



Global Best Practice Awards 2018 Partnership Packages

As a supplier to the professional textile care industry and CINET member we would like to propose a mutually beneficial partnership in the organization of the PTC Global Best Practices Award program and become a co-organizer of this event.

GBPA 2018; bigger, better, BEST PRACTICES

Within the concept of the Global Best Practices Awards the goal for the GBPA2018 is to collect 50% more extraordinary business cases worldwide, 150 in total.

Several National Best Practices Programs in 2017 and 2018 will precede the Global awards of 2018 (amongst others awards in China, France, Indonesia, The Netherlands, UK, Italy, and the CEE region coming up, and more to follow) . The winners of the National Awards will be automatically nominated for the GBPAP2018.

New in this edition will also be the company visits by jury members as part of the (pre) selection and judgement. The top-nominees will be invited to pitch their company October 19th 2018 during EXPOdetergo in Milan. The Award Ceremony promises to be a tremendous 'Grammy-style' Award show.

Partnership Packages

We have pre-selected three partnership packages. These are general guidelines. We gratefully accept contributions on below packages and cooperate with your organization to provide adequate recognition for your contributions.

Strategic Partner (7,500.- EU)

As a Strategic Partner you will benefit from an extensive package of media exposure:

- a. At the Official Global Best Practices Award Ceremony 2018 (GBPA18) October 19th 2018; present and introduce one of the Awards
- b. 1 full page advertorial in "The World of PTC; vol.6 edition", including 150 Nominee profiles
- c. 1 full page editorial in the GBPAP Catalogue
- d. Logo as a Strategic Partner on all Press Releases and PR materials for Communication to Global stakeholders of the industry (incl. website, social media, brochures)
- e. Logo as a Strategic Partner on all Press Releases and PR materials for Communication around all National Best Practice Award programs
- f. 5 copies of The World of PTC vol.6
- g. Nominate your preferred PTC companies for the GBPA2018
- h. Logo as a Strategic Partner on all PR materials for participants
- i. 5 free admittance tickets for the Official Award Ceremony (€75 each)

Platinum Partner (5,000.- EU)

As a Platinum Partner your support will be honoured by us with a broad PR package:

- a. 1 full page advertorial in "The World of PTC; vol.6 edition", including 150 Nominee profiles
- b. 1 full page editorial in the GBPAP Catalogue



- c. Logo as a Platinum Partner on all Press Releases and PR materials for Communication to Global stakeholders of the industry.
- d. Logo as a Platinum Partner on all Press Releases and PR materials for Communication around all National Best Practice Award programs
- e. A copy of The World of PTC vol.6
- f. Nominate your preferred PTC companies for the GBPA2018
- g. Logo as a Platinum Partner on all PR materials for participants
- h. 3 free admittance tickets for the Official Award Ceremony (€75 each)

Gold Partner (3,000.- EU)

As a Gold partner you will benefit worldwide exposure through our promotional material:

- a. ¼ page advertorial in "The World of PTC; vol.6 edition", including 150 Nominee profiles
- b. ½ page editorial in the GBPAP18 Catalogue
- c. Listed as a Gold Partner on promotional materials to Global stakeholders of the industry
- d. Listed as a Gold Partner around all National Best Practice Award programs
- e. 1 copy of The World of PTC vol.6
- f. Nominate your preferred PTC companies for the GBPA2018
- g. Logo as a Gold Partner on all PR materials for participants
- h. 2 free admittance tickets for the Official Award Ceremony (€75 each)

Silver Partner (1,750.- EU)

As a Silver partner you will benefit worldwide exposure through our promotional material:

- a. ¼ page advertorial in "The World of PTC; vol.6 edition", including 150 Nominee profiles
- b. ¼ page editorial in the GBPAP18 Catalogue
- c. Listed as a Silver Partner on promotional materials to Global stakeholders of the industry
- d. Listed as a Silver Partner around all National Best Practice Award programs
- e. 1 copy of The World of PTC vol.6
- f. Nominate your preferred PTC companies for the GBPA2018
- g. 1 free admittance ticket for the Official Award Ceremony (€75 each)

Bronze Partner (1,000.- EU)

As a Bronze partner you will benefit worldwide exposure through our promotional material:

- a. ¼ page editorial in the GBPAP18 Catalogue
- b. Listed as a Bronze Partner on promotional materials to Global stakeholders of the industry
- c. Listed as a Silver Partner around all National Best Practice Award programs
- d. 1 copy of The World of PTC vol.6
- e. Nominate your preferred PTC companies for the GBPA2018
- f. 1 free admittance ticket for the Official Award Ceremony (€75 each)

PACKAGE OVERVIEW

Package Level >>	Bronze Partner	Silver Partner	Gold Partner	Platinum Partner	Strategic Partner
		€1750	€3000	€5000	€7500
Best Practices Award show	1 ticket	1 ticket	2 tickets	3 tickets	5 tickets, present and introduce 1 Award
The World of PTC – Volume 6 advertisement	-	1/8 page advertorial	1/4 page advertorial	1 full page advertorial	1 full page advertorial
GBPAP Catalogue	1/4 page editorial	1/4 page editorial	1/2 page editorial	1 full page editorial	1 full page editorial
Press releases and PR materials for stakeholders GBPA2018	Listed as Bronze Partner	Listed as Silver Partner	Listed as Gold Partner	Logo as Platinum Partner on all materials	Logo as Strategic Partner on all materials
Promotional materials National Awards	Listed as Bronze Partner	Listed as Silver Partner	Listed as Gold Partner	Logo as Platinum Partner on all materials	Logo as Strategic Partner on all materials
The World of PTC – Volume 5	-	1 copy	1 copy	1 copy	5 copies
Nominate companies for the GBPAP2018	*	*	*	*	*