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PARTNERSHIP OFFER

On the map

19 jun - 2 oct '23



The background of the slide features a large, diverse crowd of young people of various ethnicities and ages. They are all smiling and have their hands raised in the air, suggesting a sense of excitement, participation, or celebration. The lighting is bright and even, highlighting the faces of many individuals in the crowd.

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What is AIESEC

- Present in more than **110** countries and territories around the world



- for **peace & welfare**
human potential

with over **40k +**
of active volunteers
all over the world
& 80+
active volunteers
in Moldova

from **1948**
worldwide
& 2008
in Moldova

ON the MAP



"On the MAP" is an AIESEC project that aims to develop sustainable tourism in Republic of Moldova.



It is based on the 8th Goal from the 17 Sustainable Development Goals - "Decent Work and Economic Growth".

Tourism is an important branch in the economy of any country and Republic of Moldova still has to work on this chapter as it is in the last place in the list of European countries in terms of incoming tourists.

4 months
3 periods
300 LOCAL
participants
30 external and
30 locations
& 10₊ workshops

duration

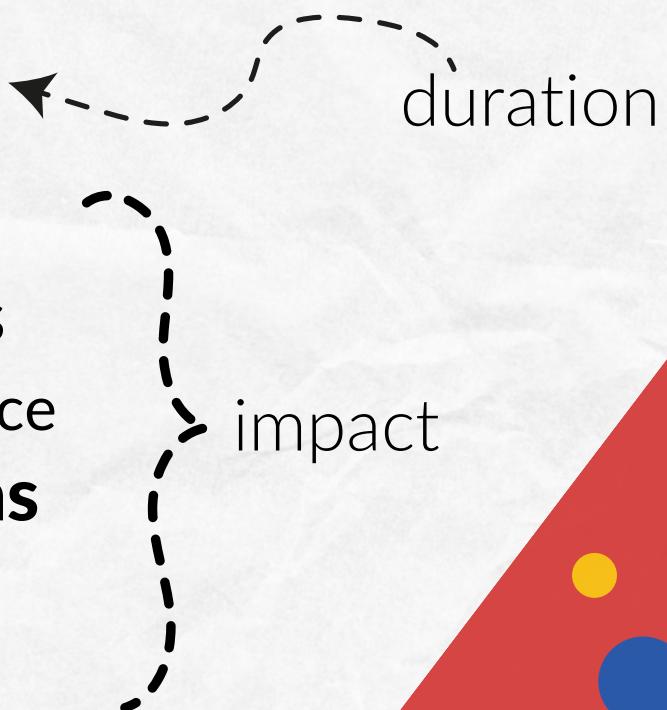
impact

ON the MAP



- 1** period
19 june - 30 july
- 2** period
17 july - 28 august
- 3** period
23 august - 2 october

1 period
6 weeks
200 LOCAL
participants
& **external** once
& **20 locations**
5 + workshops
trainings





Participants with **Ages** between
are going to travel, 18-30
learn, obtain experiences,
& participate at **ANTRIM**
National Projects

Benefit from
thematic **workshops & trainings**
Camping **Vlogging**
& **Hiking** & **Blogging**
Kayaking
Sustainable tourism &
many more

Partnership offers

Benefits	Premium	Gold	Silver
The possibility of placing the company's stand during the Global Village sessions	2 sessions		
Creation of promotional videos - User generated Content	2 videos		
Promotion of Internship in specialized groups	✓		
Receiving invitations to participate in the next AIESEC project in Chisinau (4 tickets)	✓		
Placement of the company banner during recruitment sessions	✓		
Keynote/possibility to present the company (x3)	30 min	15 min	
Promotion of the company on LinkedIn	9 posts	4 posts	
AIESEC în Chișinău brand gift	✓	✓	
Promotion of job offers within the organization	✓	✓	
Mention of the company during the event	60 +	25 +	
Placing the company logo on a GIF shown during breaks	✓	✓	
Invitation to Partners Night	✓	✓	✓
Possibility to distribute promotional materials among participants at our events	✓	✓	✓
Mentioning companies on social media (Facebook/Instagram). Thank you posts	3	2	1
Creation of Stories + Reels	80 story + 9 reels	50 story + 6 reels	25 story + 2 reels
Placement of the logo on the printable materials	✓	✓	✓
Placement of the company's banner within the event	✓	✓	✓
Placing the logo in the aftermovie	✓	✓	✓
Prices	1290 €	990 €	590 €

What do our offers represent

We analyze all the possibilities to deliver as many benefits as possible to our financial partners, therefore, we are open for any suggestion from you to improve our services and your collaborative experience with us.

