

PROPOSAL OF CO-OPERATION SPCC EVENTS CALENDAR 2011

Events 2011

Dear SPCC member! We have prepared a number of interesting activities in 2011 for you. We hope you will find an event in 2011 that your company would like to support financially. There are some new elements worth highlighting. The CSR conference and the exclusive CEO and VIP meetings are new for this year.

The following sponsored events are planned for 2011:

- **Business Mixers and social events**
- **SPCC Forums and workshops**
- **SPCC Company Visits**
- **Regional Meetings**
- **National events**

Business Mixers

Business mixers are the most desired and popular events among our members with the highest attendance. Usually there are 120-150 people present. The participants of such events are managers, directors and board members of member companies and their guests who may be their clients or business partners. The main idea of business mixers is to enable SPCC members to create new business contacts and strengthen existing ones in less formal atmosphere. For the sponsors it is a great opportunity to promote and present the company, services or products among participants of the meeting.

This year we are planning to organize two business mixers.

Scandinavian Business Mixer at the Northern Living Festival – 17 February 2011

The Northern Living Festival is a Scandinavian festival that will last three days in February at the trendy location Fabryka Trzciny in Warsaw. Scandinavian music, films and other cultural events will take place and the festival will end with the Scandinavian Business Mixer hosted by the SPCC. This will not be a regular business mixer. Our member companies will have the chance to present themselves on the Fabryka Trzciny premises with a display case or product. The product should be associated with Scandinavian design or style, so that the participants of the festival can see Scandinavian products and design. It will be a unique possibility for SPCC companies to appear with their products in a broader Scandinavian context. Sponsorship package is available upon a request and can be adjusted according to the individual needs of the Sponsor.

Welcome Back to Work Business Mixer – 21 September 2011

Welcome Back to Work Business Mixer is the first business event after holiday season. The event is planned to be held at one of the Warsaw hotels. We offer a plenty of possibilities for interesting exposition of materials and information concerning sponsor's products and services. During the event the winners of the photo contest 2011 will be announced. The winning photos in 2011 will be used in the production of the calendar. If you wish to sponsor the prize for the winner please contact us!

Standard sponsorship package is **7 500 PLN + 22% VAT** and benefits are:

- company logo with active link on e-mailed invitations sent to almost 1.000 contact people,
- company logo with active link on the electronic version of the invitation on the SPCC website (80.000 visits per month),
- company name in SPCC monthly electronic Newsletter,
- 5-7 minutes company presentation,
- exposure of company logo, banners and other promoting materials during the event,
- 5 additional invitations for sponsor for individual usage (company's guests, clients, business partners),
- official thanks at the event and afterwards at the SPCC website,
- copy of participants' business cards,
- CD with photos from the event for the use of Sponsor,
- photo coverage from the event at the SPCC website,
- sponsors banner at the SPCC website for 1 month.

Package may also be more diversified depending on event.

Social events

Sponsoring of social events gives an opportunity to be associated to specific positive, non-business related events. This is suitable if you wish to expose your brand with positive attributes such as sports or events held to promote and maintain Scandinavian culture and tradition.

SPCC Spring Ball – April/May

This year we plan to go back to the successful concept of hosting a Spring Ball for SPCC members. The event has the formula of a seated dinner followed by live music and dancing. Here the sponsors can have a chance to be connected to an elegant and positive atmosphere. Sponsorship package is available upon a request, and can be adjusted according to the individual needs of the Sponsor. We are flexible and more than willing to meet any special requests or ideas of promoting yourself you may have.

8th Family Sports Picnic – 4 September 2011

Family Sports Picnic is a very appreciated social event organized for SPCC members and their families every year. The number of participants during the event varies from 500-1000 people. Attendance at the picnic gives an opportunity to spend a day full of attractions for both adults and children. Last year the participants of the picnic took part in the 4th edition of the SPCC Volleyball Tournament, ran with bungee, threw rubber boot, turned into sumo warriors and challenged their colleagues and friends. For our youngest members we organized also many attractions. The 8th

Family Sports Picnic will be held on the **4th of September** in a settlement nearby Warsaw. During the event **5th edition** of the **SPCC Volleyball Tournament** will also take place. If you are a SPCC member company that would like to be associated with a healthy lifestyle, sports and outdoor activities, maybe this is the event to sponsor in 2011.

Available sponsorship packages are:

4000 PLN +22% VAT – Supporting Sponsor

6000 PLN + 22% VAT – Bronze Sponsor

10 000 PLN + 22% VAT – Silver Sponsor

15 000 PLN + 22% VAT – Gold Sponsor

In-kind sponsorship is also very appreciated.

Detailed proposal of what each sponsor package contains is available upon request and can be adjusted to individual needs of each company. We are flexible and more than willing to meet any special requests or ideas of promoting yourself you may have.

SPCC Crayfish Party – 10th September 2010

We continue to promote the traditional Swedish and Finnish event – Crayfish Party. The tradition of this celebration is only Finnish and Swedish, however the aim of organizing SPCC joint event is to present and familiarize other national sections members with this tradition. The location of the Crayfish Party is yet to be confirmed. Event is a great opportunity to taste crayfish and spend Saturday evening in a cheerful atmosphere, singing and dancing. Traditional elements, like snaps-songs booklet for each guest, funny paper hats is a must! This is a great way to see what a Crayfish Party really is – SPCC will bring Sweden and Finland closer to Poland on that evening!

