SPONSORSHIP OPPORTUNITIES

6TH MEDITERRANEAN PLANT CONSERVATION WEEK (6MPCW)

19-23 April 2027, Hotel Regency Gammarth Tunis, Tunisia

"Bridging Continents: from a shared biogeographical legacy to a shared plant conservation responsibility"

Visual identity & Communication tools Logo concept and symbolism

As the Mediterranean Plant Conservation Week is being held for the first time on the southern shore of the Mediterranean, in Tunisia, the motto **"Bridging Continents: From a shared biogeographical legacy to a shared plant conservation responsibility"** is embodied in the conference logo.

The design features *Rumex tunetanus*, known in French as Patience de Tunisie, an emblematic plant species of Tunisia. The species symbolizes a natural bridge between the two shores of the Mediterranean, connecting continents through a shared biogeographical heritage. Its deep-rooted presence in the region also reflects our collective responsibility to conserve the rich and interconnected plant diversity of the Mediterranean.

The logo's colour palette of blue, green and yellow evokes the Mediterranean Sea, the region's rich biodiversity, and its characteristic mild climate. The logo takes the form of a watercolour botanical illustration, created by Serge D. Muller, ecologist, botanist and author-illustrator, adding an artistic and cultural dimension to the identity of the conference.

Communication and dissemination

- *Website and social media*
- *Book of abstracts*
- *Print*
- *Media compaign*

TERMS OF AGREEMENT

• All prices exclude VAT, currently at 19%.
• Sponsors/Advertisers/Exhibitors bear the responsibility and cost for providing camera-ready artwork. Precise specifications for the artwork will be provided by the Sponsorship Officer.
• Sponsorships are allocated on a first-come, first-served basis.
• The Organizing Committee reserves the right to refuse sponsorship under specific circumstances.
• Sponsors, advertisers, and exhibitors must communicate with the Event Coordinators to sign an "Acceptance Form".
• Sponsors, advertisers, and exhibitors must communicate with the Event Coordinators for further information, instructions, invoicing, payments, and technical procedures.
• Cancellation of any portion of the: "Acceptance Form" by the Sponsors/Advertisers/Exhibitors will be accepted upon the following refund schedule in relation to the conference: 90 days before the event – 50% of contract. Less than 90 days before the event – no refund.

Organizers:

Partners:

Organised By:

Interested in becoming a sponsor?
For the complete sponsorship package, including the sponsorship brochure and the conference concept note, please contact us at **6mpcweek@gmail.com.**

https://2027.medplantsweek.org/

The 6th Mediterranean Plant Conservation Week (6MPCW) offers a variety of sponsorship opportunities to choose from, with options to suit every budget.

PLATINUM SPONSORSHIP PACKAGE

- Sponsor's logo will appear* on Event material (program, goodie bag)
- Display of Sponsor's logo on Event website with a link to the Sponsor's homepage.
- Sponsor's logo appears on the Event's advertising and promotional material.
- Exhibition space of 6 sq. m. in a prime location (unfurnished space)
- Sponsor's promotional material included in the Event goodie bag.
- Full-page advertisement in the Event program (inside cover).
- 5 complimentary registrations (Regular Fee) or 10 complimentary registrations (Students Fee) to the Event.
- Mention in all press releases.
- Mention at the beginning and closing of the Event.

**The Platinum Sponsor's logo will appear in larger dimension in relation to other Sponsors' logos, for all the above benefits.*

15 000 DT

GOLD SPONSORSHIP PACKAGE

- Sponsor's logo appears* on Event material (program, goodie bag)
- Sponsor's logo appears on the Event website with a link to the Sponsor's homepage
- Sponsor's logo appears on the Event's advertising and promotional material
- Exhibition space of 4 sq. m. (unfurnished space)
- Sponsor's promotional material included in the Event goodie bag
- Full-page advertisement in the Event program
- 3 complimentary registrations (Regular Fee) or 6 complimentary registrations (Students Fee) to the Event
- Mention at the beginning and closing of the Event

**The Gold Sponsors' logo will appear in larger dimension in relation to other Sponsors' logo (with the exception of the Platinum Sponsor), for all the above benefits.*

10 000 DT

SILVER SPONSORSHIP PACKAGE

- Sponsors' logo appears* on the Event website with a link to the Sponsor's homepage
- Sponsor's logo appears on the Event's advertising and promotional material
- Exhibition space of 4 sq. m. (unfurnished space)
- Sponsor's promotional material included in the Event goodie bag
- Half-page advertisement in the Event program
- 2 complimentary registrations (Regular Fee) or 4 complimentary registrations (Students Fee) to the Event

**The Silver Sponsors' logos will appear in larger dimension in relation to other Sponsors' logos (with the exception of the Platinum and the Gold Sponsors), for all the above benefits.*

5 000 DT

Communication supports









Communication plan details

WEBSITE & SOCIAL MEDIA

- Social Media Campaign
- Promotional Videos
- Testimonial Videos and Interviews
- Online registration and ticketing management
- Participant management (check-in and on-site follow-up)
- Automated email communications
- B2B and B2C networking opportunities
- Targeted access and distribution
- Promotion and visibility: Targeted promotion of the event to over 20,000 international audiences to enhance its visibility and appeal.

RADIOS

- Radio appearance
- Radio Show Presence
- Event Coverage
- Live Broadcast on the Day of the Event

TV

- TV appearance
- TV studio during the congress

PRESSE

- (01) Press releases
- Event coverage
- Interviews





