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CYPRUS, JULY 12 – 21, 2019

A brain child of:



**Cypriot
Enterprise
Link**



About CEL and CyprusInno

The **Cypriot Enterprise Link** (CEL) is a youth-led organization aimed to connect and support the Cypriot entrepreneurial talent in order to form a local and global entrepreneurial network, supported by events, meet-ups, workshops and projects.

CEL has been a steady pillar in the entrepreneurial ecosystem of Cyprus since its inception in 2012.

CyprusInno is a non-profit organisation, social start-up venture, and think tank led by a young inter-communal team who use entrepreneurship as a peace-building mechanism to bring all communities together on the divided island of Cyprus, and who have overcome historical and geographical divisions to create a platform fostering innovation, business and peace.

Vision

Our vision is to reach island-wide reconciliation through economic dialogue and cooperation.

LeadCyprus aims to connect and engage the ecosystem of professionals and innovators island-wide in Cyprus, to promote business dialogue and democracy by providing an inclusive platform in which Cypriots and all relevant stakeholders can work together to solve common economic and social challenges.

LeadCyprus is an initiative and a process, as well as an end goal. It will include entrepreneurial, technical, cultural and “fun” actions, as well as require collaboration between participants with the sole purpose of leading the way and demonstrating that the **entrepreneurial mindset** can be at the forefront of peacekeeping and peace building. We believe that the entrepreneurial mindset can drive solutions and cocreation in every single part of the economy, from the most "traditional" to the most "artistic" verticals.

The peak of events, the LeadCyprus Summer Camp, will take place between

12- 21 July 2019 in every city in Cyprus.

LeadCyprus Summer Camp

The LeadCyprus Summer Camp will provide non-formal education throughout the week of July 12-21 with clear goals and objectives so that participants are prepared before the final hackathon, which will take place at the end of the Camp (20th-21st). We aim for the events to be conducted throughout the week by various experts across multiple fields, and be facilitated by one of our Project Managers.

| FORMAT | DESCRIPTION OF FORMAT |
|------------|--|
| WORKSHOP | Insights and practical training by an expert into a subject/business sector - could also be technical. |
| DISCUSSION | Experts and participants discuss their views on peacebuilding, peacekeeping, human rights, as well as explore the role of business during and after conflicts. |
| LECTURE | Entrepreneurs and experts in their field share their stories, key learnings and life challenging decisions with the audience. |
| TRAINING | Trainers will help participants develop a culture of peace by promoting communication, human rights, dignity, equality and respect of diversity through education, advocacy. |
| GAME | Playing games to unite, educate and inspire people to create a more peaceful world. |
| HACKATHON | Participants will come together to create practical solutions to real problems. |

How will the Summer Camp be structured?

The Summer Camp's 1-hour slot events, and the theme of each host City's summit (day-long thematic event), are not limited to any specific category or topic, but rather can be proposed/developed by the host City and will then go through an approval process by the core team. Therefore, the applicant will have to demonstrate how the participants will benefit from his or her proposed activity. Cultural events will take place every day after 6pm in any format as demonstrated below in the cities of Nicosia, Kyrenia, Famagusta, Larnaca, Limassol and Paphos.

Nicosia

| | 12/7 Fri. | 13/7 Sat. | 14/7 Sun. | 15/7 Mon. | 16/7 Tue. | 17/7 Wed. | 18/7 Thur. | 19/7 Fri. | 20/7 Sat. | 21/7 Sun. |
|-----------------|------------------------------|----------------------------------|--------------|--------------|--------------|--------------|---------------|--------------|----------------------------------|--------------|
| 10.00 - 11.00 | Official Kick-Off Nicosia | | | | | | | | Lead Cyprus Hackathon Nicosia | |
| 11.30 - 12.30 | | | | | | | | | | |
| 12.30 - 14.30 | | Transport time Between Cities | | | | | | | | |
| 14.30 - 15.30 | | | | | | | | | | |
| 16.00 - 17.00 | | | | | | | | | | |
| Cultural Events | | | | | | | | | | |

Kyrenia

| | 12/7 Fri. | 13/7 Sat. | 14/7 Sun. | 15/7 Mon. | 16/7 Tue. | 17/7 Wed. | 18/7 Thur. | 19/7 Fri. | 20/7 Sat. | 21/7 Sun. |
|-----------------|------------------------------|--------------|--------------|--------------|--------------|--------------|---------------|--------------|----------------------------------|--------------|
| 10.00 - 11.00 | Official Kick-Off Nicosia | | | | | | | | Lead Cyprus Hackathon Nicosia | |
| 11.30 - 12.30 | | | | | | | | | | |
| 12.30 - 14.30 | | | | | | | | | | |
| 14.30 - 15.30 | | | | | | | | | | |
| 16.00 - 17.00 | | | | | | | | | | |
| Cultural Events | | | | | | | | | | |

Famagusta

| | 12/7 Fri. | 13/7 Sat. | 14/7 Sun. | 15/7 Mon. | 16/7 Tue. | 17/7 Wed. | 18/7 Thur. | 19/7 Fri. | 20/7 Sat. | 21/7 Sun. |
|-----------------|---------------------------------|--------------|--------------|--------------|--------------------------------|----------------------------------|---------------|--------------|--------------|-------------------------------------|
| 10.00 - 11.00 | Official Kick-Off Nicosia | | | | | | | | | Lead Cyprus Hackathon Nicosia |
| 11.30 - 12.30 | | | | | | | | | | |
| 12.30 - 14.30 | | | | | Thematic Event Famagusta | Transport time Between Cities | | | | |
| 14.30 - 15.30 | | | | | | | | | | |
| 16.00 - 17.00 | | | | | | | | | | |
| Cultural Events | | | | | | | | | | |

