



### III Field Day of Malting, Kvass and Beer Brewing Industry in Russia

June 28, 2013, Kursk region, town of Oboyan, ZAO Artel

#### About the Field Day

Beginning with 2011 the Barley, Malt and Beer Union (BMBU) organizes the annual Field Day of Malting, Kvass and Beer Brewing Industry in Russia, <http://www.barley-malt-fieldday.ru>, that is regularly attended by over 250 Russian and foreign representatives of all links of the production chain "malting barley - beer": representatives of the scientific and research institutes, malting barley breeders, seed farms, producers of plant protection agents and fertilizers, hops producers, agricultural producers, representatives of malting and brewing companies.

The Field Day is held with the support of the RF legislative and executive bodies responsible for the agroindustrial complex of the country: the Ministry of Agriculture of the Russian Federation, the Federation Council Committee on Agrarian and Food Policy and Environmental Management as well as the State Duma Committee on Agrarian Issues.

In the framework of the Field Day the best representatives of the industry are awarded by the Ministry of Agriculture of the RF, the Federation Council and the State Duma. The varieties showing best results on the State Variety Trial will be recommended by BMBU for inclusion into the State Register of Selection Achievements. The varieties registered in the State Register of Selection Achievements showing best results will be recommended for industrial use. Every year over 12.000 people visit the website of the Field Day and over 50.000 people visit the website of the Union [www.barley-malt.ru](http://www.barley-malt.ru).

Over 300 representatives of the industry are supposed to participate in the Field Day in 2013.

Cost of participation: 10.000 rubles – for the first participant, 25 % discount – for the second participant, 50 % discount – for the third as well as for every next following participant; for the members of the Barley and Malt Union and the Union of Russian Brewers the participation in the Field Day is free. VAT free.

Dear Sponsors, we invite you to support the Field Day. We would like to offer you the following sponsorship packages: General Sponsor of the Field Day (1), Gold Sponsor of the Field Day (1), Silver Sponsor of the Field Day (3), Bronze Sponsor of the Field Day (3), Beer and Beverage Sponsor of the Field Day (1), General On-line Media Sponsor of the Field Day (1), General Mass Media Sponsor of the Field Day (1).

Sincerely,  
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[www.barley-malt-fieldday.ru](http://www.barley-malt-fieldday.ru)  
[www.barley-malt-conference.ru](http://www.barley-malt-conference.ru)

## General Sponsor of the Field Day

### **Before the Field Day:**

- Bestowing of the status “General Sponsor of the Field Day” on the sponsoring company;
- Placement of the sponsoring company’s logo in the form of a hyperlink on the main webpage of the Field Day website [www.barley-malt-fieldday.ru](http://www.barley-malt-fieldday.ru) and the Union website [www.barley-malt.ru](http://www.barley-malt.ru);
- References to the sponsoring company during the whole PR-campaign of the Field Day (which includes informational letters, all press releases of the Field Day, logo placement on all promotional materials on participant attraction, etc.);
- Placement of the sponsor’s logo on the Field Day banner and publication of the information in the mass media, namely: Pivnaya.ru, magazine “NSH”, magazine “Pivnoe delo”, magazine “PishcheProm Expert”, not less than 1 (one) page, the sponsor will be informed about the dates of publication additionally and an active hyperlink will be placed on the website [www.e-malt.com](http://www.e-malt.com).

### **In the course of the Field Day:**

- Up to **10 representatives** of the sponsoring company can participate in the Field Day without payment of registration fees;
- Welcome speech of a representative of the sponsoring company at the opening ceremony of the Field Day;
- Chargeless speech of a representative of the sponsoring company with presentation of company’s products / services (30 min);
- Placement of the sponsoring company’s logo on all print advertising materials of the Field Day;
- Layout of advertising and souvenir production of the sponsoring company on the territory of the Field Day opening (on agreement with the Organizer);
- Inclusion of information / promotional materials of the sponsoring company in the package for the Field Day participants (materials are provided by the sponsor);
- Provision of three places for placement of flags, banners or roll-ups of the sponsoring company on the territory of the Field Day opening (on agreement with the Organizer);
- Providing the sponsoring company with a personal manager from the Organizer to assist in acquaintance and negotiations with potential partners;
- Awarding of the General Sponsor of the Field Day.

**Cost the sponsorship package: 600 000 RUB.**

## Gold Sponsor of the Field Day

### **Before the Field Day:**

- Bestowing of the status “Gold Sponsor of the Field Day” on the sponsoring company;
- Placement of the sponsoring company’s logo in the form of a hyperlink on the main webpage of the Field Day website [www.barley-malt-fieldday.ru](http://www.barley-malt-fieldday.ru) and the Union website [www.barley-malt.ru](http://www.barley-malt.ru);
- References to the sponsoring company during the whole PR-campaign of the Field Day (which includes informational letters, all press releases of the Field Day, logo placement on all promotional materials on participant attraction, etc.);
- Placement of the sponsor’s logo on the Field Day banner and publication of the information in the mass media, namely: Pivnaya.ru, magazine “NSH”, magazine “Pivnoe delo”, magazine “PishcheProm Expert”, not less than 1 (one) page, the sponsor will be informed about the dates of publication additionally and an active hyperlink will be placed on the website [www.e-malt.com](http://www.e-malt.com).

