



ESPA
EUROPEAN SPAS ASSOCIATION

ESPA INNOVATION

AWARDS 2017

Opportunities for Sponsors

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 20 members from 19 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 in the 22nd ESPA Annual Congress in Rome, Italy, the 12th May.

Awards categories

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

Sponsoring the ESPA Innovation Awards offers your company or brand prestige and exposure to the industry leaders and key decision makers.

All Category Sponsorships include:

- Company/Brand Logo and URL included within the ESPA Innovation Awards printing and electronic materials
- Brand mention in press announcements, email campaigns and in the Awards Gala program

Categories:

PREMIUM SPONSORSHIP PACKAGE

Official Title Sponsor of the ESPA Innovation Awards

This is the ultimate ESPA Innovation Awards sponsorship package giving to your Company/Brand maximum exposure.

GOLD SPONSORSHIP PACKAGE

Official Title Sponsor of the ESPA Innovation Awards

SILVER SPONSORSHIP PACKAGE

Official Title Sponsor of the ESPA Innovation Awards

Sponsorship Packages

| PREMIUM SPONSORSHIP PACKAGE | GOLD SPONSORSHIP PACKAGE | SILVER SPONSORSHIP PACKAGE |
|--|---|--|
| <p>Rights to acclaim “Premium Sponsor of the ESPA Innovation Awards” in all PR & Communications tools and channels</p> <p>Logo placement on the Website, Social Media channels, Newsletters, and all other PR & 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>Distribution of Company / Brand literature at the ESPA Innovation Awards Gala</p> <p>Promotional stand and banner placement at the ESPA Innovation Awards Gala</p> <p>3-minute promotional speech at the ESPA Innovation Awards Gala</p> | <p>Rights to acclaim “Gold Sponsor of the ESPA Innovation Awards” in all the PR & Communications tools and channels</p> <p>Logo placement on the Website, Social Media channels, Newsletters, and all other PR & 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>Distribution of Company / Brand literature at the ESPA Innovation Awards Gala</p> | <p>Right to acclaim “Silver Sponsor of the ESPA Innovation Awards” in all the PR & Communications tools and channels</p> <p>Logo placement on the Website, Social Media channels, Newsletters, and all other PR & 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>Distribution of Company / Brand literature in the ESPA Innovation Awards Gala hall</p> |
| € 5.000,00 | € 3.000,00 | € 1.500,00 |

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