- **The possibility of placing the company's stand during Global Village sessions**

The placement of the company's stand during Global Village offers the opportunity of promoting your company at an international level, therefore expand your business network and strengthen your brand image. It's an important step in winning exposure and in drawing attention to your products and services in a multicultural environment full of opportunities.

- **Creation of promotional videos - User generated Content**

Creating promotional videos through User Generated Content (UGC) brings benefits like authenticity, trust, engagement, expanding reach and visibility, efficiency and reducing costs. The UGC involves users in the promotion of the brand, building a community and generating a bigger engagement. This strategy valorizes real recommendations and experiences of users, building trust in the brand and reaching a larger audience.

- **Promotion of Internship in specialized groups**

The vast majority of participants - our followers are students at various universities, this provides the opportunity to promote your company's internship offers to this audience on groups with former/present AIESEC-ers + ALUMNI and others.

- **Receiving invitations to participate in the next AIESEC project in Chisinau (4 tickets)**

AIESEC has a wide range of events and projects that it organizes throughout the year. Your company can benefit from up to 4 free tickets to attend one of these.



What do our offers represent

- **Placement of the company banner during recruitment sessions**
- **Keynote/possibility to present the company**

Your company will be allocated up to 30 minutes for promotion at the official opening of the event.

- **Promote your company on LinkedIn**

LinkedIn promotion brings major business benefits. As the largest professional network, LinkedIn offers a specialized and business-oriented audience. The company can attract potential customers, partners and relevant professional talents, building its authority in the industry and expanding its customer base. LinkedIn provides opportunities for networking and collaboration, generating visibility and valuable business opportunities.

- **AIESEC in Chișinau brand gift**

To support our project, we prepare diplomas of thanks for partners, as well as an AIESEC in Chisinau brand gift.

- **Promotion of job offers within the organization**

The vast majority of participants represent potential buyers or employees who, thanks to a presentation by your representatives, will call on the services or open positions.

- **Mention of the company during the event**

Your support will be recognized and mentioned several times during the 6 weeks of the project - at the opening/closing, during the excursions, but also during the Workshops, etc.



What do our offers represent

- **Placing the company logo on a GIF shown during breaks**

Placing your company logo on a GIF during event breaks brings branding, recognition and memorability benefits. It grabs the audience's attention and creates a lasting impression through engaging visual content. It is an effective way to keep the brand in the memory of the public and create a distinct impression during the event.

- **Invitation to Partners Night**

After organizing the activities in different projects throughout the year and receiving support from several partner companies, AIESEC is preparing a one-day conference to report on the impact of the projects, but also to thank all the partners.

- **Distribution of the promotional materials among participants at our events**

We are open to distribute brand materials such as - pens, notebooks, bags, stickers, etc. Specific to your company during the project.

- **Mention of the company on social media (Facebook/Instagram). . Thank you posts**

Social media visibility is a very important and interactive thing these days. In addition to Stories and Reel, Thank You Posts are very important, as they are posted on the pages' profile establishes partnerships between the organization and the partner company. Thank you posts send a positive message about your company and its values.



What do our offers represent

- **Creating Stories + Reels**

The creation of Stories and Reels is a very advantageous benefit for your company, they allow the presentation of products or services in a dynamic, attractive and easily digestible way for a diverse audience. Reels, short and interesting videos grab the audience's attention and can generate higher engagement compared to other types of posts. These formats also provide the opportunity to deliver quick and timely promotional messages, provide visibility and share inspirational stories that build authentic customer relationships and generate audience interest and engagement.

- **Placement of the logo on printable materials**

We will place your company logo on all communication and printable materials:

- Posts and Stories on Facebook, Instagram, LinkedIn, Telegram and TikTok;
- Over 100 badges, notebooks, certificates, diplomas.

- **Placement of the company's banner within the event**

Placing your company banner at events brings benefits such as visibility, notoriety, relevant targeting and generating leads and business opportunities. This contributes to increasing brand recognition, conveying an impression of professionalism and authority, as well as attracting the attention of potential customers and business partners. It is an effective way of promotion that maximizes your company's exposure to a relevant target audience and can lead to valuable business results.

- **Placement of the company`s logo in the aftermovie**

After each AIESEC brand project, a final video is made, also called "Aftermovie", it aims to summarize all the activities that took place during the project, but in the case of the "On the Map" projects from June 19-2 October.



Contacts:

WE LOOK FORWARD TO YOUR DECISION ON WHICH PACKAGE YOU WOULD BE INTERESTED IN FOR THE PROJECT. FOR FURTHER QUESTIONS, DO NOT HESITATE TO APPROACH US, YOU HAVE THE CONTACT DETAILS BELOW:

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Our team is open for a productive collaboration in the near future.



Our partners from last years

