

FEU Sponsorship Guidelines



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Introduction

The **F**ederation of **EU**ropean Fire Officers (FEU) is a non-governmental, **independent**, non-profit international organisation.

It is comprised of member associations from EU countries whose members are career principal fire officers that have responsibility for the strategic management of the fire services around Europe.

FEU runs three programs and hereby wants to:

- develop the leadership capability of career principal fire and rescue service officers across Europe with a focus on strategic issues.
- be a strong voice for fire and rescue services at European and global level.
- connect with career principal fire and rescue service officers in Europe to exchange best practice, improve knowledge sharing and facilitate transnational cooperation relating to public safety and any other activity as decided by the FEU Council.

Why Sponsor Guidelines

FEU wants to provide clear **expectations and rules for sponsors** when it comes to supporting our committee meetings and future conferences.

These guidelines serve several important purposes:

1. **Consistency:** Sponsor guidelines ensure that all sponsors are treated fairly and consistently. They outline the criteria for sponsorship eligibility, the process for application or selection, and the requirements for maintaining sponsorship.
2. **Brand alignment:** Guidelines help sponsors understand the values, mission, and image of FEU. This ensures that sponsors align with our goals and principles, helping to maintain a cohesive brand identity.
3. **Ethical considerations:** Sponsor guidelines include ethical standards that sponsors must adhere to. These may cover areas such as fair business practices, responsible marketing, environmental sustainability, and social responsibility. By setting ethical boundaries, guidelines help prevent any conflicts or controversies arising from sponsor activities.
4. **Legal compliance:** Sponsor guidelines may include legal requirements and restrictions that sponsors must follow. This could involve compliance with local laws of the association /country, regulations, or industry-specific standards. Adhering to legal guidelines helps protect both the sponsor and FEU.
5. **Benefits and expectations:** Sponsor guidelines outline the benefits sponsors can expect to receive in return for their support, such as branding opportunities, advertising exposure, or access to delegates. They also define the expectations sponsors must meet, such as maintaining professionalism, and fulfilling contractual obligations.
6. **Transparency:** By having sponsor guidelines publicly available, organizations demonstrate transparency and accountability. This helps build trust with stakeholders, sponsors, and the general public.

Conclusion:

Sponsor guidelines are crucial for FEU to establishing a clear framework that governs the **relationship between sponsors and the FEU entity**. They provide structure, define boundaries, and ensure that sponsorship activities align with the values and goals of the FEU.

FEU Council Meetings & Conferences

- FEU holds **two general Council meetings per year** (at alternative venues of member countries in Europe) and brings together approx. 50 delegates from its member associations. During each FEU Council meeting we host a half day mini conference on a specific theme with some local speakers from the host country and other speakers from Europe.
- FEU organizes periodically an **International strategic leadership conference**. The conference attracts 500 leading officers from Fire brigades around Europe.

These speakers consist of representatives from international commercial companies, consultancies, universities, research centres, institutes, EU bodies, national authorities, regulatory authorities, standardisation bodies or other emergency services. These mini conferences can attract over 100 participants in total.

During the conferences knowledge and best practices concerning strategic leadership topics within organizations will be shared.

Sponsorship Opportunities

The FEU meetings and conferences offer sponsorship opportunities for companies to increase the awareness of their company or brand or to promote their product or service at an EU level while networking with national fire associations and leaders of the largest fire brigades in Europe.

A variety of sponsorship packages are listed below.

General guidelines

Sponsors are invited to support FEU at Council meetings and conferences in accordance with guidelines established by FEU.

The host nation presents candidate sponsors to the FEU board. After assessment and approval by the board, the host nation concludes a written contract with the sponsor. A standard contract will be available. In case of an annual package - diamond package – FEU website, the board concludes the contract.

If a host nation wants to deviate from the standard sponsor rules, approval of the board is necessary.

Only registered sponsors from commercial companies may offer presentations or present their products or service at council or conference meetings.

