

World Peace Summit

Message of Sri Swami Madhavananda
and Mahatma Gandhiji

Let's support world peace – opportunities for sponsors with a vision



October 13. - 15., 2006

The Gallus Hall of the Cankarjev dom Congress Center in Ljubljana

World Peace Summit

The Message of Sri Swami Madhavananda
and Mahatma Gandhi

CONTENTS

| | |
|--|---------|
| THE WORLD PEACE SUMMIT | page 4 |
| THE WORLD PEACE SUMMIT IN SLOVENIA | page 5 |
| VISITORS OF THE WORLD PEACE SUMMIT | page 6 |
| WORLD PEACE SUMMIT AND CORPORATE SUCCESS | page 7 |
| THE WORLD PEACE SUMMIT IN THE MEDIA | page 8 |
| WHAT ARE WE OFFERING TO THE SPONSORS? | page 9 |
| CONTACTS | page 14 |

World Peace Summit

The Message of Sri Swami Madhavananda and Mahatma Gandhi

THE WORLD PEACE SUMMIT

We live in a world that desires lasting peace.

We live in a world of environmental changes.

We live in a world where 50% of the people need various kinds of help.

We live in a world which needs sustainable development.

The purpose of the World Peace Summit is to promote and support the realization of the Millennium Developmental Goals of the United Nations. The World Peace Summit encourages the spiritual, political, social and humanitarian leaders of the world to unite in their efforts towards lasting world peace, to show tolerance, respect and understanding of the unity in the diversity of humankind.

The aim of the World Peace Summit 2006 is to awaken the consciousness of the Slovenian and global public, to encourage them to face the key issues that will determine our future. World peace, protection of the environment, health and the young people – these are the topics of the discussions at the 5th Conference of the World Peace Summit, which will take place at the Cankarjev dom in Ljubljana from **13.th to 15.th of October**.

The conference takes place every year in one of the world's capitals. The World Peace Summit was first organized in 2002 in Vienna, in 2003 it took place in Sydney, in 2004 in the Czech Brno and last year in Zagreb.

The initiator of the World Peace Summit is His Holiness Mahamandaleshwar **Paramhans Swami Maheshwarananda**, founder of the organization International Sri Deep Madhavananda Ashram Fellowship and author of the system Yoga in Daily Life. Around the world, he has been initiating inter-religious dialogue and peace prayers attended by world religious, political, social and cultural leaders. For his selfless work, he has received acknowledgments from presidents of countries around the world.

»Be the change you want to see« is the message of Mahatma Gandhi that has accompanied the World Peace Summit from the very beginning and inspires millions of people worldwide. It is a symbol of truth, non-violence, respect and peace.

The main hosts of the world summit are **The Yoga Association of Slovenia** and the **Slovenian societies of Yoga in Daily Life** with the **World Peace Council**. In Slovenia there are currently societies of Yoga in Daily Life. They are all members of the Yoga Association of Slovenia, who is the national coordinator and the link between the regional societies and the international umbrella organization The Sri Deep Madhavananda Ashram Fellowship.

The World Peace Summit is promoted in seminars and workshops of Yoga in Daily Life worldwide.

Around 40,000 people are estimated to be practicing Yoga in Daily Life in Slovenia. Yoga is not just a physical activity, it is a way of life that supports the same values promoted by the World Peace Summit.

World Peace Summit

The Message of Sri Swami Madhavananda and Mahatma Gandhi

THE WORLD PEACE SUMMIT IN SLOVENIA

The World Peace Summit is **one of the biggest international events** to take place in Slovenia this year. It will be attended by dignitaries from around the world, among others leaders of various religions and cultures, presidents and representatives of NGOs.

During the conference, **five stands** will be set up to promote the event. At these stands, visitors will get information about The World Peace Summit and its sponsors.

There will also be **other activities** going on in the time of the conference: the planting of the Peace Tree outside of the Cankarjev dom, the signing of a resolution, the lighting of peace candles in the streets of Ljubljana, an exhibition in the Grand Reception Hall of the Cankarjev dom etc.

We are also organizing **an art competition** for primary and secondary school students called 'The World Peace is in Our Hands'. The works received will be exhibited in the Grand Reception Hall of the Cankarjev dom during the conference. With the help of the sponsors we also wish to reward the participating children and thus encourage them to promote peace and respect of the basic human values.

The best of the artwork received, together with the encouraging thoughts of secondary students (from their essays) and quotations from Sri Madhavananda and Mahatma Gandhi will be included in the special peace greeting card packet and calendar.

World peace
is in your hands

The exhibition in the Grand Reception Hall of the Cankarjev dom that will take place in the time of the conference will present Slovenian companies and NGOs.

»Be the change you want to see« is the thread of the whole conference. We hope your company will join us in making this change real by supporting and sponsoring the World Peace Summit 2006.

World Peace Summit

The Message of Sri Swami Madhavananda and Mahatma Gandhi

VISITORS OF THE WORLD PEACE SUMMIT

Visitors of the World Peace Summit are people whose principal values are peace, ecology, health, sustainable development, protection of minorities and disadvantaged social groups, spirituality and global harmony.

