



FESTIVAL OF CIRCULAR ECONOMY. /2022

If you're all about circular economy and want to reach others in the sector, let's work together. This is no ordinary virtual festival, and we're looking for no ordinary supporters! One unique event with 60 speakers and four days to reshape the world. Be a part of it...

Packages start from £900 and we have prepared three packages available but are happy to discuss a tailored option for you

Headline Sponsor includes x 5 Festival passes for 4 days

As one of four Headline Sponsors, you'll be a prominent brand at the Festival of Circular Economy. Your unique sponsorship may include being part of a panel, showcasing a video/s and/or a speaker slot.

Pre-Festival:

Marketing will include

- Pre-event marketing on all CIWM platforms
- Showcasing your 20-30 second video (what circular economy means to your business)
- Your logo, along with the other headline sponsors, will be featured prominently on the event homepage
- Your profile will be featured first on the sponsors page of the event website
- Your logo, along with the other headline sponsors, will be featured above all other partners on all promotional emails.

In addition...

- Dedicated announcement on LinkedIn and Twitter promoting your involvement
- Your company name/handle will feature on collateral shared on LinkedIn and Twitter
- Headline sponsors logos will be featured above all other sponsors on the virtual event platform homepage
- Headline sponsors' logos and profile to be first in the sponsors section of the virtual event platform

During the event

Virtual exhibition stand

- Your booth enables you to customise to your own company graphics with links to your website and social media
- Your own HTML content.
- Booths will be in an exhibition hall where you will be able to engage with delegates in your booth chatroom

Opportunities included and to be considered:

- Q&A submission form where visitors can submit their questions, with alerts to new questions
- Private chat option
- Chat to delegates visiting the booth
- Option to set up chat times, to let delegates know when to drop by
- Video calls
- Reserve a chat, delegates can pick a time



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Sponsor 10K cont.

- Video vault, attendees can add to their goody bag to view later
 - Goody bag offering to delegates to takeaway (virtual)
 - Find delegates - download contact cards of delegates you've spoken to
 - Send message to delegates and invite to chat
 - Be prominent in the auditorium and other areas with branding on the screens around the halls and rooms
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Sponsor includes x 3 Festival passes for 4 days

As a Sponsor, you'll be a prominent brand at the Festival of Circular Economy. **Your unique sponsorship may include being part of a panel, showcasing a video/s and/or a speaker slot.**

Pre-Festival:

Marketing will include

- Pre-event marketing on all CIWM platforms
- Showcasing your 20-30 second video (what circular economy means to your business)
- Your logo, along with the other headline sponsors, will be featured prominently on the event homepage
- Your profile will be featured on the sponsors page of the event website

In addition...

- Dedicated announcement on LinkedIn and Twitter promoting your involvement
- Your company name/handle will feature on collateral shared on LinkedIn and Twitter

During the event

- Opportunity to sponsor one session on the programme where your logo would be prominently displayed
- Alternatively, your video content would be shown to set the scene on a panel session or Co-lab
- Your name and logo to be displayed on the drop-down Sponsor list on the event platform with a link to content of your choice
- Network with delegates throughout the four days

Opportunities included and to be considered:

- Q&A submission form where visitors can submit their questions, with alerts to new questions
- Private chat option
- Option to set up chat times, to let delegates know when to drop by
- Video calls
- Reserve a chat, delegates can pick a time
- Video vault, attendees can add to their goody bag to view later



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Sponsor £5k cont.

- Goody bag offering to delegates to takeaway (virtual)
 - Find delegates - download contact cards of delegates you've spoken to
 - Send message to delegates and invite to chat
 - Your branding on the screens around the halls and break out rooms
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Festival Supporter includes x 2 Festival passes for 4 days

We all know every festival has lots of supporters that are looking to engage with the audience, and this festival is no different! As a supporter, you'll be featured on the Festival of Circular Economy website, as well as in pre-event marketing. You'll receive the following benefits:

Branding and promotion

- Your logo will be featured on the event homepage
- Your logo will be included on all promotional emails
- Your logo and profile will be included in the supporter's section of the virtual event platform and will include a link to your chosen webpage.

Festival attendance

- 2 free passes
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Post-Festival – available to all sponsors and supporters on either of the three packages above.

We won't let the dust settle before we engage with the delegates post-event where your organisation will be thanked as a sponsor, and you'll also be given an opportunity to send a message or extra content with a link within our communications.

Marketing assets for all

We'll provide you with assets to promote to your contacts that you are sponsoring or supporting this event.

What audience will be seeing and hearing about the Festival?

CIWM boasts a great reach through its platforms, including Circular Print and Digital Media, weekly newsletters, a rich professional database, website, and social media, with a following of 67,750! In addition to this, our partners, Re-London, Circular Economy Institute and WRAP, have a vibe that carries over 954,464 reach. How amazing is that? If you're still wondering how many people are going to get to see your logo, our influencers, collaborators and speakers will also be sharing news on the Festival.

This year we promise a vibrant festival feel, with stages to suit all professionals! Don't see a package for you, or want something different? We're open to ideas of how we can make the Festival work for you!



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Look forward to hearing from you and discussing your experience and journey with the Festival.

Ginny Thacker

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