other activities such as workshops and a guided tour to allow participants to discuss contemporary issues, challenges or projects.

The event is being hosted by the Norwegian agricultural cooperative movement [Landbrukssamvirke](https://www.landbrukssamvirke.no).

For this event we expect to campaign on social media (#CoopsEU2023), through our website, mailing, personal contacts and newsletter.

PRELIMINARY PROGRAMME

The conference will take place in Ski (Thon Hotel) and Ås (at the Norwegian university of life sciences); on Wednesday 31 May and Thursday 1 June.

The programme will include: two workshops, a guided tour, a board meeting, a dinner and the general assembly itself that will be held over two days. Day 1 will aim to provide space for networking, day 2 aims to focus on the general assembly.

In this programme we hope to include a keynote speech of a C-level speaker from the Norwegian authorities, representatives from the Young European Cooperators Network, Landbrukssamvirke and other Norwegian cooperative associations.

WHY YOUR INVOLVEMENT

Show your support: This is the event of the year for European cooperatives. It provides an opportunity for cooperators to join forces to think, collaborate and put into action joint actions.

- As a sponsor, you show your commitment to the growth and development of the movement.

Brand awareness: Raise the profile of your organisation and take advantage of the exposure throughout Europe which will come from being associated with the General Assembly. You will position yourself as a leader in the cooperative sector.

Networking: Build relationships with European partners and network with delegates during the event to explore opportunities for your organisation.

This event we expect 50 unique registrations from 30 participating organisations

Build intelligence around your organisation's key strategic issues.

Communications: Be part of a rigorous communications campaign that includes targeted e-shots and digital marketing, which will position your organisation as a prominent and important one in the cooperative sector.

THE SPONSORSHIP PACKAGE (2000-3000 EUR)

As headline sponsor, your organisation will be fully integrated into the event with a range of benefits. You will be recognised a sponsor throughout all print, digital and live communications. The features and benefits of this partnership will include:

Pre-event

- High-profile branding exposure during the communications campaign starting in March including acknowledgement of sponsorship.
- Your logo and acknowledgement as sponsor on all e-shots to promote the event (banners, graphics, social media shots,...)
- Hyperlink to your website from the dedicated event page

- Your logo is displayed and/or your organization name is mentioned on all delegate correspondence acknowledging your sponsorship

During the event

- Logo on the event webpage banner
- Verbal acknowledgement of support at strategic points throughout the event
- Your logo on printed delegate materials and signage
- Your logo in slideshows

After the event

- Event wrap-up social media communication visibility logo

FURTHER INFORMATION

To discuss this proposal further, please contact Agnes Mathis, Director of Cooperatives Europe at a.mathis@coopseurope.coop