



# NATO CHARITY BAZAAR

ASBL

2018 Corporate Sponsor Program

- by invitation only

# About Us

## WHO WE ARE

- NATO Charity Bazaar ASBL
- Non-profit association officially registered since April 26, 2005
- NATO Spouses' group formally organized since 1967

## WHAT WE DO

- Principle mission is to organize activities and events with the aim of raising money for charities
- Major event is the annual NATO Charity Bazaar

## OUR COMMUNITY

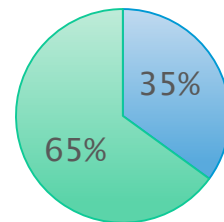
- 42 national groups representing all NATO members and Partner Nations
- Executive, Administrative, Political and Military communities

# Our Reach and Impact



*Since its inception, NATO Charity Bazaar ASBL has raised over **3.5 million euro** to support numerous charities in Belgium and throughout NATO member nations*

NATO Charity Bazaar ASBL  
Beneficiaries

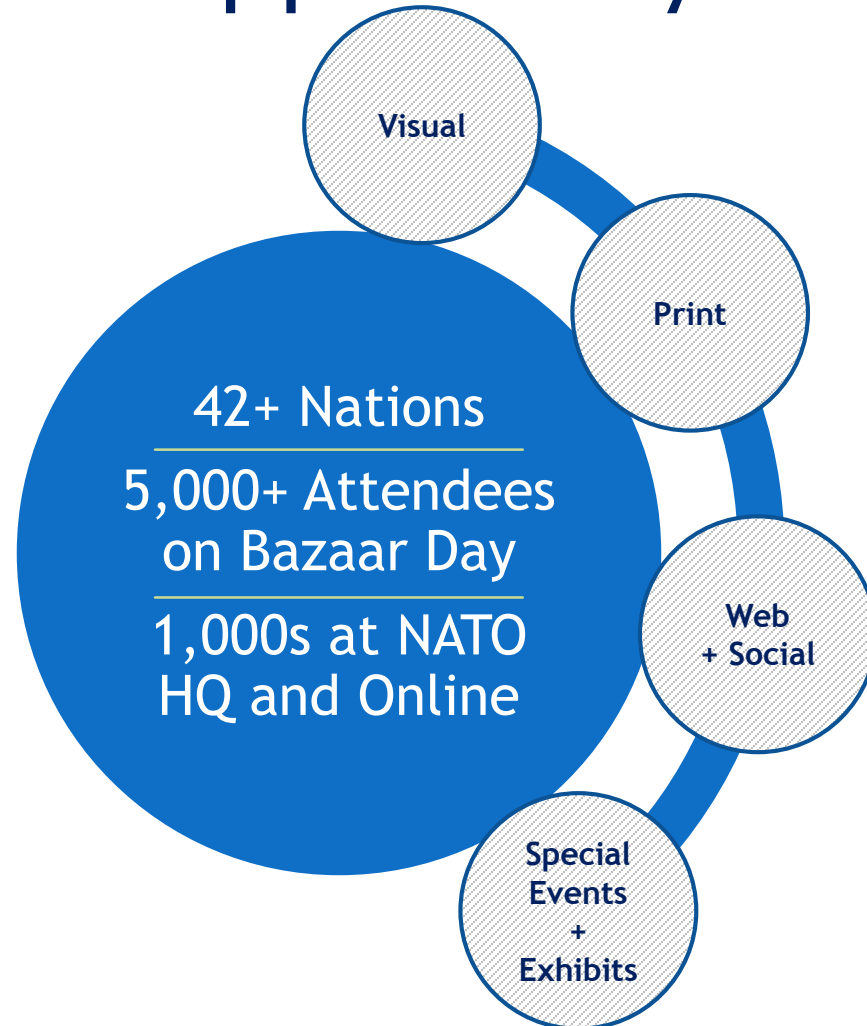


■ Belgian Charities ■ International Charities

Visit [www.natocharitybazaar.org](http://www.natocharitybazaar.org) for a detailed listing of charities that have received assistance

# The Opportunity

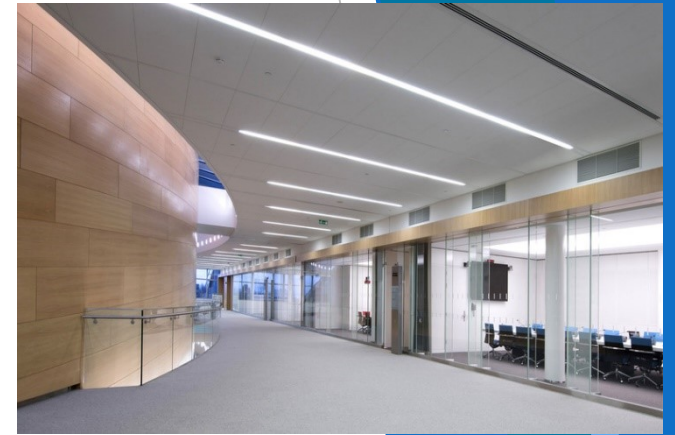
- Become a 2018 NATO Charity Bazaar Sponsor
- This opportunity is by invitation only and is non-transferable
- Provides multiple channels to promote and market your brand to the NATO community – Executive Management, Administrative, Military, and Political Staff, and Family Members
- The 2018 NATO Charity Bazaar will be held on Sunday, November 18<sup>th</sup> at the new NATO HQ
- Your program begins when you sign your contract and continues through April 2019





