



BARLEY, MALT & BEER UNION

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VI Field Day
«Barley, Malt, Hops and Beer in Russia – Siberia»

July 22, 2016
VI Siberian Grain Forum
Tyumen

About the Union:

In January 2016 the Union “Barley, Malt, Hops and Beer in Russia” has already been in operation for five years. For a short period of time we became one of the largest and the most popular Union in the agro industrial complex of the Russian Federation. According to the traffic ranking of our website www.barley-malt.ru, the Union is the leader among Russian professional unions and one of the most popular top – 10.000 RuNet sites. This goes to prove that the Union is well known among Russian agro-industrial companies and countrywide.

Thanks to partnership relations with Private Brauereien of Germany, Technical University of Munich and Berlin, exhibitions Drinktec and BrauBeviale, international reputation of our Union is constantly increasing and high profile events such as “Beijing program” inspire respect with the Government. Regularly arranged trips like training of representatives of the production chain “malting barley – beer” in Germany, the Czech Republic, Oktoberfest, Green Week, Field Days DLG contribute to the Union’s popularity.

Traditionally the activity of the Union is supported by the Ministry of Agriculture of the Russian Federation, Special-Purpose Committees of the State Duma and the Federation Council, Eurasian Economic Commission and the Federal Service for Alcohol Market Regulation.

Annual events of the Union: the Field Day “Barley, Malt, Hops & Beer in Russia” and the Conference “Barley, Malt, Hops & Beer in Russia” are attended by over 500 participants and enjoy well-deserved recognition with regional and federal authorities.

About the Field Day

Beginning with 2009 the Union “Barley, Malt, Hops and Beer in Russia” organizes the annual Field Day «Barley, Malt, Hops and Beer in Russia», (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 agro-industrial 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 the Union 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.

Over 300 representatives of the industry are supposed to participate in the Field Day in the Black earth Area, Kursk in 2016: representatives of Province and Region Administration, malting barley producers, the scientific and research institutes, plant breeders, producers of plant protection agents and fertilizers, agricultural producers, representatives of malting and brewing companies.

Cost of participation in the Field Day is free of charge.

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);
- General Partner of the Field Day (1);
- Gold Sponsor of the Field Day (1);
- Silver Sponsor of the Field Day (2);
- Bronze Sponsor of the Field Day (3);
- Beer and Beverage Sponsor of the Field Day (1).

Sincerely,

CEO of the Union “Barley, Malt,
Hops and Beer in Russia”

Rubtsov A.V.



General Partner of the Field Day

Before the Field Day:

- Bestowing of the status “General Partner of the Field Day” on the partner company;
- Placement of the partner’s logo in the form of a hyperlink on the Union website www.barley-malt.ru;
- References to the partner 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 partner’s logo on the Field Day banner and publication of the information in the mass media.

In the course of the Field Day:

- Up to **10 representatives** of the partner company can participate in the Field Day;
- Welcome speech of a representative of the partner company at the opening ceremony of the Field Day;
- Free-of-charge presentation of company’s products / services (20 min) by a representative of the partner company;
- Placement of the partner’s logo on all print advertising materials of the Field Day;
- Layout of advertising and souvenir production of the partner company on the territory of the Field Day opening (on agreement with the Organizer);
- Inclusion of information / promotional materials of the partner company in the package for the Field Day participants (materials are provided by the partner);
- Provision of three places for placement of flags, banners or roll-ups of the partner company on the territory of the Field Day opening (on agreement with the Organizer);
- Providing the partner company with a personal manager from the Organizer to assist in acquaintance and negotiations with potential partners;
- Awarding of the General Partner of the Field Day.

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 Union website 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.

In the course of the Field Day:

- Up to **15 representatives** of the sponsoring company can participate in the Field Day;
- Welcome speech of a representative of the sponsoring company at the opening ceremony of the Field Day;
- Free-of-charge presentation of company’s products / services (30 min) by a representative of the sponsoring company;
- 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 five 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.

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 Union website 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.

In the course of the Field Day:

- Up to **5 representatives** of the sponsoring company can participate in the Field Day;
- Welcome speech of a representative of the sponsoring company at the opening ceremony of the Field Day;
- Free-of-charge presentation of company’s products / services (15 min) by a representative of the sponsoring company;
- 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.

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 Union website 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.

In the course of the Field Day:

- Up to **3 representatives** of the sponsoring company can participate in the Field Day;
- Free-of-charge presentation of company’s products / services (15 min) by a representative of the sponsoring company;
- 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.

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 Union website 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.

In the course of the Field Day:

- Up to **2 representatives** of the sponsoring company can participate in the Field Day;
- Free-of-charge presentation of company’s products / services (10 min) by a representative of the sponsoring company;
- 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.

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 Union website 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.

In the course of the Field Day:

- Up to **5 representatives** of the sponsoring company can participate in the Field Day;
- 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.