

**FROM ITS ROOTS**

organic agriculture  
inspires life



# SPONSORSHIP PROPOSAL



**Organic World  
Congress 2020**

FRANCE



**SEPTEMBER 21<sup>ST</sup> TO 27<sup>TH</sup>, 2020 IN RENNES**

AT THE COUVENT DES JACOBINS • RENNES MÉTROPOLE CONFERENCE CENTRE

[www.owc2020-france.bio](http://www.owc2020-france.bio)

Soon on [www.owc.ifoam.bio/2020](http://www.owc.ifoam.bio/2020)



# Organic World Congress 2020

FRANCE

## ORGANISING CONSORTIUM:



## CONFERENCE PARTNER:



## INTRODUCING IFOAM



With over 800 members in 120 countries, IFOAM - Organics International aims to achieve true sustainability, from farming through the value chain to consumer practices, based on principles that are fully compatible with Organic Agriculture.

IFOAM's aim is to promote the global adoption of systems that are environmentally, socially and economically coherent. This aim is supported by national

organisations, including IFOAM France, and various sector-specific groups.

Every three years, IFOAM holds its World Congress, bringing together stakeholders, from producers to consumers, to share scientific knowledge and professional practices through a series of conferences, workshops, encounters and visits, and to determine the organisation's strategy and outlook. In 2020, the World Congress will be held in France!

[www.ifoam.bio](http://www.ifoam.bio)

“ Rennes, the French Biodiversity Capital in 2016, is proud to have been chosen to represent France and host the 20th Organic World Congress in 2020, in the Couvent des Jacobins Conference Centre. Rennes and its region are deeply committed to developing good quality local food and a dynamic Organic Agriculture sector rooted in its local environment. Organic Agriculture is constantly gaining ground in our metropolitan area, with double the number of organic farms in 10 years, more and more new set-ups and farm conversions, the integration of organic and short food supply chain produce in collective catering facilities (Sustainable Food Plan). ”

City of Rennes, Rennes Métropole and Destination Rennes



# AIMING TO INSPIRE



[www.centre-congres-rennes.fr](http://www.centre-congres-rennes.fr)

 **September 21 to 27, 2020.**


 **In France, Brittany, Rennes.**

At the Couvent des Jacobins Conference Centre  
Rennes Métropole


 **2,500 attendees expected.**

Farmers, scientists, agricultural development actors, businesses and economic actors, trainers and teachers, students, civil society, NGOs, poli-

cy-makers, journalists... 50% French, 20% Other European, 30% from countries worldwide. 50 countries represented, including Chinese, Korean delegations.

 **An inspiring Congress** aiming to share our values and know-how, innovations and knowledge through conferences and a whole series of other events, demonstrations and visits to farms and other companies, promoting encounters and exchange.

## SIDE EVENTS!

 **A diversity of actions and events will take place alongside the Congress**, including an organic market, Transition Square with local environmental associations fighting for sustainable development, organic products in collective catering, and many more activities designed to raise environmental and climate change awareness!

# PROGRAMME OUTLINE

WHAT?	WHEN IN 2020?	WHERE IN RENNES?
Pre-conference events	Monday September 21 and Tuesday 22	<i>To be defined</i>
Opening ceremony	Tuesday September 22 (evening)	Le Liberté Concert Hall
Conferences	From Wednesday September 23 to Friday 25	Couvent des Jacobins
Congress SIDE events		Across the area, in neighbourhood venues
Gala Dinner	Thursday September 24	Couvent des Jacobins
IFOAM General Assembly - Organics International	Saturday September 26 and Sunday 27	

## FEELING INSPIRED?



Help raise collective Organic farming & food awareness **by becoming an official Organic World Congress sponsor!**

# COMMUNICATION PLAN



The Organic World Congress is a magnificent opportunity to promote your products or services to organic sector stakeholders (BtoB) and to all those interested in sustainable practices,

including consumers (BtoC), in particular through the Congress SIDE events.

