

# Sponsorship opportunities

We devised 4 sponsorship packages, tailored according to our benefactors' needs. Please note all the options elaborated on the next pages are flexible.



- **Platinum** – 12,000 euro (a single available package)
- **Gold** – 5,000 euro
- **Silver** – 3,000 euro
- **Corporate friend** – 1,000 euro

# Platinum

- Recognition as a major sponsor of the Gala, with high priority branding among sponsors: Co-branding on all the ads promoting the event (exclusive partner)
- 3 photos in the Viva! Post-event pages
- 2 full-page ads/articles in Libertatea, Avantaje, Unica or Viva!, presenting the CSR activities of the company or an important employee
- 30 complimentary Gala Dinner Invitations for two
- 2 corporate banners displayed in the lobby and in the events hall
- The sponsor's representative may deliver an on-stage speech in the opening section
- Advertising spot / film on the screens
- Company logo on the Gala backdrops and on the invitations
- Company logo on the website of the event ([www.vivacharitygala.ro](http://www.vivacharitygala.ro)), the foundation ([www.ringierfoundation.ro](http://www.ringierfoundation.ro)) and the program ([www.ajutacopiii.ro](http://www.ajutacopiii.ro))
- Opportunity for small brochure inserts and/or products in the goodie bags

- 20 complimentary Gala dinner invitations for two
- 2 photos in the Viva! Post-event pages
- 1 full-page ad/article in Libertatea, Avantaje, Unica or Viva!, presenting the CSR activities of the company or an important employee.
- 1 corporate banner displayed in the lobby or in the events hall
- Company's representative on stage to hand over the symbolic cheque and to deliver a short speech
- Company logo on the Gala backdrops
- Company logo on the website of the event ([www.vivacharitygala.ro](http://www.vivacharitygala.ro)), the foundation ([www.ringierfoundation.ro](http://www.ringierfoundation.ro)) and the program ([www.ajutacopiii.ro](http://www.ajutacopiii.ro))
- Opportunity for small brochure inserts and/or products in the goodie bags

- 10 complimentary Gala dinner invitations for two
- 1 photo in the Viva! Post-event pages
- 1 x 1/2 ad / article in Libertatea, Avantaje, Unica or Viva!, presenting the CSR activities of the company or an important employee.
- Opportunity for small brochure inserts and/or products in the goodie bags
- Company logo on the website of the event ([www.vivacharitygala.ro](http://www.vivacharitygala.ro)), the foundation ([www.ringierfoundation.ro](http://www.ringierfoundation.ro)) and the program ([www.ajutacopiii.ro](http://www.ajutacopiii.ro))
- The sponsor's name will be mentioned within the Gala





# Corporate friend

- 10 complimentary Gala dinner invitations for two
- Leaflet / brochure of the company / its products in the goodie bag
- Opportunity for small brochure inserts and/or products in the goodie bags
- Company logo on the website of the event ([www.vivacharitygala.ro](http://www.vivacharitygala.ro)), the foundation ([www.ringierfoundation.ro](http://www.ringierfoundation.ro)) and the program ([www.ajutacopiii.ro](http://www.ajutacopiii.ro))
- The sponsor's name will be mentioned within the Gala

# Media coverage



- Print ads promoting the event in the most important Ringier titles.
- All sponsors and donors will be promoted on the dedicated website, [www.vivacharitygala.ro](http://www.vivacharitygala.ro), which will be intensely publicized through the Ringier relevant online media (libertatea.ro, viva.ro, unica.ro, avantaje.ro, elle.ro).
- Dedicated Facebook page, endorsed by other Ringier Facebook pages, summing up over 1.7 million fans.
- Sponsors, donors and the objects to be auctioned will be promoted in the October issue of Viva! Magazine.

	WWW	Facebook
	8,653,000 unique users	1,100,000 fans
	137,500 unique users	43,000 fans
	2,600,000 unique users	250,000 fans
	865,000 unique users	332,000 fans

## Post event coverage 6 dedicated pages in VIVA! (December)

### Eveniment



# VIVA! CHARITY GALA

Numeroase vedete și oameni de afaceri ni s-au alăturat la cea de-a doua ediție a galei caritabile organizate de revista VIVA! și Fundația Ringier. A fost o seară în care eleganța și arta s-au împletit cu dărnicia și bunătatea.

Foto: CRESTINA DAMIANCICU, DAN BISTRITANU, ADRIAN HATSIANGU



# Media Plan print

## Before event

Type	Title	Edition	½ pag	¼ pag	1/1 pag	Total value/EUR
Print ad	Unica	October			1	4,500
Print ad	Elle	October			1	5,000
Print ad	Viva!	October			1	3,700
Print ad	Psychologies	October			1	3,800
Print ad	TV Mania	October			1	3,600
Print ad	Capital	October		1	1	2,300
Print ad	Evenimentul Zilei	October		1	1	2,300
Editorial	Libertatea	October	7			42,000
Total			7	2	7	67,200

## Post event

Type	Title	Edition	½ pag	¼ pag	1/1 pag	Total value/EUR
Editorial	Viva!	December			6	27,000
Editorial	Libertatea	November	1			3,500
Total					3	30,500
<b>GRAND TOTAL</b>						<b>97,700</b>



# Media Plan online

Campaign	Site Adress	Number	Cost per unit (Euro)	Net cost (Euro)
<b>WEB</b>				
Display ads	Libertatea.ro	1,500,000 views	10	15,000
	Viva.ro	300,000 views	14	4,200
	Unica.ro	500,000 views	14	7,000
Newsletter insert	Unica.ro	2	1,000	2,000
	Avantaj.ro	1	1,300	1,300
	Viva.ro	2	1,000	2,000
	Glamour.ro	1	1,000	1,000
	Psychologies.ro	1	1,000	1,000
Advertorials	Libertatea.ro	2	1,100	2,200
	Viva.ro	6	600	3,600
	Unica.ro	4	600	2,400
	Psychologies.ro	2	600	1,200
	Glamour	3	600	1,800
	Avantaj.ro	4	600	2,400
<b>SOCIAL MEDIA</b>				
	Facebook Viva	8	200	1,600
	Facebook Glamour	4	150	600
	Facebook Avantaje	4	200	800
	Facebook Psychologies	2	200	400
	Facebook Unica	6	200	1,200
<b>TOTAL</b>				<b>51,700</b>

# Ringier Foundation



Together we can turn their fate around.

Thank you!

[www.ringierfoundation.ro](http://www.ringierfoundation.ro)

[www.ajutacopiii.ro](http://www.ajutacopiii.ro)

[www.jurnaldefaptebune.ro](http://www.jurnaldefaptebune.ro)