



europaana

# EUROPEANA 2019

## CONNECT COMMUNITIES

27 - 29 Nov 2019 | Lisbon

SPONSORSHIP PROPOSAL

**BNP**  
BIBLIOTECA  
NACIONAL  
DE PORTUGAL



[www.europeana.eu](http://www.europeana.eu)



@EuropeanaEU



Co-financed by the Connecting Europe  
Facility of the European Union

# About Europeana

Europeana's mission is to 'transform the world with culture'. The Europeana Foundation operates [Europeana Collections](#) in collaboration with partners under a contract with the European Union.

Europeana Collections is Europe's digital library, museum, gallery and archive. It provides access to almost **60 million** digitised items from **3,700** institutions.

The [Europeana Network Association](#) boasts more than **2,400** members from the cultural heritage sector, education, research and creative industries. Europeana leads the conversation on innovation in digital cultural heritage in Europe and along with its Network members, shapes the future of digital innovation in culture.

By becoming a partner of a Europeana conference you will reach decision-makers and innovators from across Europe and beyond.



europeana

# About Europeana conferences

Europeana conferences attract an engaged and dynamic audience from a range of institutions and with varied backgrounds. Not only will you get the chance to showcase your organisation in front of an engaged audience, but your company will also be seen by the tens of thousands of people who visit our conference pages. You will benefit from being directly involved in **one of Europe's premier events held in the cultural heritage sector** and have the opportunity to engage and work with potential partners.





# About this conference

On 27-29 November 2019, **over 250 cultural heritage professionals from around Europe** will converge at the National Library of Portugal in Lisbon for a major sector event. This will be a unique interdisciplinary conference that brings together different areas within cultural heritage, from tech to communications, impact to research, and from education to copyright.

With a **range of sponsorship options**, it's a unique opportunity to get your message across to thought-leaders in Europe from libraries, museums, archives, academia, education, the creative industries and ministries.



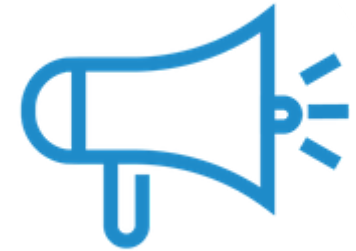
# Reasons to sponsor Europeana 2019

## 1 RAISE YOUR BRAND RECOGNITION WITH AN INTERNATIONAL AUDIENCE

Europeana conferences attract speakers and delegates from around the world. For three days, the international audience congregates to share ideas and build the future of digital cultural heritage.

Your name, products and marketing materials will be displayed prominently. Further, you have the opportunity to **engage directly with speakers and attendees.**

Promote your organisation as an informed and approachable partner of a leading event in the cultural heritage calendar.



# Reasons to sponsor Europeana 2019

## 2 REACH A WIDE AUDIENCE FROM INNOVATIVE START-UPS TO INFLUENTIAL CEOS

The conference audience is made up of over 250 innovators and experts from a variety of fields, shaping the future of digital practice in culture.

### **Attendees come with a wide range of job roles and**

**backgrounds:** From directors and CEOs to start-up founders, librarians to museum curators and software developers and IT professionals to research assistants and world-leading researchers. Event audiences include innovators - current and future - in digital cultural heritage and beyond.



# Reasons to sponsor Europeana 2019

## 3 FORM NEW PARTNERSHIPS IN CULTURE AND TECH

If you are looking to reach professionals in the cultural heritage, technology, creative industries and research sectors, Europeana sponsorship opportunities give you the platform to get your message across, to form new partnerships and meet like-minded professionals.

We include plenty of time in the conference for **networking opportunities** and this is reflected in our sponsorship opportunities.

In 2018, Europeana AGM attendees gave Europeana a **Net Promoter Score of 55**, highlighting that by sponsoring a Europeana conference you will be aligning yourself with an experience rated as 'excellent'. This is a great way to demonstrate your authority as an industry expert and be heard by the people that matter the most to you.



# Reasons to sponsor Europeana 2019

## 4 A RANGE OF AFFORDABLE SPONSORSHIP OPTIONS TO SUIT YOUR GOALS

Find the right package to help reach your target audience while they are away from their day-to-day work and engaged with innovation.

All of our advertising options allow you to **increase brand recognition** among our participants and engage them with your messages.





# Reasons to sponsor Europeana 2019

## 5 PARTNER WITH EUROPE'S DIGITAL LIBRARY

Your support is invaluable and we ensure we express our gratitude to companies who, through their generosity and strategic support, help to make our conferences even more beneficial and relevant for our members.