# New NATO HQ

> Public Square <



> Public Square Entrance



# 2018 NATO Charity Bazaar Sponsor Packages

Sponsor Package	YOUR COMPANY LOGO / NAME DISPLAYED IN NATO CHARITY BAZAAR (NCB) MARKETING & COMMUNICATIONS MATERIALS						SPECIAL EVENT ADMISSIONS AND PROMOTIONAL OPPORTUNITIES				
	TV ad (Oct & Nov 2018)	Displayed Inside the Public Square (Nov 2018)	Displayed Inside the Public Square During Donation Ceremony (Jan 2019)	On NCB Website with Link to Your Home Page (Commitment Date - April 2019)	On Shared Poster Announcing Tombola Winners, Displayed At NATO HQ for 1 Week	Promotion on NCB Committee FaceBook Page	Invitation to VIP Coffee with Patrons Prior to the Opening Ceremony	Invitation to Opening Ceremony (Nov 2018)	Exhibit Table at Charity Bazaar	Invitation to Donation Ceremony (Jan 2019)	Additional Marketing Event at NATO HQ
<b>Diamond<sup>1</sup></b> (6,000 €)	30 second ad played on the TVs in the Public Square and Cafeteria	Dedicated poster displayed on TVs in the Public Square	Dedicated Poster Displaying Only Your Company	Logo - Premier Placement on Home Page	Logo - Premier Placement with 'Special Thanks'	✓	4 Admissions	2 Admissions, Seating on Stage, Special Mention During Opening Remarks	✓	2 Admissions, Special Mention During Opening Remarks	Subject to Approval by NATO Security and Executive Management
<b>Platinum</b> (3,000 €)	20 second ad played on the TVs in the Public Square and Cafeteria	Dedicated poster displayed on TVs in the Public Square	Dedicated Poster Displaying Only Your Company	Logo - Premium Placement	Logo	✓	2 Admissions	2 Admissions, Seating on Stage	✓	2 Admissions	Subject to Approval by NATO Security and Executive Management
<b>Gold</b> (2,000 €)	/	Dedicated poster displayed on TVs in the Public Square	Dedicated Poster Displaying Only Your Company	Logo - Premium Placement	Logo	✓	2 Admissions	2 Admissions	✗	2 Admissions	✗
<b>Silver</b> (1,000 €)	/	Displayed Together With All Silver Level Sponsors	Displayed Together With All Silver Level Sponsors	Text Link Only	Text Only	✓	✗	1 Admission	✗	1 Admission	✗
<b>Bronze</b> (500 €)	/	Displayed Together With All Bronze Level Sponsors	Displayed Together With All Bronze Level Sponsors	Text Link Only	✗	✓	✗	✗	✗	1 Admission	✗
<b>Friends of NCB</b> (100 € or more)	/	For Individuals Only - Name Listed in ABC Order	For Individuals Only - Name Listed in ABC Order	✗	✗	✗	✗	✗	✗	✗	✗

**Add-Ons** (Must be added onto a Sponsor Package and may not be purchased separately. The value of all your sponsorships will be added together and you will receive all the benefits of the sponsor level closest to your sponsorship total.)

- **Automobile Display with Brochure Rack Add-On** (500,00 €): 1 vehicle display at the entrance of the Public Square - limited number of spaces.
- **Tombola Prize Add-On:** Prize must have a minimum retail value of at least 500 €.

<sup>1</sup> Diamond sponsors receive the right of first refusal for 2019 event.

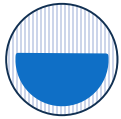
\* The placement of your ad/logo will be assigned based on the date you submit your signed sponsor contract. All contracts must be signed, payment made, and artwork received by the August 31, 2018 printing deadline.