People who want to change the world for the better are often considerably influential within their own communities. The World Peace Summit is a unique way to approach these people and support their values and worldview.

The conference will be attended by the highest representatives of state such as Slovenia's president, **Dr. Janez Drnovšek**, and the patron will be the **Mayoress of Ljubljana, Mrs. Danica Simšič**.

Also members of all Slovenian yoga societies will be invited – over 20,000 people. Yoga is a very widespread and popular practice that is used by many well-known personalities in Slovenia, and we are confident that the event will attract a wide-ranging audience.

Overall, we expect the 5th World Peace Summit to attract over **3,000 people**. Together with all the accompanying activities, its message will reach more than **20,000 people**.

People who wish to change
the world for better are often
markedly influential in their
community

World Peace Summit

The Message of Sri Swami Madhavananda
and Mahatma Gandhi

WORLD PEACE SUMMIT AND CORPORATE SUCCESS

The topics dealt with by the conference are becoming increasingly important for the sustainable development of enterprises. Global integration require new approaches and new ways of thinking in order to achieve sustainable development. Leaders of the world's largest corporations are today faced with the problems of pollution, interests of local communities, need to respect cultural specifics and the expectations of their employees and customers to be a part of a larger positive movement. By participating in the World Peace Summit you can show your readiness to face the challenges of tomorrow and express your support to world peace, environmental protection and sustainable development. Such considerations are becoming prerequisites for long term economic success and customer satisfaction.

World peace and sustainable development are requisite components of long term economic success

World Peace Summit

The Message of Sri Swami Madhavananda
and Mahatma Gandhi

THE WORLD PEACE SUMMIT IN THE MEDIA

The response of the media has been **very high** with the past summits. We also expect considerable media interest in Slovenia, due to the fact that highest state officials will be attending as well as many foreign dignitaries.

In Croatia last year, the World Peace Summit in Zagreb was reported in all the main national printed media such as Jutranji list, Večerni list, Slobodna Dalmacija, Vjesnik, Nacional, Novi list, Glas Slavonije, Varaždinske vjesti and others.

We believe the event will be of interest to the Slovenian media as well.

We expect significant
national and local
media coverage

World Peace Summit

The Message of Sri Swami Madhavananda and Mahatma Gandhi

WHAT ARE WE OFFERING TO THE SPONSORS?

The sponsorship investment can take the form of financial means as well as products and services in a specified amount.

THE CATEGORIES OF SPONSORS ARE AS FOLLOWS:

1. **LITTLE FRIEND OF PEACE:** 850 EUR
2. **FRIEND OF PEACE:** 2.100 EUR
3. **RESPONSIBLE FRIEND OF PEACE:** 4.200 EUR
4. **GREAT FRIEND OF PEACE:** 8.500 EUR
5. **GLOBAL FRIEND OF PEACE:** min. 12.500 EUR

THE SPONSORS ARE OFFERED THE FOLLOWING:

1. **LITTLE FRIEND OF PEACE:**
 - Publication of company logo in conference publications (brochures, flyers)
 - Publication of company logo on the World Peace Summit webpage (www.worldpeacesummit.net)
 - Publication of company logo in the conference CD
 - free entry on Saturday (main day of the conference) for 1 person
 - 25 % discount on exhibition space at the time of the conference
2. **FRIEND OF PEACE:**
 - Publication of company logo in conference publications (brochures, flyers)
 - Publication of company logo on the World Peace Summit webpage (www.worldpeacesummit.net)
 - Publication of company logo in the conference CD
 - free entry on Saturday (main day of the conference) for 3 persons
 - 35 % discount on exhibition space at the time of the conference
 - Publication of company logo in the Sponsor's Corner at Cankarjev dom at the time of the conference

World Peace Summit

The Message of Sri Swami Madhavananda and Mahatma Gandhi

3. RESPONSIBLE FRIEND OF PEACE:

- Publication of company logo in conference publications (brochures, flyers)
- Publication of company logo on the World Peace Summit webpage (www.worldpeacesummit.net)
- Publication of company logo in the conference CD
- free entry on Saturday (main day of the conference) for 5 persons
- 50 % discount on exhibition space at the time of the conference
- Publication of company logo in the Sponsor's Corner at Cankarjev dom at the time of the conference
- Displaying of sponsor quotes / statements on World Peace Summit topics and company logo during the breaks in the Gallus Hall

4. GREAT FRIEND OF PEACE:

- Publication of company logo in conference publications (brochures, flyers)
- Publication of company logo on the World Peace Summit webpage (www.worldpeacesummit.net)
- Publication of company logo in the conference CD
- free entry on Saturday (main day of the conference) for 10 persons
- 75 % discount on exhibition space at the time of the conference
- Publication of company logo in the Sponsor's Corner at Cankarjev dom at the time of the conference
- Displaying of sponsor quotes / statements on World Peace Summit topics and company logo during the breaks in the Gallus Hall
- The sponsor's advertisement boards set up in the lobby of the Cankarjev dom