### **In the course of the Field Day:**

- Up to **5 representatives** of the sponsoring company can participate in the Field Day without payment of registration fees;
- Welcome speech of a representative of the sponsoring company at the opening ceremony of the Field Day;
- Chargeless speech of a representative of the sponsoring company with presentation of company’s products / services (30 min);
- Placement of the sponsoring company’s logo on all print advertising materials of the Field Day;
- Layout of advertising and souvenir production of the sponsoring company on the territory of the Field Day opening (on agreement with the Organizer);
- Inclusion of information / promotional materials of the sponsoring company in the package for the Field Day participants (materials are provided by the sponsor);
- Provision of two places for placement of flags, banners or roll-ups of the sponsoring company on the territory of the Field Day opening (on agreement with the Organizer);
- Awarding of the Gold Sponsor of the Field Day.

**Cost the sponsorship package: 400 000 RUB.**

## **Silver Sponsor of the Field Day**

### **Before the Field Day:**

- Bestowing of the status “Silver Sponsor of the Field Day” on the sponsoring company;
- Placement of the sponsoring company’s logo in the form of a hyperlink on the main webpage of the Field Day website [www.barley-malt-fieldday.ru](http://www.barley-malt-fieldday.ru) and the Union website [www.barley-malt.ru](http://www.barley-malt.ru);
- References to the sponsoring company during the whole PR-campaign of the Field Day (which includes informational letters, all press releases of the Field Day, logo placement on all promotional materials on participant attraction, etc.);
- Placement of the sponsor’s logo on the Field Day banner and publication of the information in the mass media, namely: Pivnaya.ru, magazine “NSH”, magazine “Pivnoe delo”, magazine “PishcheProm Expert”, not less than 1 (one) page, the sponsor will be informed about the dates of publication additionally and an active hyperlink will be placed on the website [www.e-malt.com](http://www.e-malt.com).

### **In the course of the Field Day:**

- Up to **3 representatives** of the sponsoring company can participate in the Field Day without payment of registration fees;
- Chargeless speech of a representative of the sponsoring company with presentation of company’s products / services (30 min);
- Placement of the sponsoring company’s logo on all print advertising materials of the Field Day;
- Layout of advertising and souvenir production of the sponsoring company on the territory of the Field Day opening (on agreement with the Organizer);
- Inclusion of information / promotional materials of the sponsoring company in the package for the Field Day participants (materials are provided by the sponsor);
- Provision of a place for placement of flags, banners or roll-ups of the sponsoring company on the territory of the Field Day opening (on agreement with the Organizer);
- Awarding of the Silver Sponsor of the Field Day.

**Cost the sponsorship package: 200 000 RUB.**

## **Bronze Sponsor of the Field Day**

### **Before the Field Day:**

- Bestowing of the status “Bronze Sponsor of the Field Day” on the sponsoring company;
- Placement of the sponsoring company’s logo in the form of a hyperlink on the main webpage of the Field Day website [www.barley-malt-fieldday.ru](http://www.barley-malt-fieldday.ru) and the Union website [www.barley-malt.ru](http://www.barley-malt.ru);
- References to the sponsoring company during the whole PR-campaign of the Field Day (which includes informational letters, all press releases of the Field Day, logo placement on all promotional materials on participant attraction, etc.);
- Placement of the sponsor’s logo on the Field Day banner and publication of the information in the mass media, namely: Pivnaya.ru, magazine “NSH”, magazine “Pivnoe delo”, magazine “PishcheProm Expert”, not less than 1 (one) page, the sponsor will be informed about the dates of publication additionally and an active hyperlink will be placed on the website [www.e-malt.com](http://www.e-malt.com).

### **In the course of the Field Day:**

- Up to **2 representatives** of the sponsoring company can participate in the Field Day without payment of registration fees;
- Speech of a representative of the sponsoring company with presentation of company’s products / services with a discount – 25%, for members of the Union – 50%.;
- Placement of the sponsoring company’s logo on all print advertising materials of the Field Day;
- Layout of advertising and souvenir production of the sponsoring company on the territory of the Field Day opening (on agreement with the Organizer);
- Inclusion of information / promotional materials of the sponsoring company in the package for the Field Day participants (materials are provided by the sponsor);
- Provision of a place for placement of flags, banners or roll-ups of the sponsoring company on the territory of the Field Day opening (on agreement with the Organizer);
- Awarding of the Bronze Sponsor of the Field Day.

