



Guidelines for event sponsorships

Event-specific sponsorships may be acquired independently and on a per-event basis! Please keep Athene's shared values in mind when seeking partners (avoid questionable or "shady" partners). If you are planning to collaborate with companies in the tech industry, it's a good idea to check with the head of corporate relations [@hildamallat](#) to confirm that cooperation with the company is acceptable.

If the collaboration is done in the form of products, a separate formal contract is not required. However, please make sure there is at least some kind of written agreement about the collaboration (e.g. an email) in these cases as well, if anything has been agreed upon beyond a verbal discussion.

If you want to offer social media visibility to partners for an event, IG Story posts can be agreed upon independently with companies. If a company requests other types of social media visibility (IG feed post, LinkedIn, etc.), confirm this with Emilia [@viestintapaallikko](#). If you have promised a social media post in exchange for products, please inform Emilia preferably in advance so posting schedules can be planned in time. After the event, photos for posts can be sent directly to Emilia.

If the company is invoiced for the collaboration:

For small amounts (under 400€), an official contract is not required, but some kind of written agreement is important to ensure invoicing can be done. Emails related to these send a CC to Topi (rahastonhoitaja@athene.fi) and Hilda (yrytyssuhteet@athene.fi). Invoicing is strongly preferred via e-invoice, so please ask for e-invoicing details as the primary option. If e-invoicing is not possible, invoicing via email is also acceptable.

TL;DR:

- Event sponsorships are allowed and encouraged!
- Keep Athene's values in mind
- For social media posts, contact Emilia (TG [@viestintapallikko](#))
- Have a written "agreement" (email etc.)

- If over 400€, an official contract → Hilda will help
- In collaborations involving money, CC Topi and Hilda in emails (rahastonhoitaja@athene.fi, yrityssuhteet@athene.fi)
- E-invoicing is preferred