



<http://www.nowpas.eu>

## Visibility Plan - NoWPaS 2018 - Finland

### Levels of Sponsorship

The sponsorship levels describe the visibility and opportunities to contribute to NoWPaS. For a summary of the visibility plan, please see the table below.

<b>Sponsorship</b>	<b>Name on audiovisuals, handouts, and website</b>	<b>Name on social media announcements associated with the meeting</b>	<b>Possibility for sending a delegate to the meeting</b>	<b>Name associated with activities</b>
More than 2500 €	Yes	Yes	Yes	Yes
Between 1500 € and 2500 €	Yes	Yes	No	No
Less than 1500 €	Yes	No	No	No

### Audiovisual and written documents associated with the meeting

For all levels of Sponsorship, the name and logo of the sponsor will be included on all audiovisual (e.g. Powerpoint slides) or written documents (e.g. leaflets, workshop program, advertisement banners).

The sponsors may advertise their sponsorship of NoWPaS on their own websites or on other documents (e.g. newsletters, annual reports). However, any publication of specific information or pictures related to NoWPaS will have to be approved by the NoWPaS Organizing Committee beforehand.

### NoWPaS website (<http://www.nowpas.eu/>)

For all levels of Sponsorship, the name and logo of the partner will be displayed in the **Sponsors** section of the NoWPaS website from the year of first funding and will remain present on the website thereafter.

### **Social media (Facebook, Twitter, LinkedIn)**

When the annual NoWPaS meeting is advertised on Facebook and Twitter, the name of sponsors providing 1500€ or more will be advertised via these media, pending consent of the sponsor.

### **Promotional materials for workshop participants**

All sponsors have the option to offer to NoWPaS attendees leaflets and/or small gifts (e.g. pencils, USB sticks, notebooks, etc.) labelled with the sponsor's logo. Any promotional materials must be approved by the NoWPaS Organizing Committee beforehand and will be distributed to participants at the commencement of the workshop.

### **Presence of external observers**

Sponsors providing 2500€ or more have the opportunity to send an observer to the annual NoWPaS meeting. The observer will be able to attend the activities, presentations, and discussions free of charge. Due to time constraints and the nature of the NoWPaS mission, the observer may not be able to present their own work. However, the observer will be given the opportunity to make a short presentation of the sponsor's mission in relation to sustainable development and/or conservation of salmonid species. The sponsor will be in charge of the travel and accommodation costs for the observer.

### **Other**

The NoWPaS Organizing Committee is open to discussing other ways that sponsor contributions can be advertised.