



INTERNATIONAL MEETING

ROME, ITALY 27/31 JANUARY 2019

SPONSORSHIP
PROPOSAL

Co-funded by the
Erasmus+ Programme
of the European Union



Summary

The YOUNG LEADERS INTERNATIONAL MEETING II EDITION project has the general objective of supporting the participation of young people in representative democracy and civil society, facilitating their active involvement in the elaboration, implementation and evaluation of policies through the instrument of structured dialogue.

The specific objectives are:

1. Encourage the participation of young people in the European elections in 2019 and stimulate their engagement within the formal structures of participatory democracies, such as political parties.
2. Encourage and promote cross-sectoral cooperation and partnerships between youth organizations and socio-educational promoters.



About us

SOS EUROPA is an independent NGO based in Rome. It was created to spread the European cultural values and improve integration inside and outside the Union, encouraging mobility of young people by promoting cultural and knowledge exchange, active European citizenship, networking opportunities. The Association is nonprofit and works exclusively in the areas of social, human, civil and cultural solidarity and ethic research.

The Association organizes courses, training, seminars and it is a partner to several European projects. It was founded in January 2016 by young people who have been working in associations and deal with EU issues. It employs a team of passionate young volunteers, experts in project planning and European policies.

Website www.soseuropa.it



Profile of the participants

The project involves 44 young people (22 men and 22 women) plus 11 political decision-makers or experts in the field of youth policies, for a total of 55 participants (of which 26 with fewer opportunities) from 11 different countries. The project includes a transnational meeting that will take place in Rome from 27th to 31th January 2019 and will be organized by SOS Europa in collaboration with all the partners.

Each organization will involve 4 participants (Please ensure gender equality) between the ages of 25 and 30 and 1 expert (or policymaker) without age limits. In the total of 5 participants from each partner.
Participants are selected by their partner organizations.



International Partners

- ASSOCIATION PEL SKOPJE - Macedonia
- Leaders Of Life For Sustainable Development - Jordan
- KULTUR & ART INITIATIVE EV - Germany
- ASOCIATIA TINERILOR CU INITIATIVA CIVICA - Romania
- MOVE! Murcia - Spain
- Center of Reforms and Civil Development - Georgia
- Association for Cultural, Economic, Heuristic and Linguistic Cooperation - Bulgaria
- MUNICIPIO DE AGUEDA - Portugal
- Youth for Equality - Slovakia
- NEANIKOI ORIZONTES M.K.O. - Greece



Italian Partners



What happened in the first edition

From 27th to 31st October 2017., 60 young leaders from 12 countries gathered in Italy. At the end of the meeting, each delegation elaborated a text of a law to be approved in their own country. Furthermore, the Manifest of Values for Young Europeans was defined.

The involved partners expressed their intention to create a European network between them in order to improve cooperation (the IANG acronym was voted as the name of this umbrella organization). The meeting was attended by Italian and European parliamentarians and local and regional administrators. All the contents produced have been published on the website

<http://www.soseuropa.it/1609-2/>



Before the Meeting 2019

SOS Europa will launch a "Youth Consultation"

The Survey's link is <https://form.jotformeu.com/83043678927367>

Each partner organization will have to analyze the results obtained and proceed with their publication making the consultation available.



After the Meeting 2019

We expect the organization of 11 local events to disseminate the results with a participation of at least 100 young people to event for a total of 1,100 young people; that at least 40% of participants in the next 8 months from the end of the meeting participate in other international mobility projects (including EVS and the European Solidarity Body), that at least 30% of the participants, by the end of the project, participate actively in the elections in your country, as a candidate or support to it, at least 60% of the participants are encouraged to participate in activities promoting active citizenship in their local community.

Support the future through Young Leaders

”The qualitative level of the event, focused on positive values of association, aggregation and profitable work with and for young people, transfers the same qualities to the sponsorship company, spontaneously boosting the advertising message”



Support the future through Young Leaders

The opportunity to be present during the Meeting through the scheduled setting, in accordance with the directions given by the Event Organization. Show products/services and distribute information material. Make contacts with people who have leadership roles with great enthusiasm that promotes the healthy values of youth engagement in the international arena. Brand experience and competitive advantage in the reference market. Gaining popularity in the media on local, national and international level.



Benefit

Linking your company to an international event that embodies and interprets the values of the Italian youth community and Europe, means that you will create reputation which will make you stand out comparing to your competition.

In addition, to spread the company's identification values, sponsorship brings specific benefits and precise return on investment.

Intangible benefits

- company and brand reputation
- institutional image
- business and brand positioning
- face-to-face communication with the customers

Material benefits

- business client and profit growth
- brand awareness (knowledge of the brand)
- attention and loyalty to the brand
- cost-effective media space

"WITH YOUNG LEADERS YOUR COMPANY IN THE CENTER OF INTERNATIONAL EVENTS"

The sponsorship plan we have set up, provides the combined offer of partnership forms designed to give maximum visibility to the company. Companies that want to participate can choose different ways of joining. This sponsorship package can be remodeled and integrated by the company depending on the different requirements that emerged during a negotiation for the closure of the agreement. The agreement is officially signed by signing the sponsorship proposal, which contains the company's identification data and the chosen sponsorship option.





SPONSORSHIP PACKAGES

GREEN FORMULA

500,00 €

The following services will be guaranteed to Partners who choose the Green Formula:

- Display of your logo on the web and materials of the meeting;
- A possibility of adding own promotional and informative materials to the articles that will be distributed to the participants.

RED FORMULA

1.000,00 €

The following services will be guaranteed to the Partners who choose the Red Formula:

- Possibility to display panels, posters or roll-ups inside the congress building;
- Display of your logo on the web and materials of the meeting;
- A possibility of adding own promotional and informative materials to the articles that will be distributed to the participants;
- Publication of promotional material on the website www.youngleaders.it.

BLU FORMULA

3.000,00 €

The following services will be guaranteed to the Partners who choose the Blue Formula:

- Exhibition space inside the Congress building for promotional activities of the company; or possibility to display panels, posters or roll-ups inside the Congress building and hall for the entire duration of the event;
- A dedicated page on the Young Leaders website and link to redirect to the company website;
- Logo of the sponsor disseminated on the social contents of the event;
- Publication of promotional material on the website www.youngleaders.it;
- Customization of the hall, with self-supporting graphical totem and banners placed in the hall.



GOLD FORMULA

5.000,00 €

The following services will be guaranteed to the Partners who choose the Gold Formula:

- Exhibition space inside the Congress building for promotional activities of the company; or possibility to display panels, posters or roll-ups inside the congress building and hall for the entire duration of the event;
- A dedicated page on the Young Leaders website and link to redirect to the company website;
- Logo of the sponsor disseminated on the social contents of the event;
- Customization of the hall, with self-supporting graphical totem and 2 banners placed in the hall.
- List of participants and their contacts;
- Recognition as the MAIN SPONSOR and the opportunity to attend the meeting as a speaker;
- Video interview published on our site.



www.youngleaders.it
youngleaders@soseuropa.it