Sponsors who are serving as thematic speaker are strictly prohibited from promoting specific product lines or services during their presentations.

Even then, the FEU will make it clear in the presentation/agenda that the speaker represents a particular product or company.

Conference speakers must be experts in their field.

Each sponsor will have time to network with event delegates during open sessions.

The host nation provides a proper conference room adjusted to the purpose of the held meeting. FEU will approve the meeting room well in front.

The host is responsible for providing audio/visual equipment to support speaker presentations and related conference programs.

The host is responsible to provide a room that is suitable to hold a professional exhibition meeting. The size of the room will be provided according to the available possibilities of the host nation.

The FEU meetings and conferences offer sponsorship opportunities for companies to increase the awareness of their company and promote their product or service.

Sponsor Packages

There are multiple packages available at different levels of sponsorship funding. Each package has specific benefits listed. See the description of each sponsorship package for more details.

Each sponsorship allows a given number of attendees per level of sponsorship to attend the open speaker sessions and social functions.

Pooling Contributions – if multiple sponsors join together to achieve a specific level of sponsorship, the individual sponsors will be listed according to their sponsorship level. For example, if 2 sponsors contribute 1.500 € each to sponsor a silver level, both sponsors will be recognized and listed as bronze sponsors. In that case the sponsors can take part of the dinner with each 1 person.

A) Annual Sponsorship – EUR 15,000

Annual sponsorship is valid for 12 months.

Package Offering:

- Opportunity to make one **15 mins presentation** during **each** FEU Council meeting or FEU conference.
- Company Name / logo on the top of the home page of FEU website during the whole calendar year.
- Opportunity to network with event delegates at open sessions during each Council meeting or conference.
- Company name / logo on the event's webpage with link to your company website.
- Company name / logo on the front page of all FEU newsletters indicating your organisation as the FEU Sponsor 20XX'.
- Company name / logo in all general mailings related to the event as the annual sponsor of the event.
- Company name / logo on a pull up banner (supplied by your company) at the venue entrance during the event.
- Company name / logo on the front page of the programme for the event
- Mailing list of all attendees prior to (2 days) and after (2 days) the event
- Annual sponsor to be thanked during the event.
- Free **exhibition stand at** each event. The size can be adapted according to the available conference space.
- Invitation to **event dinner for three persons** from your company (on one night) during the event. This extra dinner cost will be covered on the account of FEU. This dinner can be seated or smaller as a standing network dinner where sponsors can meet the delegates.

B) Diamond Sponsorship Package – EUR 10,000

Maximum of 2 Diamond Sponsors per event

Package Offering

- Opportunity to make one **10 mins presentation** during **each** FEU Council meeting or FEU conference.
- Company Name / logo on the top of the home page of FEU website during the whole calendar year.
- Opportunity to network with event delegates at open sessions during each Council meeting or conference.
- Company name / logo on the event's webpage with link to your company website.

- Company name / logo on the front page of all FEU newsletters indicating your organisation as the FEU Sponsor 20XX'.
- Company name / logo in all general mailings related to the event as the annual sponsor of the event.
- Company name / logo on a pull up banner (supplied by your company) at the venue entrance during the event.
- Company name / logo on the front page of the programme for the event
- Mailing list of all attendees prior to (2 days) and after (2 days) the event
- Annual sponsor to be thanked during the event.
- Free **exhibition stand at** each event. The size can be adapted according to the available conference space.
- Invitation to **event dinner for three persons** from your company (on one night) during the event. This extra dinner cost will be covered on the account of FEU. This dinner can be seated or smaller as a standing network dinner where sponsors can meet the delegates.