Larnaca

| | 12/7 Fri. | 13/7 Sat. | 14/7 Sun. | 15/7 Mon. | 16/7 Tue. | 17/7 Wed. | 18/7 Thur. | 19/7 Fri. | 20/7 Sat. | 21/7 Sun. | |
|-----------------|---------------------------------|--------------|--------------|--------------|----------------------------------|--------------|------------------------------|----------------------------------|--------------|-------------------------------------|--|
| 10.00 - 11.00 | Official Kick-Off Nicosia | | | | | | | | | Lead Cyprus Hackathon Nicosia | |
| 11.30 - 12.30 | | | | | | | | | | | |
| 12.30 - 14.30 | | | | | Transport time Between Cities | | Thematic Event Larnaca | Transport time Between Cities | | | |
| 14.30 - 15.30 | | | | | | | | | | | |
| 16.00 - 17.00 | | | | | | | | | | | |
| Cultural Events | | | | | | | | | | | |

Limassol

| | 12/7 Fri. | 13/7 Sat. | 14/7 Sun. | 15/7 Mon. | 16/7 Tue. | 17/7 Wed. | 18/7 Thur. | 19/7 Fri. | 20/7 Sat. | 21/7 Sun. |
|-----------------|---------------------------------|----------------------------------|--------------|--------------|--------------|--------------|-------------------------------|--------------|--------------|-------------------------------------|
| 10.00 - 11.00 | Official Kick-Off Nicosia | | | | | | Thematic Event Limassol | | | Lead Cyprus Hackathon Nicosia |
| 11.30 - 12.30 | | | | | | | | | | |
| 12.30 - 14.30 | | Transport time Between Cities | | | | | | | | |
| 14.30 - 15.30 | | | | | | | | | | |
| 16.00 - 17.00 | | | | | | | | | | |
| Cultural Events | | | | | | | | | | |

Paphos

| | 12/7 Fri. | 13/7 Sat. | 14/7 Sun. | 15/7 Mon. | 16/7 Tue. | 17/7 Wed. | 18/7 Thur. | 19/7 Fri. | 20/7 Sat. | 21/7 Sun. |
|-----------------|---------------------------------|----------------------------------|--------------|--------------|--------------|--------------|-----------------------------|--------------|--------------|-------------------------------------|
| 10.00 - 11.00 | Official Kick-Off Nicosia | | | | | | Thematic Event Paphos | | | Lead Cyprus Hackathon Nicosia |
| 11.30 - 12.30 | | | | | | | | | | |
| 12.30 - 14.30 | | Transport time Between Cities | | | | | | | | |
| 14.30 - 15.30 | | | | | | | | | | |
| 16.00 - 17.00 | | | | | | | | | | |
| Cultural Events | | | | | | | | | | |

City Sponsor

LeadCyprus' current Strategic Sponsor is the British High Commission Nicosia (BHC). BHC has been with us since the inception of LeadCyprus and has supported our organizations and this space in general for many years prior to this initiative. The Community Supporters that come on board must align with the vision and mission that both CEL and CyprusInno, along with BHC, have set forth to drive the overall LeadCyprus initiative.

The City Sponsor Packs are reserved for businesses who want to support the city of their HQ and/or the main activities that take place in that city. By supporting a city, you become part of the local community while projecting your support for the initiative throughout the island.

| | Event Sponsor | City Sponsor | Supporter | Strategic Sponsor |
|--|---------------|--------------|-----------|-------------------|
| Quantity | 20 | 6 | 10 | 2 |
| Cost/Sponsorship value | - | €5.000 | - | |
| Logo on leadcyprus.com under City Sponsors | | ✓ | | |
| Logo on rollup banners & media walls | | ✓ | | |
| Mention in programme | | ✓ | | |
| Mention in press releases | | | | |
| Special press release for sponsorship | | ✓ | | |
| Number of tweets from @cyentlink | | 8 | | |

| | | | | |
|--|--|--------------|--|--|
| Facebook posts from Lead Cyprus page | | 5 | | |
| Facebook posts from CyprusInno and CEL page | | 4 | | |
| Workshop / lecture / training at Summer Camp (1-hour slots) | | 2 | | |
| Logo on official t-shirts | | ✓ | | |
| Logo on Volunteer T-shirts | | 3 | | |
| Speaking slot @ City Summit | | ✓ | | |
| Full page advert in program | | | | |
| Half Page advert in program | | ✓ | | |
| Brand exclusivity throughout the event (for venue providers) | | In your city | | |
| Other opportunities (upon discussion) | | ✓ | | |
| Bragging rights via your own media lists and channels | | ✓ | | |

THE OPPORTUNITIES FOR YOU

The event is curated by us but driven by our followers. We would like to make this an interactive, engaging, and enjoyable experience for all the participants, and we've already established a strong reputation as entrepreneurship pioneers in Cyprus.

Associating your brand with the LeadCyprus Summer Camp will help you create strong brand awareness in the region and give you the opportunity to meet and network with talented, well-educated and noteworthy individuals.

Be part of the biggest movement in Cyprus, building trust and fostering peace through entrepreneurship.

If any of the above resonates with you, or if you just want to sponsor a revolutionary and exciting event, then the LeadCyprus Summer Camp is the perfect opportunity for you!

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