The sponsorship package is **5 000 PLN + 22% VAT** and benefits:

- company logo with active link on e-mailed invitations sent to almost 1.000 contact people ,
- company logo with active link on the electronic version of the invitation on the SPCC website (80.000 visits per month),
- company name in SPCC monthly electronic Newsletter,
- possibility to welcome guests by the Sponsor representative,
- exposure of company logo, banner and other promoting materials during the event,
- 3 double additional invitations for sponsors for individual usage (company's guests, clients, business partners),

- official thanks at the event and afterwards at the SPCC website,
- sponsors banner at the SPCC website for 1 month.

Conferences and exclusive meetings

CSR Conference - “CSR in practice – Scandinavian case studies” - October 2011

SPCC has created a CSR committee that will continuously work with CSR issues during 2011. Prior to the conference several workshops of CSR related topics will be held. The aim is to sum up our mutual efforts and present the outcome on this larger forum in October. SPCC aims to promote and push forward CSR initiatives by SPCC members. Scandinavia is considered to be one of the leading pioneers in CSR and we wish to strengthen this perception and collect SPCC members experiences and spread this knowledge through media. The goal is to do this conference together with a leading business magazine, and distribute an insert on the topic. Sponsoring this CSR conference is a great possibility to promote your company through the knowledge and experience on CSR field because of the broader audience we will reach thanks to cooperation with media.

Available sponsorship packages are:

5000 PLN +22% VAT – Supporting Sponsor

10000 PLN + 22% VAT – Bronze Sponsor

15 000 PLN + 22% VAT – Silver Sponsor

20 000 PLN + 22% VAT – Gold Sponsor

Detailed proposal of what each sponsor package contains is available upon request and can be adjusted to individual needs of each company. We are flexible and more than willing to meet any special requests or ideas of promoting yourself you may have.

VIP and CEO meetings

This is a chance to meet exclusively within a smaller group. To these meeting we usually invite an interesting speaker that has made an impact on business, politics or culture. SPCC is open for suggestions of speakers to invite. **Maybe the global CEO of your company will be visiting**

Poland and could also meet a group of CEOs of other SPCC member companies and share his/her experience. We will be happy to co-operate with you and organize such a meeting together.

SPCC Forums and Workshops

To meet the needs of SPCC members we are planning to organize branch meetings. In 2011 we will organize HR Forum, Tax Forum, Investor Forum, PR Forum and a series of CSR Workshops. We would like to present the most important issues for each branch, and provide opportunities for knowledge and experience sharing among the participants. **If you are cooperating with experts from the Nordic countries and could invite them to Poland or have experts among your staff in Poland we will be happy to co-operate with you and organize a meeting for other SPCC members.**

Visiting companies

The idea of these meetings is visiting companies and production plants of companies by SPCC members. The company visit can also be combined with a thematic seminar. This is a perfect occasion to exchange experiences in fields such as human resource management, customer relationship management, public relations activities or production planning. The company visit can be organized in Warsaw as well as in the regions. **If your company would like to host a SPCC meeting do not hesitate to contact us!**

Regional meetings

SPCC is present in Tricity, Poznań, Kraków, Wrocław and Szczecin, therefore we are planning to organize several meetings in 2011, such as seminars, regional business mixers and meetings with special guests also in each region. **We are open to your initiatives and ideas of topics and we encourage you to cooperate with us. SPCC takes care of the organizational side of the meeting and promotes the event among SPCC members.**

Often we cooperate with other chambers of commerce in order to increase the number of guests with a similar profile in the regions. Meetings organized in cooperation with other bilateral chamber of commerce use the potential of all their members. Representatives of companies, which are associated in different chambers, have a chance of meeting together and create new business

contacts. Participants of these meetings are usually managers, directors and members of management boards of member companies, sponsors clients and guests. During the International Oktoberfest and International Christmas Mixer in Wrocław the number of participants can exceed even 300 people. In case of those meetings, sponsorship packages vary between 4.000 – 12.000 PLN net + 22% VAT, depending on sponsor's status.

National sections' events

Each National Section of SPCC is planning to organize their own events referring to traditions of Nordic countries and are appreciated by the members of the particular Section. The following events are open for sponsoring in 2011.

Finnish Summer Picnic - June 2011

Danish Christmas Brunch – December 2011

Swedish St. Lucia – December 2011

Norwegian Julebord – December 2011

Other cooperation possibilities

Afternoon seminars

The SPCC member company can initiate a topic or a cycle of topics of seminars for the SPCC members. This is a very good way to promote the company and gain new clients through knowledge and experience sharing. The topic should be up-to-date and interesting for the wide audience. SPCC takes care of every organizational issue in close cooperation with the company and promotes the event among the members (via website, mailings and Newsletter). The sponsor provides the content-related preparations (providing speakers, materials etc.) and cover the costs of the event (e.g. conference room rental, catering, translation if necessary). It is possible to do the same format of the event in all our regions.

If you have ideas of up-to-date and interesting topics that you would like to share w SPCC members, combining it with the promotion of your company, do not hesitate to contact us!

Photo Contest

The first edition of the SPCC Photo Contest was a success, we received over 100 photos from the members. Therefore, we have decided to continue this project and to organize the second edition of the contest in 2011. The winning photos will be also printed in the SPCC Calendar 2012 and presented at the SPCC website. If your company would like to sponsor a prize at the contest, please contact us to discuss details of cooperation and promotion of the company.

Banner on website

If you are interested in additional possibilities of promoting your company, services or products via SPCC, you can place your advertisement banner on our website (80.000 visits per month) for:

- 1200 PLN + 22% VAT/1 month – banner on the top of the front page,
- 500 PLN + 22% VAT/1 month – banner on the front page.