



BACK 2 BUSINESS
INTERNATIONAL
FACILITATING GLOBAL TRADE & INVESTMENT



SPONSORSHIP Proposal



November 2023
Bucharest



BACK 2 BUSINESS
JOINT INTERNATIONAL TRADE NETWORKING®

ABOUT BACK 2 BUSINESS

BACK 2 BUSINESS is an international event that fosters business engagement and investment opportunities. As an evening networking trade fair adapted for each territory, it provides a unique platform for the business community through Chambers of Commerce to connect and explore potential business ventures.

Key features of BACK 2 BUSINESS include:

International Scope: The event takes place in various locations worldwide, making it a global platform for businesses from different countries to interact.

Hosted by Chambers of Commerce: Chambers of Commerce play a crucial role in organizing and facilitating the event, ensuring a focus on economic growth and business development.

Meaningful Dialogue: BACK 2 BUSINESS emphasizes creating meaningful conversations, enabling participants to discuss potential collaborations, partnerships, and investment opportunities.

Evening Networking Trade Fair: The event's format involves an evening trade fair, providing an informal and conducive environment for networking and building business relationships.

BACK 2 BUSINESS serves as a valuable platform for businesses, helping them explore new markets, seek potential partners, and discover investment opportunities on an international scale. It facilitates the growth of global trade and economic cooperation among businesses from different parts of the world.

PREVIOUS EDITIONS

BACK 2 BUSINESS 2016

Date: 9th of November 2016
Location: Radisson Blu Hotel
12 Chambers of Commerce
Participants: 400

BACK 2 BUSINESS 2017

Date: 9th of November 2017
Location: Crowne Plaza Hotel
17 Chambers of Commerce
Participants: 750

BACK 2 BUSINESS 2018

Date: 11th of September 2018
Location: Grand Hotel Italia, Cluj
18 Chambers of Commerce
Participants: 350

BACK 2 BUSINESS 2019

Date: 11th of March 2019
Location: JW Marriott Bucharest Grand
Hotel
15 Chambers of Commerce
Participants: 450



REASON TO BECOME A SPONSOR

Sponsoring BACK 2 BUSINESS can offer significant commercial benefits to businesses looking to expand their brand and establish meaningful business connections. Here are some of the key advantages of sponsorship:

Access to a Targeted Audience: With over 400 business professionals in attendance, including senior management and decision-makers, sponsoring the event provides direct access to a highly targeted audience. This can lead to valuable business leads, potential partnerships, and increased brand visibility.

Networking with Foreign Missions: The exposure to foreign missions, Ambassadors, and Senior Diplomats based in Bucharest presents unique networking opportunities. Building relationships with diplomats can open doors to international markets and facilitate discussions with key stakeholders in foreign governments

Interaction with Public Authorities: Face-to-face interactions with local and foreign public authorities during the event can offer insights into the regulatory environment, business opportunities, and potential challenges in the host country. It allows sponsors to gain a deeper understanding of the business landscape and establish vital connections with authorities that may facilitate future business activities.

Extensive Promotion: The event organizers conduct pre, during, and post-event promotions for sponsors. This extended promotional activity ensures that sponsors receive sustained visibility and attention from the business community and other stakeholders.

Overall, sponsoring BACK 2 BUSINESS can yield tangible benefits for businesses seeking to expand their presence in Romania, connect with international partners, and explore global opportunities. The event's focus on meaningful dialogue and business engagement creates a conducive environment for sponsors to make valuable connections and promote their brand on an international stage.

MAIN SPONSOR

As the main sponsor for BACK 2 BUSINESS event, your business is set to receive an extensive range of benefits and exposure, cementing your brand as a prominent player in the international business community. Here's a comprehensive overview of the advantages you can expect:

- Prime location stand within the event
- 5 minute speech
- Logo on name badges
- Pre-Event and Post-Event Promotional Adverts
- Promotion to media and press outlets as a main sponsor
- Online banners and email promotions
- Branded corporate spider and roll ups in all events
- Opportunity for Promotional Materials Distribution
- Company logo and videos shown digitally during the event
- Advance logo recognition on the BACK 2 BUSINESS and event partners social media (website, Facebook, Instagram, LinkedIn) and sponsor section with weblink
- Video introductions and interviews
- Post event newsletter dedicated section, sent to all attendees and entire BACK 2 BUSINESS network
- Prominent Signage at the Event:

Sponsorship Investment Package

Past Sponsor:

MAIN
10,000 Eur

TURKISH AIRLINES 



SPONSORSHIP LEVELS

PLATINUM

- ✓ Logo featured in the event banner
- ✓ Prime location stand within the event
- ✓ Company name will be mentioned in the Welcome Speech
- ✓ Logo branding on event invitations (with the link to your website)
- ✓ Sponsor Company will be named in the Press Release and on all social media
- ✓ Logo and company description on social media event posts.
- ✓ Opportunity to display corporate marketing material on sponsor display table
- ✓ Pre-Event and Post-Event Promotional Adverts
- ✓ Photos & Videos from the event
- ✓ Event tickets -6

PREMIER

- ✓ Logo featured in the event banner
- ✓ Roll-up placement at event
- ✓ Sponsor Company will be named in the Press Release and on all social media
- ✓ Logo and company description on social media event posts.
- ✓ Pre-Event and Post-Event Promotional Adverts
- ✓ Photos from the event
- ✓ Event tickets - 4

PREMIUM

- ✓ Logo featured in the event banner
- ✓ Sponsor Company will be named in the Press Release and on all social media
- ✓ Logo posted on social media event posts.
- ✓ Photos from the event
- ✓ Event tickets - 2

Sponsorship Investment Package

PLATINUM
4.000 Eur

PREMIER
2.500 Eur

PREMIUM
1.300 Eur

PAST EDITIONS



moneycorp



THANK YOU

Dynamic Business Connections

For more details, please contact

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