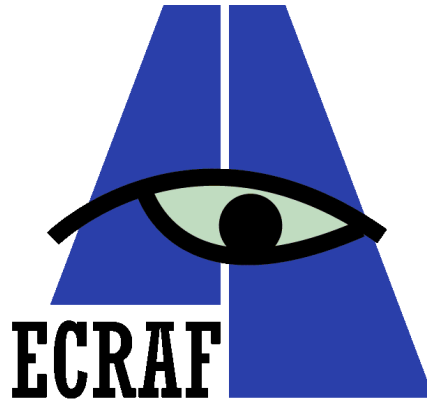


**EUROPEAN COMMISSION FOR ROAD SAFETY IN THE ARMED FORCES**

Policy Secretariat, FKL, Aurveien 2, 2058 Sessvollmoen Garrison, N-Norway.

Phone +47 913 33 000. Fax +47 66 79 09 48. E-mail: policy-secretary@ecraf.eu



# **ECRAF Directive**

## **Sponsorskip**

Approved by the General Assembly 14<sup>th</sup> September 2012  
in Zaragoza, Spain.

Oslo, Norway, 1<sup>st</sup> October 2012

A handwritten signature in black ink, appearing to read "Oddvar Haagensen".

Oddvar Haagensen  
President  
Colonel (Ret)



## **CONTENT**

- General Regulations
- Promotion at ECRAF Events
- Advertisement Contracts
- Price policy (Appendix 1)
- Website Advertising Offer (Appendix 2)
- Website Advertising Contract (Appendix 3)

### **1. ECRAF SPONSORSHIP**

#### **1.1 Short historical review**

The first discussion about ECRAF sponsorship took place in the General Assembly September 2010 where it was decided to start with logo/product at the web page.

The General Assembly in 2011 approved the introduction of limited banner advertisement and had its first preliminary discussion about promotion at ECRAF congresses and other ECRAF events. It was underlined in the discussion that the introduction of sponsorship must be done gradually. It was also stated that the sponsors will be approved by the Executive Committee.

#### **1.2 General regulations**

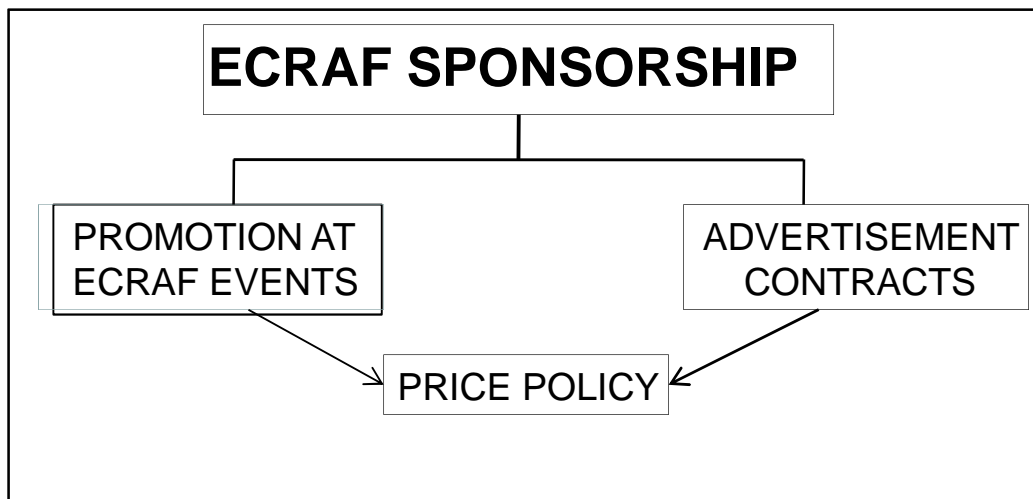
The sponsors have to be approved by the Executive Committee and the business has to be in accordance with ECRAF statutes, working goals and activities.

The use of the income from the sponsorship will be decided by the General Assembly in the annual budgets and in accordance with the ECRAF Strategy- and Action Plan.



### 1.3 The structure overview

The overview can be illustrated in the following way:



## 2. PROMOTION AT ECRAF EVENTS

### 2.1 Actual areas

ECRAF wants under certain conditions to open the congress and other relevant events for sponsorship.

Actual arenas for sponsorship can for example be exhibitions, possibilities to put information pamphlets etc in the conference folder and to be marketed with logo at the congress webpage with a link to their own homepage.

If a sponsor wants to have an exhibition, it shall be separated from the conference hall.

The sponsor will receive a package offer. Actual premises and practical and technical details will be described in the offer and the contract.