**Cost the sponsorship package: 100 000 RUB.**

## **Beer and Beverage Sponsor of the Field Day**

### **Before the Field Day:**

- Bestowing of the status “Beer and Beverage Sponsor of the Field Day” on the sponsoring company;
- Placement of the sponsoring company’s logo in the form of a hyperlink on the main webpage of the Field Day website [www.barley-malt-fieldday.ru](http://www.barley-malt-fieldday.ru) and the Union website [www.barley-malt.ru](http://www.barley-malt.ru);
- References to the sponsoring company during the whole PR-campaign of the Field Day (which includes informational letters, all press releases of the Field Day, logo placement on all promotional materials on participant attraction, etc.);
- Placement of the sponsor’s logo on the Field Day banner and publication of the information in the mass media, namely: Pivnaya.ru, magazine “NSH”, magazine “Pivnoe delo”, magazine “PishcheProm Expert”, not less than 1 (one) page, the sponsor will be informed about the dates of publication additionally and an active hyperlink will be placed on the website [www.e-malt.com](http://www.e-malt.com).

### **In the course of the Field Day:**

- Up to **5 representatives** of the sponsoring company can participate in the Field Day without payment of registration fees;
- Placement of the sponsoring company’s logo on all print advertising materials of the Field Day;
- Layout of advertising and souvenir production of the sponsoring company on the territory of the Field Day opening (on agreement with the Organizer);
- Inclusion of information / promotional materials of the sponsoring company in the package for the Field Day participants (materials are provided by the sponsor);
- Provision of a place for placement of flags, banners or roll-ups of the sponsoring company on the territory of the Field Day opening (on agreement with the Organizer);
- Awarding of the Beer and Beverage Sponsor of the Field Day.

**Cost the sponsorship package: 300 000 RUB.**

## **General On-line Media Sponsor of the Field Day**

### **Before the Field Day:**

- Bestowing of the status “General On-line Media Sponsor of the Field Day” on the sponsoring company;
- Placement of the sponsoring company’s logo in the form of a hyperlink on the main webpage of the Field Day website [www.barley-malt-fieldday.ru](http://www.barley-malt-fieldday.ru) and the Union website [www.barley-malt.ru](http://www.barley-malt.ru);
- References to the sponsoring company during the whole PR-campaign of the Field Day (which includes informational letters, all press releases of the Field Day, logo placement on all promotional materials on participant attraction, etc.);
- Placement of the sponsor’s logo on the Field Day banner and publication of the information in the mass media, namely: Pivnaya.ru, magazine “NSH”, magazine “Pivnoe delo”, magazine “PishcheProm Expert”, not less than 1 (one) page, the sponsor will be informed about the dates of publication additionally and an active hyperlink will be placed on the website [www.e-malt.com](http://www.e-malt.com).

### **In the course of the Field Day:**

- Up to **3 representatives** of the sponsoring company can participate in the Field Day without payment of registration fees;
- Placement of the sponsoring company’s logo on all print advertising materials of the Field Day;
- Layout of advertising and souvenir production of the sponsoring company on the territory of the Field Day opening (on agreement with the Organizer);
- Inclusion of information / promotional materials of the sponsoring company in the package for the Field Day participants (materials are provided by the sponsor);
- Provision of a place for placement of flags, banners or roll-ups of the sponsoring company on the territory of the Field Day opening (on agreement with the Organizer);
- Awarding of the General On-line Media Sponsor of the Field Day.

**Cost the sponsorship package: 200 000 RUB.**

## General Mass Media Sponsor of the Field Day

### **Before the Field Day:**

- Bestowing of the status “General Mass Media Sponsor of the Field Day” on the sponsoring company;
- Placement of the sponsoring company’s logo in the form of a hyperlink on the main webpage of the Field Day website [www.barley-malt-fieldday.ru](http://www.barley-malt-fieldday.ru) and the Union website [www.barley-malt.ru](http://www.barley-malt.ru);
- References to the sponsoring company during the whole PR-campaign of the Field Day (which includes informational letters, all press releases of the Field Day, logo placement on all promotional materials on participant attraction, etc.);
- Placement of the sponsor’s logo on the Field Day banner and publication of the information in the mass media, namely: Pivnaya.ru, magazine “NSH”, magazine “Pivnoe delo”, magazine “PishcheProm Expert”, not less than 1 (one) page, the sponsor will be informed about the dates of publication additionally and an active hyperlink will be placed on the website [www.e-malt.com](http://www.e-malt.com).

### **In the course of the Field Day:**

- Up to **3 representatives** of the sponsoring company can participate in the Field Day without payment of registration fees;
- Placement of the sponsoring company’s logo on all print advertising materials of the Field Day;
- Layout of advertising and souvenir production of the sponsoring company on the territory of the Field Day opening (on agreement with the Organizer);
- Inclusion of information / promotional materials of the sponsoring company in the package for the Field Day participants (materials are provided by the sponsor);
- Provision of a place for placement of flags, banners or roll-ups of the sponsoring company on the territory of the Field Day opening (on agreement with the Organizer);
- Awarding of the General Mass Media Sponsor of the Field Day.

**Cost the sponsorship package: 200 000 RUB.**