



**ESPA**  
EUROPEAN SPAS ASSOCIATION

**ESPA INNOVATION**

**AWARDS 2018**

# Opportunities for Sponsors

(Digital version available on [www.espainnovationawards.eu](http://www.espainnovationawards.eu))

#ESPAINnovationAwards2018

## **Presentation of the European Spas Association**

In Europe there are more than 1,200 spas and health resorts, which are medically respected health centers, and form a powerful economic unit generating significant proportions of the gross domestic product of European Union member countries.

The EU and those countries wishing to join are seeking to work together on matters of common interest. This requires a greater co-operation of the national and regional associations as well as the private sector in the field of spas and balneology.

The European Spa Association's objective is to promote spas and balneology in Europe and to take care that the natural remedies based on mineral water, landscape and climate will be available to as great a number of citizens and visitors as possible.

The European Spas Association is an umbrella organization representing members from 20 European countries.

## **The ESPA Innovation Awards**

The ESPA Innovation Awards reflects ESPA aim of “to stimulate exchange of experience, best practice and know-how”.

It is made for destinations, facilities or initiatives that represent “innovation” in the true sense of the word; that is, the development of a new, more creative or more effective approach to any aspect of spas and health resorts management, operations or marketing.

The emphasis in judging applicants for the ESPA Innovation Awards will be on how effectively the innovation addresses its stated objectives, which may be to improve efficiency, increase marketability, effect cost savings, achieve environmental goals, improve market position.

The winners are announced at the **23<sup>rd</sup> ESPA Annual Congress in Domburg, The Netherlands, the 24<sup>th</sup> of May.**

## Awards categories

| CATEGORY   | AWARDED TO  | ELIGIBLE TO ENTER   |
|--|---|---|
| <b>C1 INNOVATIVE</b><br><br><b>SPA &amp; HEALTH RESORT DESTINATION</b> | SPA CITIES<br>SPA VILLAGES<br>SPA DESTINATIONS  | SPA Municipalities<br><br>SPA Cities<br><br>SPA Villages  |
| <b>C2 INNOVATIVE</b><br><br><b>MEDICAL SPAS</b>                        | MEDICAL SPA CENTERS  <br>MEDICAL SPA FACILITIES  <br>MEDICAL SPA RESORTS – USING<br>LOCAL AND NATURAL<br>RESOURCES (COMPULSORY) | Medical Spa Centers or Medical Spa Facilities<br>(using local & natural resources e.g Thermal<br>Spa, Thalasso Spa, Climate Spa, Kneipp Spa,<br>Radon Spa, Therapeutic Mud Spa, other spas<br>using natural resources e.g. clay and peat,<br>chalk, peloids and healing gases ) |
| <b>C3 INNOVATIVE</b><br><br><b>SPA HOTEL</b>                           | SPA HOTELS  | Spa Hotels  |
| <b>C4 INNOVATIVE</b><br><br><b>SPA COMPLEX</b>                         | SPA CENTERS<br>SPA FACILITIES<br>SPA COMPLEXES  | Day Spa facilities, Club Spa facilities,<br>Recreational Spas facilities, other (using local &<br>natural resources)  |
| <b>C5 INNOVATIVE</b><br><br><b>SPA CONCEPT</b>                         | SPA CENTERS   SPA FACILITIES  <br>SPA HOTELS   SPA CLINICS  | Design Studios, Architects, Architecture<br>Studios, Equipment suppliers, Building<br>Contractors, Interior Design Companies.   |
| <b>C6 INNOVATIVE</b><br><br><b>HEALTH SPA PROGRAM</b>                  | HEALTH SPA TREATMENTS  <br>PREVENTIVE SPA<br>PROGRAMMES   HEALTH<br>PROMOTION AND EDUCATION<br>PROGRAMMES                       | Medical Spa Centers or Medical Spa Facilities<br>(using local & natural resources e.g Thermal<br>Spa, Thalasso Spa, Climate Spa, Kneipp Spa,<br>Radon Spa, Therapeutic Mud Spa, other spas<br>using natural resources e.g. clay and peat,<br>chalk, peloids and healing gases ) |
| <b>C7 INNOVATIVE</b><br><br><b>SPA RESEARCH &amp; EDUCATION</b>        | RESEARCHERS, UNIVERSITIES,<br>RESEARCH FOUNDATIONS,   | Researchers   |

## Sponsorship Opportunities

The ESPA Innovation Awards are meant for destinations, facilities or initiatives that represent “innovation” in the true sense of the word; that is, the development of a new, more creative or more effective approach to any aspect of spas and health resorts management, operations or marketing.

