



ESPA
EUROPEAN SPAS ASSOCIATION

ESPA INNOVATION

AWARDS 2019

Opportunities for Sponsors

www.espainnovationawards.eu

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Presentation of the European Spas Association

The European Spas Association is an umbrella organization representing members from 20 European countries.

In Europe there are more than 1,200 spas and health resorts, which are medically respected health centers, and form a powerful economic unit generating significant proportions of the gross domestic product of European Union member countries.

The EU and those countries wishing to join are seeking to work together on matters of common interest. This requires a greater co-operation of the national and regional associations as well as the private sector in the field of spas and balneology.

The European Spa Association's objective is to promote spas and balneology in Europe and to take care that the natural remedies based on mineral water, landscape and climate will be available to as great a number of citizens and visitors as possible.

The ESPA Innovation Awards

The ESPA Innovation Awards reflects ESPA aim of “to stimulate exchange of experience, best practice and know-how”.

It is made for destinations, facilities or initiatives that represent “innovation” in the true sense of the word; that is, the development of a new, more creative or more effective approach to any aspect of spas and health resorts management, operations or marketing.

The emphasis in judging applicants for the ESPA Innovation Awards will be on how effectively the innovation addresses its stated objectives, which may be to improve efficiency, increase marketability, effect cost savings, achieve environmental goals, improve market position.

The winners are announced at the **24th ESPA Annual Congress in Terme Tuhelj Arts & Spa, Croatia, the 9th of May.**

Awards categories

CATEGORY	AWARDED TO	ELIGIBLE TO ENTER
C1 SPA DESTINATION	SPA CITIES SPA DESTINATIONS	MUNICIPALITIES
C2 MEDICAL SPA	MEDICAL SPA CENTERS MEDICAL SPA FACILITIES	MEDICAL SPA CENTERS MEDICAL SPA FACILITIES <i>(using local & natural resources e.g Thermal Spa, Thalasso Spa, Climate Spa, Kneipp Spa, Radon Spa, Therapeutic Mud Spa, other spas using natural resources e.g. clay and peat, chalk, peloids and healing gases)</i>
C3 SPA HOTEL	SPA HOTELS	SPA HOTELS
C4 SPA CONCEPT	SPA COMPLEX SPA RESORTS <i>(using local & natural resources)</i>	SPA COMPLEX SPA RESORTS <i>(using local & natural resources)</i>
C5 HEALTH SPA PROGRAMME	MEDICAL SPA TREATMENTS	MEDICAL SPA CENTERS
C6 SPA PRODUCTS	BRANDS	MEDICAL SPA PRODUCTS, SPA & MEDICAL FURNITURE, THERMAL DERMOCOSMETICS, SPA EQUIPMENT, (and others with natural ingredients)
C7 SPA EDUCATION	DEGREE PROGRAMMES	UNIVERSITIES COLLEGES

Sponsorship Opportunities

The ESPA Innovation Awards are meant for destinations, facilities or initiatives that represent “innovation” in the true sense of the word; that is, the development of a new, more creative or more effective approach to any aspect of spas and health resorts management, operations or marketing.

This is accomplished through more effective products, processes, services, technologies, or ideas that are readily available to the market.

Why Sponsoring ?

Positioning – Be seen as a leader within the European Spa & Health Resorts Destinations community.

Branding - Raise your company's visibility, increase your brand awareness and highlight your company's presence as an active and important player in the field.

Focus – Provide a base to interact with an international audience. Generate new business for your products and services.

Network – Give your company’s representatives the opportunity to network with colleagues, potential customers and leaders in the European Spa & Health Resorts Destinations.

Audience of the 2019 ESPA Congress - The Congress 2019 will bring together a global audience from the European Spa & Health Resorts Destinations community. Participants and speakers range from business leaders, entrepreneurs, researchers, European Union representatives, industry Associations, marketeers, and students from all over Europe.

All Category Sponsorships include:

- Company/Brand signage and URL included within the ESPA Innovation Awards printing and digital materials;
- Brand mention in press announcements, email campaigns and in the Awards Gala programme.



Sponsorship Packages

PREMIUM SPONSORSHIP PACKAGE	GOLD SPONSORSHIP PACKAGE	SILVER SPONSORSHIP PACKAGE
<p>Rights to acclaim “Premium Sponsor of the ESPA Innovation Awards” in all PR & Communications tools and channels</p> <p>Brand/Company signage placement on the Website, Social Media channels, Newsletters, and all other PR & Communications tools and channels and at the Gala Awards.</p> <p>2 VIP tickets to the ESPA Innovation Awards Gala and 1 free entry pass to the ESPA Congress (full package)</p> <p>Photo opportunity with all the Awards winners at the ESPA Innovation Awards event</p> <p>Keynote speaking 20 - minutes slot at the ESPA Congress</p> <p>B2B Meetings at the 24th ESPA Congress in Terme Tuhelj Arts & Spa (Croatia), upon request</p>	<p>Rights to acclaim “Gold Sponsor of the ESPA Innovation Awards” in all the PR & Communications tools and channels</p> <p>Brand/Company signage placement on the Website, Social Media channels, Newsletters, and all other PR & Communications tools and channels and at the Gala Awards.</p> <p>1 VIP ticket to the ESPA Innovation Awards Gala</p> <p>Photo opportunity with all the Awards winners at the ESPA Innovation Awards event</p> <p>Keynote speaking 10 - minutes slot at the ESPA Congress</p>	<p>Rights to acclaim “Silver Sponsor of the ESPA Innovation Awards” in all the PR & Communications tools and channels</p> <p>Brand/Company signage placement on the Website, Social Media channels, Newsletters, and all other PR & Communications tools and channels and at the Gala Awards.</p> <p>1 VIP ticket to the ESPA Innovation Awards Gala</p> <p>Photo opportunity with all the Awards winners at the ESPA Innovation Awards event</p>
€ 5.000,00	€ 3.000,00	€ 1.500,00

Terms and Conditions

The sponsor agree to provide the benefits to ESPA as detailed below:

- Placing the EIA 2019 banner/logo including mention to the official ESPA website on its website;
- To provide the promotional materials to display at the Gala Awards (Terme Tuhelj Arts & Spa, 9th May);
- To provide the official logo of the company in jpg or png, and vectorial format and the URL of the official website;
- The full amount of the sponsorship fee must be paid before March 31st. The invoice will be sent to the Sponsor within 5 days from the signature date of the formal agreement.

Contacts For further information:

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