# Next Steps and Important Deadlines



**Step 1** No later than August 1, 2018

- Select desired package and email your Confirmation of Interest Form to [sponsor@natocharitybazaar.org](mailto:sponsor@natocharitybazaar.org) (see next page)



**Step 2** No later than August 31, 2018

- Submit final, executed contract, payment, and all required artwork
- Placement of your logo and/or advertisement, as well as table location, will be based on contract execution date and your sponsorship program will commence upon receipt of payment



**Step 3** Contract execution on payment receipt date – April 2019

- Coordinate with your designated NATO Charity Bazaar contact and begin program implementation

# Our Contact Details

- **Website** [www.natocharitybazaar.org](http://www.natocharitybazaar.org) to learn more about our organization, mission, governance, and beneficiaries
- **Email** [sponsor@natocharitybazaar.org](mailto:sponsor@natocharitybazaar.org)
- **Filing Address** NATO Charity Bazaar ASBL  
c/o IMS T 8004  
NATO Headquarters  
1110 Brussels
- **Registered Office** Square du Vieux Tilleul 1/4  
1050 Ixelles–Brussels – Belgium
- **Bank Transfer Account specific account** Banca Monte Paschi Belgio – NATO Staff Centre  
information available upon request
- **ASBL Registration Number** 874.358.592



# APPENDIX

1. Sponsor Package Details by Level
2.  Confirmation of Interest Form – Return this form to ensure the best placement for your company logo and/or advertisements

# Appendix 1: Diamond Sponsor Package

## Diamond Sponsor (6,000 €)

TV AD	30 second ad played on the TVs in the Public Square and Cafeteria
DEDICATED POSTER DISPLAYED ON TVS IN THE PUBLIC SQUARE (Nov 18)	Dedicated poster displaying only your company
POSTER DISPLAYED DURING DONATION CEREMONY (Jan 2019)	Dedicated poster displaying only your company
NCB WEBSITE (Receipt of Payment – Apr 2019)	Logo, premier placement on home page
TOMBOLA POSTER	Logo with 'special thanks'
NCB FACEBOOK PAGE	Promotion on NCB Committee FaceBook page
VIP COFFEE WITH PATRONS	4 admissions
OPENING CEREMONY	2 admissions, seating on stage, special mention during opening remarks
EXHIBIT TABLE ON DAY OF CHARITY BAZAAR	1 table
DONATION CEREMONY	2 admissions, special mention during opening remarks
ADDITIONAL MARKETING EVENT	Subject to approval by NATO Security and Executive Management

### IMPORTANT NOTES

- Diamond sponsors receive the right of first refusal for 2018/2019 event.
- The placement of your ad/logo will be assigned based on the date you submit your signed sponsor contract and submit payment.
- You can also include add-ons to your baseline sponsor package.
- We also welcome in-kind sponsorships. Email [sponsor@natocharitybazaar.org](mailto:sponsor@natocharitybazaar.org) to learn more.

# Appendix 1: Platinum Sponsor Package

## Platinum Sponsor (3,000 €)

TV AD	20 second ad played on the TVs in the Public Square and Cafeteria
DEDICATED POSTER DISPLAYED ON TVS IN THE PUBLIC SQUARE (Nov 18)	Dedicated poster displaying only your company
POSTER DISPLAYED DURING DONATION CEREMONY (Jan 2019)	Dedicated poster displaying only your company
NCB WEBSITE (Receipt of Payment – Apr 2019)	Logo, premium placement
TOMBOLA POSTER	Logo
NCB FACEBOOK PAGE	Promotion on NCB Committee FaceBook page
VIP COFFEE WITH PATRONS	2 admissions
OPENING CEREMONY	2 admissions, seating on stage
EXHIBIT TABLE ON DAY OF CHARITY BAZAAR	1 table
DONATION CEREMONY	2 admissions
ADDITIONAL MARKETING EVENT	Subject to approval by NATO Security and Executive Management

### IMPORTANT NOTES

- The placement of your ad/logo will be assigned based on the date you submit your signed sponsor contract and submit payment.
- You can also include add-ons to your baseline sponsor package.
- We also welcome in-kind sponsorships. Email [sponsor@natocharitybazaar.org](mailto:sponsor@natocharitybazaar.org) to learn more.

# Appendix 1: Gold Sponsor Package

## Gold Sponsor (2,000 €)

DEDICATED POSTER DISPLAYED ON TVS IN THE PUBLIC SQUARE (Nov 18)	Dedicated poster displaying only your company
POSTER DISPLAYED DURING DONATION CEREMONY (Jan 2019)	Dedicated poster displaying only your company
NCB WEBSITE (Receipt of Payment – Apr 2019)	Logo, premium placement
TOMBOLA POSTER	Logo
NCB FACEBOOK PAGE	Promotion on NCB Committee FaceBook page
VIP COFFEE WITH PATRONS	2 admissions
OPENING CEREMONY	2 admissions
EXHIBIT TABLE ON DAY OF CHARITY BAZAAR	Not available for this package
DONATION CEREMONY	2 admissions
ADDITIONAL MARKETING EVENT	Not available for this package

### IMPORTANT NOTES

- The placement of your ad/logo will be assigned based on the date you submit your signed sponsor contract and submit payment.
- You can also include add-ons to your baseline sponsor package.
- We also welcome in-kind sponsorships. Email [sponsor@natocharitybazaar.org](mailto:sponsor@natocharitybazaar.org) to learn more.

