

# C Become a Partner

## ○ Premium Partnership

Prominent online and on-site with a 72m<sup>2</sup> floor space, 60 minutes of speaking time and extras.

## ○ Gold Partnership

Prominent online and on-site with a 36m<sup>2</sup> floor space and 60 minutes of speaking time.

## ○ Silver Partnership

Prominent online and on-site with a 18m<sup>2</sup> floor space and 2 x 15 minutes of speaking time.

## ○ Bronze Partnership

Prominent online and on-site with a 9m<sup>2</sup> floor space and 1 x 15 minutes of speaking time.

As an **official Velo-city Partner**, your business secures its moment in the **spotlight at the annual world cycling summit**. Select from a variety of tiers to best suit your budget and aims, and work with our team to ensure this latest edition of Velo-city **raises your profile** with the right people.



# Partnership packages

○ Premium
○ Gold
○ Silver
○ Bronze

	1	2	3	5
Max. number of Partners	1	2	3	5
Price	<b>INDIVIDUAL ARRANGEMENT</b>	<b>€35.000</b> (23% VAT excl.)	<b>€25.000</b> (23% VAT excl.)	<b>€15.000</b> (23% VAT excl.)
Extras	✓			
<b>Exhibition</b>				
Floor space	72m <sup>2</sup>	36m <sup>2</sup>	18m <sup>2</sup>	12m <sup>2</sup>
Pre-selection of space location	✓	✓	✓	✓
<b>Programme</b>				
Freewheel stage session (60') integrated in the programme, Freewheel stage slot during the breaks (15')	1x 60'	1x 60'	2 x 15'	1 x 15'
<b>Communication</b>				
Plenary mention	✓	✓		
Startscreen every session	✓	✓		
Screens at venue	✓	✓	✓	
Programme & floorplan screen	✓	✓	✓	✓
Website	✓	✓	✓	✓
Social media post on VC25 channels	✓	✓	✓	✓
Velo-city newsletter article	1	1	1	1
Velo-city app	✓	✓	✓	✓
Velo-city app push message	✓	✓	✓	
Tickets (4-day conference passes)	8	6	4	2

\*For tailor-made options, please get in touch with Thomas Brisbart

# More partnerships

## ○ Speaker Ready Room Partner

€2.500 (23% VAT excl.)

Elevate your brand's prestige by becoming our Speaker Room Partner. As the exclusive partner of our speaker room, your brand will enjoy **prominent visibility** among industry leaders, influencers, and speakers. Don't miss out on this unique opportunity to position your brand as a leader in the discussion.

## ○ Lunch Partner

€3.500 (23% VAT excl.)

Join us as our Lunch Partner and nourish Velo-city attendees with your brand. By sponsoring the lunch break, your company will be **prominently featured** during this **essential networking** opportunity.

## ○ Welcome Reception Partner (exclusive)

€5.000 (23% VAT excl.)

Step into the spotlight as our Welcome Reception Partner and **set the tone** for an unforgettable Velo-city conference experience. As the Welcome Reception Partner, your brand will be front and center during this **pivotal networking event** and you'll **showcase your commitment** to fostering **connections and creating memorable experiences** for all participants.

## ○ Networking Dinner Partner (exclusive)

€7.500 (23% VAT excl.)

Join us as the Networking Dinner Party Partner and align your brand with **the most anticipated event** of the year at Velo-city! This extravagant affair serves as the **grand finale to a week-long celebration of all things cycling**. It's an unforgettable night cherished by Velo-citizens far and wide.

# C More partnerships

## ○ Bike Partner

### On demand

Become the bicycle sponsor for Velo-city 2025. Around 1000 – 1200 bikes are needed for the participants of Velo-city 2025. Participants will be **cycling around Gdansk during the 4 days of the conference**, and the bikes will also be used in the Bike parade!

## ○ Cycle Parking Partner

### On demand

Your company can exhibit parking solutions outside the conference venue during Velo-city 2025.

## ○ Chill Zone Partner

### €5.000 (23% VAT excl.)

Chill out and partner up with us as our Chill Zone Partner. Your brand will be associated with relaxation and enjoyment as attendees unwind in our **designated chill areas at the venue of Velo-city**. By aligning your brand with leisure and comfort, you'll create a memorable experience for conference-goers and increase your brand's visibility in a laid-back atmosphere.

## ○ Conference bag insert

### €1.500 (23% VAT excl.)

Boost your brand's exposure with our Conference Bag Insert option. By partnering with us, your materials will be placed directly into the conference bags distributed to attendees, ensuring **maximum visibility and engagement** with your target audience.

# More partnerships

## Water Station Partner

**On demand**

Boost your brand's visibility by becoming our exclusive Water Station Partner, quenching delegates' thirst while shining a **spotlight on your brand**. This package offers exclusive branding at **multiple water stations** across the venue.

## Re-usable Water Bottle Partner

**On demand**

Promote your brand sustainably by partnering with us as the Reusable Water Bottle Partner. This **environmentally conscious** package offers exclusive branding on reusable water bottles distributed to delegates. Showcase your **dedication to sustainability** while encouraging delegates to join in reducing single-use plastic waste.

## Lanyard Partner

**€7.500 (23% VAT excl.)**

Put your brand in the spotlight as our Lanyard Partner and ensure that every delegate proudly wears **your logo**. This package offers the opportunity to feature your logo on the conference lanyards, guaranteeing **maximum visibility** for your brand.

## Badge Partner

**€7.500 (23% VAT excl.)**

Position your brand at the forefront as our Badge Partner, displaying your logo on **each delegate's badge**. This package presents the opportunity to feature your logo prominently on the conference badges, ensuring **continuous exposure** throughout the event.