An extensive promotional campaign will take place for more than 12 months before the event, through all kinds of communication channels: web site, social networks (Facebook, Twitter, YouTube...), newsletters, targeted e-mails, conferences and press releases (local and national), flyers and promotional leaflets. During the Congress itself, extensive media coverage (through radio, TV and press) will showcase the event.

*Sponsors will be kept informed by the Consortium of any new communication opportunities that may arise as the project develops.*



# BUDGET

<b>INCOME: 1,515 M €</b> <i>Breakdown by % of total revenue</i>	<b>EXPENDITURE: 1,515 M €</b> <i>Breakdown by % of total expenditure</i>
Registration fees (2,500 attendees) > 40%	Staff costs > 10%
Exhibition, business convention > 5%	Voluntary contributions > 20%
Public sector partners > 20%	Services (communication, catering, security, translation, etc.) > 50%
Sponsorships > 15 %	Printing, insurance > 8%
Voluntary contributions > 20%	IFOAM fees > 10%
	AGM costs > 2%

*Budget and provisional breakdown*

# BECOMING A SPONSOR

Sponsors will be kept informed by the Consortium of any new communication opportunities that may arise as the project develops.

  
SPONSOR  
DISCOVERY

  
SPONSOR  
PARTNER

  
SPONSOR  
PREMIUM

ON THE WEB:				
Your logo on the "Partners" page of the official Congress website				
Dedicated news items (partnership announcement, sponsor news) and news on the event's social network media (number of news items)	1	2	3	
YOUR LOGO ON THE PROMOTIONAL ITEMS:				
Posters, flyers, lecture programme, visit programme				
Display during the Congress itself: sponsorship panel (reception hall, catering area, auditorium), conference display slides (projected)				
Symposium papers (post-event)				
Event video (post-event)				
Invitation sent to leading regional, national and international figures				
Congress entrance pass				
Official Congress bag given to all attendees				
PRESS RELATIONS:				
Inclusion of your logo on the press releases (sponsor list)				
Press monitoring to showcase your activity (monitoring by area, interview requests, questions specifically related to your activity, etc.)				
Your company presented and your partnership highlighted in the press file (equivalent to 1/3 page + logo)				
Opportunity to take the floor at the press conference (Partner testimonial)				
EVENT ACCESS:				
Organic farm and company visits (number of places)	5	10	15	
"The Earth is What We Do" Trade Show (number of tickets)	5	10	15	
Congress: VIP day pass	2	4	6	
Gala Dinner (number of participants)		2	4	
PRODUCT / SERVICE PROMOTION:				
Product placement (breaks, gala dinner, etc.)				
Inclusion of your company in the programme of visits (location permitting)				
Inclusion of your own promotional leaflet OR of a product sample in the official Congress bag				
Contribution to the conferences (testimonial)				
Opportunity to take the floor at the Gala Dinner				
Pre-Congress, inclusion of the "Organic World Congress Official Partner" logo:	on your website			
	on your printed materials			
	on your packaging			
<b>SPONSORSHIP RATES <sup>(HT)</sup></b>		<b>5,000 €</b>	<b>10,000 €</b>	<b>30,000 €</b>



The Consortium reserves the right to turn down any sponsor who is not in tune with Organic values and principles. (ethical charter on request)  
Terms of payment: 50% down payment on signing the contract and the balance by March 2020.



## ORGANIC WORLD CONGRESS 2020 : THIS IS IT!

WWW.OWC2020-FRANCE.BIO

Soon on [www.owc.ifoam.bio/2020](http://www.owc.ifoam.bio/2020)



### LOOKING BACK, LOOKING FORWARDS

by Jean-Marc **LÉVÊQUE** - *President IFOAM France - Sponsorship contact person for the Consortium*

“ The Organic World Congress 2020 in Rennes will reflect the rapid growth of organic agriculture in France and in Brittany. Likewise, the Couvent des Jacobins, a historical landmark converted into a futuristic conference centre, will be a fitting venue for the Congress, as Organic Agriculture enters a whole new dimension while retaining its ethical, historical and scientific roots. A 20th Congress full of promise! ”

#### FOR FURTHER INFORMATION, PLEASE CONTACT:

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