

BOW

BARCELONA OLFACTION WEEK

GLOBAL SPONSORSHIP PROGRAM



NASEVO
INTERNATIONAL
CONTEST

ROUND TABLE
"PERFUME &
CULTURE"

NETWORKING
& INSTITUTIONAL
DINNER

PRESS CLIPPING,
MEDIA
PRESENTATIONS &
SOCIAL MEDIA

OFFICIAL MASTER
ON PERFUME
PRESENTATION

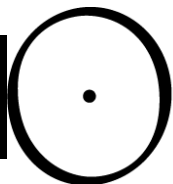
NICHE PERFUMERY
SHOWROOM

DESIGN CONTEST
WITH STUDENTS'
BEST PERFUME
PACKAGING

INSPIRATIONAL
TALKS AND
SEMINARS

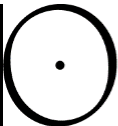
- The Barcelona Olfaction Week (BOW2020) is going to take place from 18th to 24th may 2020.
- It is pushed by the Beauty Cluster Barcelona, with the support of 200 spanish companies and a large number of experts and international stakeholders.
- It will **gather together consolidated events** like the Barcelona Olfaction Congress, the International Perfumery Contest (Mouillette d'Argent) and new trendy and innovative actions around the world of perfume, essences, gastronomy, culture and olfactory science in Barcelona.
- The sponsors became sponsor of the whole BOW and each of the activities (Global Sponsorship Program)
- Some 'multiplying' partners:





AGENDA OF ACTIVITIES

ACTIVITY	DATA	ADRESSED TO...	IMPACT
▪ KICK-OFF PRESS CONFERENCE (+ ORGANISATION COMMITTEE MEETINGS)	February (+January to May)	Newspapers, magazines, industry	100 attendees
. EXPOSICIÓ MERCAT DE LES ESPÈCIES	18-24 May		
▪ IV MARIDATGE DELS SENTITS	18-24 May	General public interested on perfume, gastronomy and culture	3.000 to 5.000 attendees
▪ II BARCELONA OLFACTION CONGRESS	21 st May	Perfume and fragrances value chain industry. Technical and innovation profiles. International experts.	250 attendees 140 companies
▪ INSTITUTIONAL DINNER			
▪ III ROUND TABLE: PERFUME & CULTURE			
▪ NICHE PERFUMERY SHOWROOM	22nd May	Experts, institutional and cultural stakeholders. Perfume brands, retailers, distributors and industry	250 attendees
▪ NASEVO INTERNATIONAL CONTEST		Organization, sponsors and institutional stakeholders	100 attendees
▪ PERFUMERY AND NATURAL COSMETIC FAIR			
▪ III INTERNATIONAL PERFUMERY CONTEST	23rd May	Perfume creators, perfume brands and fragrance industry (experts prize). Also to general public (public prize) and cultural organisations.	30 perfume creations + experts jury + 30 design students involved
▪ DESIGN CONTEST: STUDENTS			250 attendees + 5000 general public
▪ MASTER ON PERFUMERY PRESENTATION			
▪ OTHER SENSORIAL AND PERFUM WORKSHOPS	18-24 May	All levels, From general public to industry experts	3-6 workshops - >200 attendees
▪ PRESS CLIPPING, EMAILINGS + SOCIAL MEDIA	Several	National and international media, press, b2b magazines...	To be defined



GLOBAL SPONSORSHIP PROGRAM



PERFUME BRAND OR RETAILER
5.500 € + VAT



OTHER INDUSTRY COLLABORATORS
3.900 € + VAT



OTHER INDUSTRY COLLABORATORS
1.500 € + VAT

1. Appears in all the **official documentation** and each website and can propose to include their own sensorial or perfume activities in the BOW2020 agenda. Co-participates in **presentations** and in official **press-releases** and assigns 1 person to the BOW **organisation committee**
2. Assign one person to participate in meetings with media, magazines and other institutional meetings. Organisation will manage interviews with the sponsors in the industry magazines. Also joint social media strategy with CM from the sponsor
3. Deliver one of the **awards** and/or extra relevance during the ceremony
4. Option to **assign an expert** for the jury at the design contest
5. Participate in the official presentation of the **Master** and preferential opportunity to be sponsor in 2021 launch
6. **Olfaction Congress** - 5 accreditations + 1 table for info from the company and showroom products. 1 advert (2 pages) in the event catalogue
7. **Round Table perfumery** - Assign 1 expert. 5 accreditations for their team, 20 invitations for clients and partners
8. 6 invitations to the **institutional dinner** and invitations for specific activities at 'Maridatge dels Sentits'

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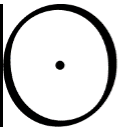


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2. **Olfaction Congress** - 3 accreditations + 1 table for info from the company and showroom products. 1 advert (1/2 page) in the event catalogue
3. **Round Table perfumery** - 3 accreditations for their team, 10 invitations for clients and partners
4. 4 invitations to the **institutional dinner** and invitations for specific activities at 'Maridatge dels Sentits'



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OLFACTION
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[BECOME A SPONSOR](#)

18-24 MAY 2020

¿ANY DOUBT? CONTACT ME AT:
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