This is accomplished through more effective products, processes, services, technologies, or ideas that are readily available to the market.

### Why Sponsor ?

Positioning – Be seen as a leader within the European Spa & Health Resorts Destinations community.

Branding - Raise your company's visibility, increase your brand awareness and highlight your company's presence as an active and important player in the field.

Focus – Provide a base to interact with an international audience. Generate new business for your products and services.

Network – Give your company’s representatives the opportunity to network with colleagues, potential customers and leaders in the European Spa & Health Resorts Destinations.

Audience of the 2018 ESPA Congress - The Congress 2018 will bring together a global audience from the European Spa & HEalth Resorts Destinations community. Participants and speakers range from business leaders, entrepreneurs, researchers, European Union representatives, industry Associations, marketeers, and students from all over Europe.

All Category Sponsorships include:

- Company/Brand Logo and URL included within the ESPA Innovation Awards printing and digital materials;
- Brand mention in press announcements, email campaigns and in the Awards Gala programme.



## Sponsorship Packages

| PREMIUM<br>SPONSORSHIP PACKAGE   | GOLD<br>SPONSORSHIP PACKAGE   | SILVER<br>SPONSORSHIP PACKAGE  |
|--|---|--|
| <p>Rights to acclaim “Premium Sponsor of the ESPA Innovation Awards” in all PR &amp; Communications tools and channels</p> <p>Logo placement on the Website, Social Media channels, Newsletters, and all other PR &amp; Communications tools and channels as “Premium Sponsor of the ESPA Innovation Awards”</p> <p>2 VIP tickets to the ESPA Innovation Awards Gala</p> <p>Photo opportunity with all the Awards winners at the ESPA Innovation Awards event</p> <p>Placement of Company/Brand promotional materials at the ESPA Innovation Awards Gala</p> <p>Standup banner at the ESPA Innovation Awards Gala (<i>Sponsor is responsible of providing the standup banner</i>)</p> <p><b>B2B Meetings</b> at the 23<sup>rd</sup> ESPA Congress in Domburg (The Netherlands) (see B2B Annex)</p> <p>5-10 minutes welcome presentation of the company at the Congress</p> | <p>Rights to acclaim “Gold Sponsor of the ESPA Innovation Awards” in all the PR &amp; Communications tools and channels</p> <p>Logo placement on the Website, Social Media channels, Newsletters, and all other PR &amp; Communications tools and channels as “Gold Sponsor of the ESPA Innovation Awards”</p> <p>2 VIP tickets to the ESPA Innovation Awards Gala</p> <p>Photo opportunity with all the Awards winners at the ESPA Innovation Awards event</p> <p>Placement of Company/Brand promotional materials at the ESPA Innovation Awards Gala</p> <p><b>B2B Meetings</b> at the 23<sup>rd</sup> ESPA Congress in Domburg (The Netherlands) (see B2B Annex)</p> | <p>Right to acclaim “Silver Sponsor of the ESPA Innovation Awards” in all the PR &amp; Communications tools and channels</p> <p>Logo placement on the Website, Social Media channels, Newsletters, and all other PR &amp; Communications tools and channels as “Silver Sponsor of the ESPA Innovation Awards”</p> <p>1 VIP ticket to the ESPA Innovation Awards Gala</p> <p>Photo opportunity with all the Awards winners at the ESPA Innovation Awards event</p> <p>Placement of Company/Brand promotional materials at the ESPA Innovation Awards Gala</p> |
| € 5.000,00   | € 3.000,00  | € 1.500,00   |

## Terms and Conditions

**The sponsor** agree to provide the benefits to ESPA as detailed below:

- Placing the EIA 2018 banner/logo including mention of the official event website ([www.espainnovationawards.eu](http://www.espainnovationawards.eu)) on its website;
- To provide the promotional materials to display at the Awards Gala (Domburg, 24th May) and at the B2B Meetings (Domburg, 24th May);
- To provide the official logo of the company in PDF, jpg and vectorial format and the URL of the official website;
- The full amount of the sponsorship fee must be paid before the 15th February 2018. The invoice will be sent to the Sponsor within 5 days from the signature date of the formal agreement.

### Contacts For further information:

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