

November 2011

## **“Coop’Art – Express Yourself” competition Call for sponsors**

Dear ICA member, fellow co-operators

The International Cooperative Alliance (ICA) is organising an artistic competition open to young adults all over the world with the purpose of promoting the values and principles of cooperation among the youth: the Coop’Art competition. 2012 has been declared by the United Nations as the International Year of Co-operatives and this competition is one of many initiatives organised by the co-operative movement worldwide to maximise the opportunities provided by the Year..

Symbolically, the official announcement of the competition was made on the 2<sup>nd</sup> of July 2011, on the occasion of the International Day of Co-operatives 2011, whose theme was “Youth, the future of co-operative enterprise” since it itself was linked to the International Year of Youth that ran until August 2011.

Participants in the Coop’Art competition will be able to submit their projects through a dedicated webpage from November 2011 to May 2012 on the ICA’s website for the International Year [www.2012.coop](http://www.2012.coop). An award ceremony will be held in Manchester in November 2012 at the International Co-operative Forum.

Anyone between the age of 16 and 35 years-old can participate. There are three different categories for the competition: music, video and photography. The aim is to create a song, a video and a photograph that promote the principles of co-operation in a way attractive to young people to raise their awareness about the co-operative movement worldwide.

The first prize in each category is 3,000USD and a trip to Manchester in November 2012. The second prize in each category is 1,500USD and the 3<sup>rd</sup> prize a tablet personal computer. A jury will shortlist the projects eligible in each category and the final winners will be chosen through an internet vote.

Attached you will find further details but do not hesitate to contact us if you need more information.

To support this initiative ICA is currently looking for sponsors to support its will to raise awareness about co-operatives worldwide.

There will be two kinds of sponsorship available:

- Global Sponsor
- Supporters

Why be a Global Sponsor?

- Your logo will appear in all ICA promotional material regarding the competition along with that of the ICA and the official IYC logo with equal size and positioning (including but not exclusively: website, social media, press releases, newsletters, articles, events)
- Information on the work of the Global Sponsor related to youth and co-operation will feature in a special section of the [www.2012.coop](http://www.2012.coop) website
- The Global Sponsor will be provided with the necessary support to advertise the competition and its quality as a global sponsor on all its communications
- There will be a maximum of 3 Global Sponsors
- Sponsorship fee: 15,000€

Why be a supporter?

- Your logo of the supporter will appear under a heading “With the support of:” in all communications related to the competition with an embedded link to the organisation’s webpage.
- The supporter can use advertise its quality on national communications related to the competition using the term “With the support of [name/logo]”
- Sponsorship fee: 2,000€

The funds raised by this competition will be used to cover its costs, including prizes, and any additional revenue will be used for the ICA 2012IYC fund. Additional contributions are welcomed!

Our credentials

**The International Co-operative Alliance** is the global voice for the values-based business model of the co-operative, uniting co-operatives worldwide and providing a forum for knowledge and concerted action.

ICA was established by co-operatives around the world in 1895, it is the oldest and largest NGO in the world with over 250 members in almost 100 countries. We’re working with the



United Nations and co-ordinating the International Year of Co-operatives 2012 for the global co-operative movement.

Yours sincerely



Charles W Gould

Director-General  
International Co-operative Alliance

Please find attached the sponsorship form.

For more information, please do not hesitate to contact us:

Contact: Rodrigo Gouveia - Secretary General  
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MUSIC PHOTOGRAPHY VIDEO

coopArt



## **“Coop’Art – Express Yourself” competition Sponsorship form**

Your name and surname: \_\_\_\_\_

Name of the organisation: \_\_\_\_\_

Address of the organisation: \_\_\_\_\_

Telephone number including dialling code: \_\_\_\_\_

Email: \_\_\_\_\_

Direct Member of ICA?                      Yes ☐                      No ☐

ICA membership through (name of the member organisation):

I declare my commitment to sponsor the ICA Coop’Art competition as a:

Global Sponsor ☐                      Supporter ☐

I have read and agree with the detailed rules of the competition.

Signed \_\_\_\_\_ Dated \_\_\_\_\_

Please send your completed form to:

Rodrigo Gouveia  
Secretary General, Euro Coop - European Community of Consumer Co-operatives  
Avenue de Tervueren, 12  
1040 Brussels  
Tel.: +32 2 285 00 70 Fax: +32 2 231 07 57  
Email: [rgouveia@eurocoop.coop](mailto:rgouveia@eurocoop.coop) [www.eurocoop.coop](http://www.eurocoop.coop)

Thank you so much for helping turn this project into reality. Once we have received your completed form the ICA will invoice you. The provision of sponsor benefits will accrue after receipt of cleared funds.