# Appendix 1: Silver Sponsor Package

## Silver Sponsor (1,000 €)

POSTER DISPLAYED ON TVS IN THE PUBLIC SQUARE (Nov 18)	Logo displayed with all other Silver Sponsors
POSTER DISPLAYED DURING DONATION CEREMONY (Jan 2019)	Logo displayed with all other Silver Sponsors
NCB WEBSITE (Receipt of Payment – Apr 2019)	Text link only
TOMBOLA POSTER	Text only
NCB FACEBOOK PAGE	Promotion on NCB Committee FaceBook page
VIP COFFEE WITH PATRONS	Not available for this package
OPENING CEREMONY	1 admission
EXHIBIT TABLE ON DAY OF CHARITY BAZAAR	Not available for this package
DONATION CEREMONY	1 admission
ADDITIONAL MARKETING EVENT	Not available for this package

### IMPORTANT NOTES

- The placement of your ad/logo will be assigned based on the date you submit your signed sponsor contract and submit payment.
- You can also include add-ons to your baseline sponsor package.
- We also welcome in-kind sponsorships. Email [sponsor@natocharitybazaar.org](mailto:sponsor@natocharitybazaar.org) to learn more.

# Appendix 1: Bronze Sponsor Package

## Bronze Sponsor (500 €)

POSTER DISPLAYED ON TVS IN THE PUBLIC SQUARE (Nov 18)	Logo displayed with all other Bronze Sponsors
POSTER DISPLAYED DURING DONATION CEREMONY (Jan 2019)	Logo displayed with all other Bronze Sponsors
NCB WEBSITE (Receipt of Payment – Apr 2019)	Text link only
TOMBOLA POSTER	Not available for this package
NCB FACEBOOK PAGE	Promotion on NCB Committee FaceBook page
VIP COFFEE WITH PATRONS	Not available for this package
OPENING CEREMONY	Not available for this package
EXHIBIT TABLE ON DAY OF CHARITY BAZAAR	Not available for this package
DONATION CEREMONY	1 admission
ADDITIONAL MARKETING EVENT	Not available for this package

### IMPORTANT NOTES

- The placement of your ad/logo will be assigned based on the date you submit your signed sponsor contract and submit payment.
- You can also include add-ons to your baseline sponsor package.
- We also welcome in-kind sponsorships. Email [sponsor@natocharitybazaar.org](mailto:sponsor@natocharitybazaar.org) to learn more.



# Appendix 1: Friends of NCB Sponsor

## Friends of NCB (100 € or more)

This is a special opportunity for those who wish to contribute and support the NATO Charity Bazaar on an individual level. It is not a corporate sponsorship.

# Appendix 1: Add-Ons

## Add-Ons

- **Automobile Display with Brochure Rack Add-On (500 €):** Vehicle display at the entrance of the Public Square.
- **Tombola Prize Add-On:** Prize must have a minimum retail value of at least 500 €.

### IMPORTANT NOTES

- Add-Ons must be added to a baseline sponsor package and may not be purchased separately.
- The value of all your sponsorships will be added together and you will receive all the benefits of the sponsor level closest to your sponsorship total.
- The placement of your ad/logo will be assigned based on the date you submit your signed sponsor contract and submit payment.



# Appendix 2: Confirmation of Interest

Do Not Write In This Space – For Official Use Only

Date Received  
Contract Date  
Payment Date

**DIRECTIONS:** Complete the information requested below and email this page only to [sponsor@natocharitybazaar.org](mailto:sponsor@natocharitybazaar.org)

**COMPANY NAME** (exactly as it should appear online and on printed materials): \_\_\_\_\_

**WEBSITE ADDRESS** (URL that we will link to from the NCB website and FaceBook page): \_\_\_\_\_

**CONTACT DETAILS** (for the individual who will serve as our main contact)

Email Address \_\_\_\_\_ Mobile Phone Number \_\_\_\_\_

**BASELINE SPONSOR PACKAGE** (check all that apply)

- Diamond
- Platinum
- Gold
- Silver
- Bronze

**ADD-ONS** (check all that apply)

- Automobile Display with Brochure Rack Add-On
- Tombola Prize Add On

**FRIENDS OF THE NCB** (list the first and last name(s), exactly as it should appear in the official booklet)

- 1) \_\_\_\_\_ 3) \_\_\_\_\_
- 2) \_\_\_\_\_ 4) \_\_\_\_\_

**IN-KIND SPONSORSHIP**

- I am interested in an in-kind sponsorship as described here:

