

# EUROPEAN COMMISSION FOR ROAD SAFETY IN THE ARMED FORCES

Secretary, Queen Elisabeth Barracks, Eversestraat 1, B-1140 Brussels, Belgium.  
Tel: +32 2 701 3142 E-mail: [Kevin.demedts@mil.be](mailto:Kevin.demedts@mil.be) Website: [www.ecraf.org](http://www.ecraf.org)



DIRECTIVE  
SPONSORSHIP

# ECRAF

Approved by the General Assembly 13<sup>th</sup> September 2013  
in Sarajevo, Bosnia and Herzegovina

Sarajevo, Bosnia and Herzegovina, 13th September 2013

A handwritten signature in black ink, appearing to read "Ernes Heleg".

**Ernes Heleg**  
**Acting President**  
**Lieutenant Colonel, BIH AF**



## **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.

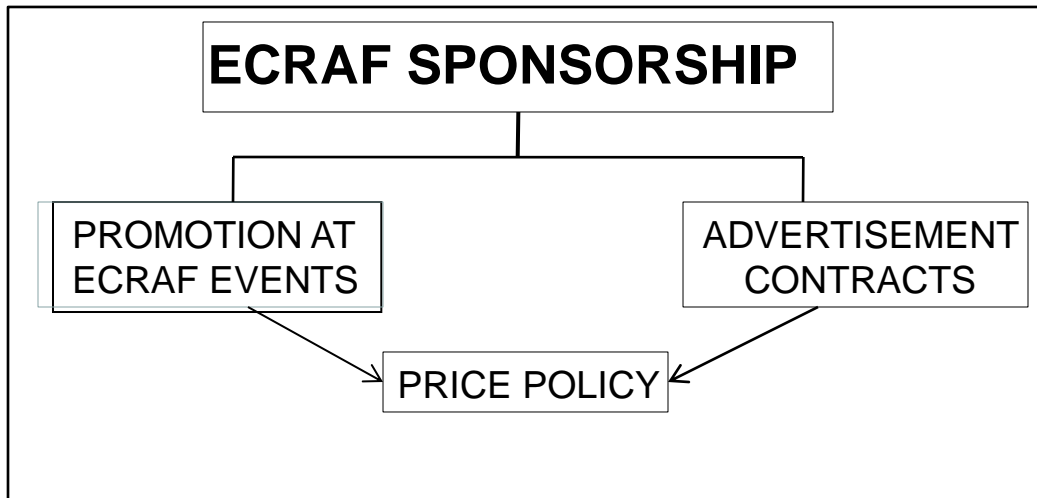
#### **1.2 General regulations**

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 room.

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, Congress Dinner, 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 banner advertisement for LADOK. The banner includes the LADOK logo and the website address [www.vidum.no](http://www.vidum.no). The website content includes a welcome message, news about the ECRAF Congress in Spain, and a list of advertisers supporting ECRAF. The footer shows the number of visitors (3203), copyright information (© 2010 ECRAF), and the version (Versie 6, August 2012).



## **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, and get a price reduction of 25 % 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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## Appendix 2

# ECRAF 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 adress. By pushing the web adress, 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



**LADOK** | Securing of load link  
[www.vidum.no](http://www.vidum.no)



Home Side 1 av 1

European Commission for Road Safety in the Armed Forces

WELCOME TO THE EUROPEAN COMMISSION FOR ROAD SAFETY IN THE ARMED FORCES

WELCOME TO ECRAF CONGRESS IN SPAIN

The ECRAF President Oddvar Haagensen, Norway and the host and national organizer Itoal Francisco Casado Martinez welcome all the delegates to the coming congress i Zaragoza in Spain.

The Spanish host has done excellent preparations and we are all looking forward to an exciting congress in the famous and historical surroundings in Zaragoza , says President Oddvar Haagensen, Norway.

Lessons identified and learned in road safety in international operations will be the main topic for ECRAF Congress 2012. Invitation and program are to be found at the website Congresses (Blue button to the left).

Itoal Francisco Casado Martinez and President Oddvar Haagensen welcome all the delegates to the congress in historical famous surroundings in Spain.

The congress invitation and the programme have been sent out in April and most of the documents for the coming General Assembly are also available at the website. The agenda for the Genera Assembly contains subjects like, annual report from the Executive Committee, proposal on new statutes, proposal on new Strategy- and Action Plan, sponsorship and not at least report from the working group on ECRAF statistics. In addition there will be elections, approval of accounts 2011-2012 and approval of budget for the year to come. All the available documents for the General Assembly are also to be found at the website Congresses. (Published 050712)

ADVERTISERS SUPPORTING ECRAF

 www.vidum.no		
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Number of visitors: 3203 © 2010 ECRAF. All rights reserved. Version 6, August 2012

### ECRAF ADVERTISING CONTACT

Contact Name ECRAF: Editor Kevin DE MEDTS Telephone +32 2 701 3142. Fax +32 2 701 6945.

E-mail addresses: [kevin.demedts@mil.be](mailto:kevin.demedts@mil.be)



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**Appendix 3**

## ECRAF WEBSITE ADVERTISING CONTRACT

### Advertiser Information

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

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

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

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Contact 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 Kevin DE MEDTS Telephone +32 2 701 3142. Fax +32 2 701 6945.  
E-mail addresses: [kevin.demedts@mil.be](mailto:kevin.demedts@mil.be)

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

For Advertiser

For ECRAF

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date