

## EVENT/MANAGER OF THE YEAR

### CONCEPT

The **Manager of the Year** has been an annual event since 1985, during which the Manager of the Year is announced. It is an initiative of Trends/Trends-Tendances and Kanaal Z/ Canal Z. The candidates are carefully **selected by a jury of professionals** and have distinguished themselves through a particularly remarkable turnaround, continued expansion, a noteworthy innovation, an excellent balance sheet, a strategic regeneration, success on the stock market or a combination of these factors.

This event is **the economic, political and financial rendezvous of the New Year**. It is a wonderful opportunity for making new contacts, strengthening existing relationships and spending a stylish evening with other top managers. It is a high-quality culinary event for **a select public of some 1,200 top business professionals**. In 2016, the **31th edition** of this prestigious event will take place.

### PRACTICAL INFORMATION:

- gala event with (paying) dinner € 350/seat - € 3,000/table (10 p.)
- date: Wednesday 6 January 2016 at Brussels Expo
- programme: 16h00: Reception for guests  
17h30: New Year address from the Prime Minister  
Keynote speaker  
Announcement of the Manager of the Year  
19h00: Gala dinner and networking

### SPONSORSHIP OFFER

#### PRIOR TO THE EVENT

Logo mention on all communication:

- National image campaign in Trends & Trends-Tendances
- National campaign on Kanaal Z/Canal Z:
  - > logo 10" billboard following announcement trailer of 20"
  - > logo 10" billboard over 5 weeks after the 'presentation of candidates' programme
  - > logo 10" billboard following 20" spot
- Website: [www.manager15.be](http://www.manager15.be)
- Leaderboard/skyscraper at [www.manager15.be](http://www.manager15.be) (1 per partner and in loop)
- Invitation
- 20 VIP invitations (= 2 tables)
- Parking pass & VIP Entry Card

#### DURING THE EVENT

Logo mention:

- On panels at the reception
- On screen on the podium
- In the reception hall
- Projection 30" spot in the auditorium at the start of the event

#### AFTER THE EVENT

- Sampling brochures/promotion material, luxury promotion gadget
- Kanaal Z/Canal Z editorial team present the ceremony in prime time at 19h00 in the news
- Logo 10" billboard following 20" spot: Congratulations + Watch the report this weekend
- Logo 10" billboard after "Special Manager of the Year" weekend following ceremony. The "Special Manager of the Year" will go out in a loop during the weekend.
- 1/1 interior page quadri in the first Trends/Trends-Tendances edition of 2016 (about the Manager of the Year): this edition is distributed to all the guests in the goodiebag

RATE: € 35,000



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