C) Gold Sponsorship Package – EUR 5,000

Maximum of 2 Gold Sponsors per event

Package Offering

- Opportunity to make one **10 mins presentation** during **one** Council meeting or FEU conference.
- Opportunity to network with event delegates at open sessions during the event.
- Company name / logo on the home page of our FEU website for one month prior to the event.
- Company name / logo on the event's webpage with link to your company website.
- Company name / logo on the front page of the FEU newsletter issued in advance of the event confirming your company as a gold sponsor.
- Company name / logo in all general mailings related to the event as the gold sponsor of the event.
- Company name / logo on a pull banner (supplied by your company) at the venue entrance during the event.
- Company name / logo on the front page of the programme for the event
- Mailing list of all attendees prior to (2 days) and after (2 days) the event
- Gold sponsor to be thanked during the event.
- Free **exhibition stand at** each event. The size can be adapted according to the available conference space.

- Invitation to **event dinner for two persons** from your company (on one night) during the event. This dinner can be seated or smaller as a standing network dinner where sponsors can meet the delegates.

D) Silver Sponsorship Package – EUR 3,000

No limitations as to number of such sponsors

The host can limit this number of sponsors in consultation with the board according to the available space of the event.

Package Offering

- Opportunity to network with event delegates at open sessions during the event.
- Company name / logo on the event's webpage with link to your company website.
- Company name / logo on the front page of the FEU newsletter issued monthly in advance of the event confirming your company as a silver sponsor.
- Company name / logo in all general mailings related to the event as a silver sponsor of the event.
- Company name / logo on a pull banner (supplied by your company) at the venue entrance during the event.
- Company name / logo on the front page of the programme for the event
- Mailing list of all attendees prior to (2 days) and after (2 days) the event
- Silver sponsor to be thanked during the event.
- Free **exhibition stand at** each event. The size can be adapted according to the available conference space.
- Invitation to **event dinner for two persons** (on one night) during the event. This dinner can be seated or smaller as a standing network dinner where sponsors can meet the delegates.

E) Bronze Exhibitor Sponsorship Package – EUR 1,500

The host can limit this number of sponsors in consultation with the board according to the available space of the event.

Package Offering

- Company name / logo on the event's webpage with link to your company website.

- Company name / logo in all general mailings related to the event as a bronze sponsor of the event.
- Company name / logo on the programme for the event
- Mailing list of all attendees prior to (2 days) and after (2 days) the event
- Free **exhibition stand at** each event. The size can be adapted according to the available conference space.

F) Sponsor appreciation Reception (if desired and organized by the host nation)

- The sponsor appreciation reception is an event where the focus is on the sponsors in a network setting.
- This event can take place in the exhibition hall on a designated evening typically from 17.30u until 19.00 u (Before dinner). The event spotlights the sponsors while providing a relax atmosphere for networking.
- This networking opportunity features a fun event and allows exhibitors to present their company's value proposition to attendees in a relaxing setting. Sponsors can collect business cards at their booths.
- Distributing literature – All sponsors may place their literature on the tables at open conference meetings.

Additional note: any persons attending the conference or any other social event on behalf of a sponsor and as part of sponsor benefits must be identified by FEU a minimum of 2 weeks prior to the first day of the conference.

G) FEU Website Package – EUR 1,000

Limited depending on space available on sponsors page but maximum of 10
This package is valid for 12 months.

Package Offering

- Company name / logo on a banner advertisement on the sponsor's page of our FEU website with link to your company website.
- Company name / logo on the front page of our FEU newsletters issued to our member associations in EU countries.

H) Other Sponsorship options

A 10 min presentation during an event	+€2,000
Sponsor appreciation reception	+€1,500
Upgrading exhibition stand to XL stand (+1m x 2m)	+€1,000
FEU Meeting dinner sponsorship (daily)	€7,500
Pre-FEU meeting dinner drinks reception	€1,500
FEU meeting lunch sponsorship (daily)	€1,500
Tea / coffee sponsorship (daily)	€1,000

I) FEU itself as a sponsor

When FEU offers its support or the use of its brand (logo) to organizers of an event, FEU should enter into an agreement with the local organizers in advance for some level of financial compensation for its support or brand.

More Information

For more information, please contact:

Secretary, FEU

Email: secretary@f-e-u.org

Website: www.f-e-u.org