5. SVETOVNI PRIJATELJ MIRU:

- Publication of company logo in conference publications (brochures, flyers)
- Publication of company logo on the World Peace Summit webpage (www.worldpeacesummit.net)
- Publication of company logo in the conference CD
- free entry on Saturday (main day of the conference) for 15 persons
- free exhibition space at the time of the conference
- Publication of company logo in the Sponsor's Corner at Cankarjev dom at the time of the conference
- Displaying of sponsor quotes / statements on World Peace Summit topics and company logo during the breaks in the Gallus Hall
- The sponsor's advertisement boards set up in the lobby of the Cankarjev dom
- A three-month beginner yoga course according to the system of Yoga in Daily Life for 20 persons from the sponsor's companies

World Peace Summit

The Message of Sri Swami Madhavananda and Mahatma Gandhi

You can also be a sponsor by contributing products or services which are needed in the organization and realization of the conference. For orientation, we specify our needs in the list below.

PRINTED MATERIAL

- posters: jumbo, penguin, A3
- flyers
- badges
- translights
- brochures.

ADVERTISING MATERIALS

- hats, T-shirts, bags (preferably from natural materials such as jute, cotton or linen)
- umbrellas
- balloons, stickers, bracelets, fragrance satchets
- decoration of conference halls
- candy bags and chocolates
- office supplies, pens, folders
- CDs.

ADVERTISING SPACE

- Space for posters
- Stands.

SERVICES

- Security (general and special for VIP guests)
- Transports (air tickets for international speakers and participants)
- Bus transfers around Ljubljana and cars (with or without chauffeur) for VIP guests, speakers and their escorts
- Accommodation for the guests and conference participants in hotels and hostels around Ljubljana
- Vegetarian food (dinner on Friday, lunch and dinner on Saturday, snack on Sunday, can also be individual components of a meal, e. g. water, non-alcoholic drinks, desserts, fruit, vegetables).

World Peace Summit

The Message of Sri Swami Madhavananda
and Mahatma Gandhi

CONFERENCE SPACE

- Renting conference halls and space for accompanying activities
- Technical equipment for the event

FOR PEACE IN EVERY NEXT DAY ...

- Peace Tree
- Peace candles
- Peace Greeting Cards
- Motivational calendar for 2007.

World Peace Summit

The Message of Sri Swami Madhavananda and Mahatma Gandhi

OVERVIEW OF SPONSOR BENEFITS

| The categories: | Little friend of peace: (850 EUR) | Friend of peace: (2.100 EUR) | Responsible friend of peace: (4.200 EUR) | Great friend of peace: (8.500 EUR) | Global friend of peace: (negotiable / min. 12,500 EUR) |
|--|---|------------------------------------|---|--|---|
| Publication of company logo in conference publications (brochures, flyers) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Publication of company logo on the World Peace Summit webpage (www.worldpeacesummit.net) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Publication of company logo on the conference CD | ✓ | ✓ | ✓ | ✓ | ✓ |
| Free entry on Saturday, the main day of the conference (specified number of tickets) | 1 | 3 | 5 | 10 | 15 |
| Discount for the conference exhibition stand | 25% | 35% | 50% | 75% | 100% |
| Display of the company logo at the Sponsors' Corner during the conference | - | ✓ | ✓ | ✓ | ✓ |
| Sponsored messages on conference themes displayed with the company logo during breaks in Gallus Hall | - | - | ✓ | ✓ | ✓ |
| Sponsor display boards in the conference center entrance hall | - | - | - | ✓ | ✓ |
| Three month attendance at beginner yoga classes of the system Yoga in Daily Life for a group of company employees (max. 20 persons). | - | - | - | - | ✓ |

World Peace Summit

The Message of Sri Swami Madhavananda
and Mahatma Gandhi

CONTACTS

WORLD PEACE SUMMIT 2006

Mailing address:

Svetovni mirovni vrh 2006

p.p. 4341, 1001 Ljubljana

e-mail: ljubljana.summit@yogaindailylife.si

<http://www.worldpeacesummit.net>

PROJECT OFFICE:

Phone: 040-315-000

Fax: ++ 386 01/433-80-48

MARKETING COORDINATORS:

Goran Bacetič, telefon 040-172-953

Ervin Poredoš, telefon 040-601-000

ORGANIZER AND CONTRACTING PARTY:

Zveza joga društev Slovenije (Yoga Association of Slovenia)

Mailing address: Celovška 108, 1000 Ljubljana

Tax code: SI67908039

President: Ervin Poredoš

Bank account: TRR št. 02010-0255391460 at Nova Ljubljanska Banka Ltd.

SPONSORS:

KLIPING

Mestna občina Ljubljana



PROSOFT CONSULTING

SCHWARZ

World Peace Summit

The Message of Sri Swami Madhavananda
and Mahatma Gandhi

Be the Change You Want to See

