

## BRANDED SPACES VISIBILITY

### **SPEAKER ROOM PARTNER**

*Elevate your brand's visibility by becoming our exclusive Speaker Room Partner.*

- **Prominent recognition with exclusive branding**
- **Opportunity to design and supply branded materials**
- **Option to provide branded entertainment activities co-designed with Velo-city organizers**

### **WORKING LOUNGE PARTNER**

*Create a relaxed and productive atmosphere as our Working Lounge Partner.*

- **Exclusive branding as the official Work Lounge Partner**
- **Opportunity to design and supply branded materials (eco-friendly)**
- **Option to provide branded entertainment activities**
- **Logo placement and acknowledgment on website and app**

### **NETWORKING AREA PARTNER**

*A dedicated space for attendees to connect and collaborate.*

- **Exclusive branding in the Networking Area**
- **Opportunity to provide branded furniture and materials**

### **RECOVERY & RELAX AREA PARTNER**

*A dedicated space for post-cycling recovery and relaxation.*

- **Exclusive branding in the Recovery & Relax Area**
- **Opportunity to provide branded wellness products**
- **Association with well-being and sustainable mobility**

### **PARKING PARTNER**

*Showcase your company's parking solutions at the conference venue.*

- **Opportunity to display innovative parking solutions**



## DIGITAL VISIBILITY

### WiFi PARTNER

Contribute to a seamless and paperless event experience.

- Exclusive branding on the WiFi landing page
- Strong brand association with digital conference tools

### CONFERENCE APP PARTNER



Sponsor the official conference app used for schedules, maps, and networking.

- Logo on the app's splash screen and throughout the interface
- Possibility of sending branded push notifications

### MOBILE CHARGING STATION PARTNER

Keep delegates charged while promoting your brand.

- Exclusive branding on charging stations
- Opportunity to provide branded power banks



## BRANDING ITEMS

### LANYARD PARTNER

*Put your brand around every delegate's neck.*

- Logo placement on all conference lanyards

### BADGE PARTNER

*Gain constant exposure with your brand on every delegate's badge.*

- Logo placement on all conference badges

### WATER DISPENSER PARTNER

*Promote sustainability while keeping attendees hydrated.*

- Branding on water dispensers throughout the venue
- Opportunity to provide reusable branded water bottles

### SURVIVOR KIT PARTNER

*Help attendees recover after an intense week of networking.*

- Branding on the survivor kits distributed on Friday morning
- Opportunity to co-design the kit with organizers

### PHOTOBOOTH PARTNER



*A fun and interactive way for attendees to capture memories.*

- Branding on the photobooth and printed/digital photos
- Social media integration for extended exposure



## SOCIAL MOMENTS VISIBILITY

### LUNCH PARTNER

*Play an active role in networking moments during lunch.*

- Association with one of the most social moments of the event

### WELCOME RECEPTION PARTNER

*Be the first brand delegates encounter as they reunite at the world cycling summit.*

- Exclusive branding during the Welcome Reception
- Opportunity to make a strong first impression

### NETWORKING DINNER PARTNER

*The highlight of the week, a grand celebration of cycling.*

- Exclusive branding at the most prestigious social event
- Opportunity to make a lasting impact on attendees

### COFFEE STATION PARTNER (7 coffee breaks)

*Provide a much-needed caffeine boost and gain strong visibility.*

- Exclusive branding at the coffee stations
- High exposure to repeated delegate visits

## B2C OPPORTUNITIES

### VELO-CITY BIKE PARADE SPONSORSHIP

*A large-scale cycling event through the city, culminating in a festival with food trucks and entertainment.*

- High visibility in local and national media

### VELO-CITY BIKE PARTY SPONSORSHIP

*A celebration with music, food, and drinks at the end of the Parade.*

- Branding along the Parade route
- Possibility to organize entertainment along the route
- Opportunity to sponsor bicycles for participants



## SPONSORSHIP OPTIONS & COSTS

ITEM	COSTS*	
Speaker Room	€5.000	
Working Lounge	€7.500	
Networking Area	€7.500	
Recovery & Relax Area		On demand
Parking Partner	€5.000	
WiFi	€7.500	
Conference App		On demand
Mobile Charging Station Partner	€5.000	
Lanyard	€8.000	Exclusive
Badge	€7.500	
Water Dispenser		On demand
Survivors Kit		On demand
Photobooth	€8.000	
Lunch	€8.000	
Welcome Reception	€15.000	Exclusive
Networking Dinner	€25.000	Exclusive
Coffee Station	€6.000	
Velo-City Bike Parade Sponsorship		On demand
Velo-City Bike Party Sponsorship		On demand

\*VAT EXCL. 22%



## CONTACTS

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