

THE OSLO BUSINESS FOR PEACE AWARD

7 May 2012, Oslo
www.businessforpeace.no



ICC PARTNERSHIP OPPORTUNITIES

The Oslo Business for Peace Award is organized, with the support of the International Chamber of Commerce (ICC), the *world business organization*, and The Business for Peace Foundation. The award is the highest distinction of recognition given to a businessperson for outstanding “businessworthy” accomplishments.

An independent committee of Nobel Prize winners in economics and peace presents the awards at the City Hall of Oslo (Venue of the Nobel Peace Prize). The committee is led by:

- Muhammad Yunus, Founder, Grameen Bank; Winner of the Nobel Peace Prize 2006
- Michael Spence, Professor Emeritus of Management at Stanford University’s Graduate School of Business and Board Member of the ICC Research Foundation

Nominees come from different sectors of industry around the world. In 2010 honorees included:

- Ratan Tata (India), Chair, Tata group
- Stef Wertheimer (Israel), Founder and honorary chair, Iscar Metalworking Company
- Francis Yeoh (Malaysia), Managing Director, YTL Corporation Berhad
- Roberto Servitje Sendra (Mexico), Chair, Grupo Bimbo
- Venkataramani Srivathsan (Nigeria), Managing Director, Olam
- Emily Cummins (UK), Designer
- William Rosenzweig (USA), Managing Director, Physic Ventures

ICC was founded after the First World War by responsible business leaders who believed that international trade provided a path to peace and prosperity. They called themselves “merchants of peace”. ICC maintains that “peace and prosperity through trade” is even more valid today.

With your support, we aim to recognize a group of outstanding business leaders, companies, governments and organizations identifying with the multiple merits of a business worthy approach. Sponsoring this award aligns your organizations with the values of business responsibility.

«I think the idea behind the Oslo Business for Peace Award, and the potential impact it may have, is important and inspiring. It is important to encourage businesspersons to be conscious of the role they can play as individuals to foster stability and peace.»

Nobel Laureate H.E. Kofi A. Annan



International Chamber of Commerce
The world business organization

AN OPPORTUNITY FOR EVERY MARKETING GOAL

ICC offers your company many levels to sponsor the awards:

BENEFITS	DIAMOND	GOLD	SILVER	BRONZE
EUR	75,000	50,000	25,000	10,000
30sec ad to be displayed during ceremony	*			
Logo on delegate lanyards	*			
Opportunity to submit a relevant speaker	*			
Special acknowledgement during ceremony	*			
Logo on VIP invitation cards	*			
Private meeting with honorees	*			
Press release to announce partnership	*	*		
Complimentary gala dinner table(s)	2	1		
Advertisement in Business for Peace Foundation website	*	*	*	
Advertisement in official award ceremony booklet	1pg	1pg	1/2 pg	
Seats in VIP zone during opening ceremony	4	3	2	1
Articles in newsletter to ICC exclusive database (over 12.000 chambers leaders)	4	3	2	1
Complimentary invitations to award ceremony	12	8	4	2
Branding on signage at venue	*	*	*	*
Use of Business for Peace Awards logo as official sponsor (all use to be approved by Foundation)	*	*	*	*
Branding on all official award integrated marketing campaign	*	*	*	*

Ask about our tailor-made packages, which can be built to suit your specific company needs.

CONTACT

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