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### 2.2 Special conditions for sponsors

The sponsors can not be a member of a national delegation and not take place in the congress presentations, General Assembly or any other internal meeting.

### 2.3 Acceptance to participate

See pct 1.1 General Regulations.

### 2.4 Prices and payment

See appendix 1.

## 3. ADVERTISEMENT CONTRACTS

### 3.1 Advertisement offer

ECRAF offers for the time being the advertisers a banner advertisement space as shown below. The advertisement space will content one logo and a web address.

The concrete actual offer for website advertising and the contract formula follow as appendix 2 and 3 to this document.

Other products for corresponding offers may be presented later.

### 3.2 Prices and payment

See appendix 1.

The screenshot shows the ECRAF website with a navigation menu on the left and a main content area. The main content area features a banner for the 2012 Congress in Spain, including a photo of the ECRAF President and the Spanish host. Below the banner, there is a section for 'ADVERTISERS SUPPORTING ECRAF' with a table listing sponsors. The table has columns for the sponsor name and their website. The only sponsor listed is LADOK with the website www.widum.no. The footer of the website includes the text '© 2010 ECRAF. All rights reserved. Versjon 6, August 2012' and a small logo.



## **PRICES AND PAYMENT**

### **1. PROMOTION AT ECRAF EVENTS**

The package price is EURO 5 000 for a firm coming from a European country participating in ECRAF.

The price for firms coming from other countries will be EURO 10 000.

Advertisers taking part in ECRAF Website Advertising will have a price reduction of 25 %.

The invoice will be sent from the Secretariat which also receive the payment.

The payment must be received 30 days before the event takes place.

### **2. ADVERTISEMENT CONTRACTS**

The advertisers at ECRAF Website Advertising pay EURO 1 000 for a year, get a price reduction of 25 % per year after the first year.

The invoice will be sent from the Secretariat and payment will go directly to the ECRAF bank account.

### **3. PRICE REGULATIONS**

The decisions about price regulations are done by the General Assembly after proposal from the Executive Committee as a part of the annual budget process.



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# ECRAF

## Appendix 2

## WEBSITE ADVERTISING OFFER

### Advertisement offer

ECRAF offers the advertisers a banner advertisement space as described below on this sheet. The advertisement space for each advertiser will content one logo and a web address. By pushing the web address, the user will automatic come to the advertisers homepage.

The advertising contract period will be from one to three years, valid for publishing within two weeks from the date of signing. The advertiser pays EURO 1 000 for a year. For an additional one or two years contract, a price reduction of 25 % will be given.

### Advertising lay out and space



### ECRAF ADVERTISING CONTACT

Contact name ECRAF: Editor Leif Agnar Ellevset Telephone +47 913 33 000. Fax +47 66 79 09 48. E-mail addresses: [policy-secretary@ecraf.eu](mailto:policy-secretary@ecraf.eu) or [leif@ellevset.no](mailto:leif@ellevset.no) ..



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**Appendix 3**

# ECRAF WEBSITE ADVERTISING CONTRACT

### Advertiser Information

Advertiser / Company Name \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_ Country \_\_\_\_\_

Contact Name \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Cotact E-mail \_\_\_\_\_

### Advertising Contract Content

Advertiser buys a banner advertisement space as described in the ECRAF Website Advertising Offer dated August 2012 . ECRAF Website Advertising Offer dated August 2012 is enclosed as appendix to this document.

If the advertiser during the period breaks the general regulations ref. 1.2, the advertisement can be stopped immediately. The paid contract amount will not be refunded.

Contact Name ECRAF: Editor Leif Agnar Ellevset Telephone +47 913 33 000. Fax +47 66 79 09 48.  
E-mail addresses: [policy-secretary@ecraf.eu](mailto:policy-secretary@ecraf.eu) or [leif@ellevset.no](mailto:leif@ellevset.no) .

### Advertising Period and Price

1 year. Price EURO 1 000     2 years. Price EURO 1 500     3 years. Price EURO 2 250

### Payment Information

The Advertiser is requested to transfer the decided amount to ECRAF Administrative Secretariat: Account IBAN electronic BE 20 0016 28994556 and Receiver Bank: Fortis Bank Nv, BIC code GEBABEBB.

Contact Name: Adminuistrative Secretary Kevin de Medts Telephone +32 2 701 3142. Fax +32 2 701 6945.  
E-mail Adress [kevin.demedts@mil.be](mailto:kevin.demedts@mil.be).

For Advertiser

For ECRAF

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date