

SPONSOR OPPORTUNITY

SPONSORSHIP BENEFITS	PRINCIPAL PARTNER	KEY PARTNER	SUPPORTER	CONTRIBUTOR
Naming rights				
WSC (EU or city name) Partner title usage	WSC (EU or city name) Principal Partner	WSC (EU or city name) Key Partner	WSC (EU or city name) Supporter	WSC (EU or city name) Contributor
Naming rights of an event driven award/ mentoring program	YES Main Price	YES Special price		
Naming rights of a sub-event (party, reception)	YES, priority booking	YES		
WSC official/ preferred supplier status	YES, distinction	YES		YES if product/ service provided
License & endorsements				
License to use WSC's logos, images and trademarks for the sponsor's promotion & advertising	YES	YES	YES	
Merchandising rights to create WSC co-branded merchandise	YES	YES		
Product endorsement	YES	YES	YES	YES
Exclusivity				
Category exclusivity among sponsors (no competitor present at the same event)	YES			
Category exclusivity in event-driven PR (no competition mentioned in given media item)	YES	YES		
Category exclusivity as a supplier or seller at the event	YES			
Public Relations				
Inclusion in press releases	YES, special distinction	YES	YES	
Invitation opportunity in media broadcasts	YES, privilege	YES		
Media profile				
Inclusion (logo/ name) in print advertising (flyer)	YES, special distinction	YES	YES	YES
Ad space in event program	YES	YES		
Inclusion on event promotional pieces (photo wall projection, roll-up, brochures, flyer)	Projection of short video	Projection of short video	YES	YES
Ad time during streamed event	YES, special distinction	YES		
Event-driven promotional radio or television appearance	YES, privilege	YES		
Apparance in event-driven video	YES, special distinction	YES		

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On-site				
Recognition & thank you for making WSC event possible	Distinction during the opening remarks	YES		
Exhibit space	YES, prime location	YES		
Demonstration/ display opportunity	YES			
VIP Jury membership	President of the Jury	YES		
Keynote speech	YES main event	YES sub-event only		
Service, merchandise discount during the time of the event for target group	YES	YES	YES	YES
Gift, coupon, information distribution, Sampling	YES	YES	YES	YES
Welcome bag co-branding	YES			
VIP tickets, reserved seating	10	5	3	3
On-line				
General promotion (WSC website, social media, newsletter, event registration platform)	YES, special distinction	YES	YES	YES
Product, solution leverage activities through WSC's social media and website	YES + newsletter	YES + newsletter	YES	YES
Sponsor profile on WSC's website + link to sponsors website	YES, special distinction	YES	YES	
Promotion or contest on WSC's social media & website	YES, special distinction	YES		
Ability to add value to WSC followers on social media	YES, special distinction	YES		
Business development				
Wish list of attendees	YES	YES		
Facilitation of 1to1 meetings	YES	YES		
Access to event-generated database (list of attendees, startups)	YES	YES		
Contribution to the production				
Opportunity to provide product/ services/ equipment, technology/ expertise or personnel for the WSC events	YES	YES	YES	Required
Opportunity to provide media value, promotion	YES	YES	YES	YES
Logistical assistance, technical or creative	YES	YES	YES	YES

PRICING

EU FEES

SPONSORSHIP FEE	PRINCIPAL PARTNER	KEY PARTNER	SUPPORTER	CONTIBUTOR
Single event	5000	3000	1500	Service/ Product contribution
Final event (Demo Day)	8 000	4 700	2 200	Service/ Product contribution
WSC EU Roadshow (13 events)	50 000	30 000	15 000	Service/ Product contribution
Multi-year contracts discount	YES	YES	YES	

GLOBAL FEES

SPONSORSHIP FEE	PRINCIPAL PARTNER	KEY PARTNER	SUPPORTER	CONTIBUTOR
Single event	5000	3000	1500	Service/ Product contribution
Final event (Demo Day)	150 000	50 000	30 000	Service/ Product contribution
WSC GLOBAL Roadshow (15 events)	200 000	80 000	80 000	Service/ Product contribution
Multi-year contracts discount	YES	YES	YES	