**We make sure that our friends and attendees hear about your brand** through printed and web-based materials, booklets and credits, and we formally acknowledge major donors and sponsors throughout our conferences.

We recognise you as a valued partner in the conference and as well as giving you our conference logo to put on your website we will provide you with digital copies of the programme to share with your contacts. Other ways you can maximise your involvement and promote your partnership are:

- Use the conference logo in your email marketing campaigns.
- Send press releases to relevant publications.
- Include the conference logo on other collateral sent to relevant contacts.



# Conference sponsorship <sup>1/3</sup>

There are a number of sponsorship options to suit different budgets and goals. Explore these below.

	GOLD	SILVER	BRONZE
Complimentary conference registrations	2	1	1
Featured partner article on pro.europeana.eu	✓	-	-
Ad on the A4 programme booklet <i>(back of the programme or inside front cover)</i>	Full-page	1/2 page	1/4 page
Reduced rate for additional conference registrations from your organisation	-15% (max 4)	-15% (max 2)	
Exclusive space to display your organisation in registration/catering area <i>(displays to be provided by sponsor)</i>	3x1m	3x1m	-
Logo recognition in all communications to registered delegates	✓	✓	-
Mention at Welcome keynote <i>(in case of Gold sponsorship: Europeana Executive Director's opening remarks, the start of each day and closing speech)</i>	✓	✓	✓
Logo included in conference digital branding on site	✓	✓	✓
Roll-up banner placed in the plenary room <i>(to be provided by sponsor)</i>	✓	✓	✓
Branding on conference website homepage <i>(+ description and link for Gold sponsor - max 100 words)</i>	✓	✓	✓
Use of the Europeana conference logo with the tagline: 'Proud partner of Europeana 2019'	✓	✓	✓
Give-away item included in the conference bag <i>(to be provided by sponsor)</i>	✓	✓	✓
	<b>€5,000</b>	<b>€3,000</b>	<b>€2,000</b>

\* All amounts are excluding VAT

# Networking moments <sup>2/3</sup>

## OPENING EVENING CELEBRATIONS *(max 1)*

### CONTACT FOR MORE INFO

Complimentary tickets to celebration *(max 8 people)*

Free conference registrations 2

15% discount on additional conference registrations *(max 6)*

Branding, description and link (max 100 words) on partners page of website

Two email campaigns promoting the celebration with your company listed as a partner *(subject to booking date)*

Ad on the A4 programme booklet - 1/4 page

Company logo to be included on signage at the celebration

Roll-up banners placed at celebration *(to be provided by sponsor)*

Photo opportunity with the Europeana Executive Director

Mention at Welcome keynote and Europeana Executive Directors opening remarks

Opportunity to provide a gift/collateral for the guests *(sponsor to supply gift/collateral)*

## GALA DINNER *(max 1)*

**SOLD**



\* All amounts are excluding VAT

## LUNCH BREAKS *(max 3)*

**€2,000**

Complimentary conference registrations 1

Acknowledgement in the conference programme as our lunch partner(s)

Acknowledgement on the slides within the venue as our lunch partner

Branded signage at the catering area recognising you as our lunch partner

Roll-up banners in dining area *(provided by sponsor)*

Opportunity to provide a gift/collateral for the guests at the lunch *(sponsor to supply gift/collateral)*

## COFFEE BREAKS *(max 3)*

**€1,000**

Acknowledgement in the conference programme as our drinks partner(s)

Acknowledgement on the slides within the venue as our drinks partner

Branded signage at the catering area recognising you as our drinks partner

Roll-up banners in dining area *(provided by sponsor)*

Opportunity to provide a gift/collateral for the guests at the drinks *(sponsor to supply gift/collateral)*

# Awareness raising 3/3

<b>Pre-conference workshop/plenary session</b>	<p>Complimentary conference registrations 2</p> <p>Opportunity to host a pre-conference workshop around a theme likely to be relevant to attendees</p> <p>Branded signage at the workshop</p> <p>Inclusion in the conference programme</p> <p>Roll-up banners placed at workshop - to be provided by sponsor</p> <p>Ad on the A4 programme booklet - Half page</p>	<b>SOLD</b>
<b>Full-page programme advertisement</b>	Inside the programme	<b>€700</b>
<b>Half-page programme advertisement</b>	Inside the programme	<b>€400</b>
<b>1/4 page programme advertisement</b>	Inside the programme	<b>€250</b>
<b>Conference lanyards</b>	Max 1 - to be provided and shipped to Lisbon by sponsor	<b>€1,500</b>
<b>Conference pens and notepads</b>	Max 1 - to be provided and shipped to Lisbon by sponsor	<b>€1,500</b>
<b>Conference bag</b>	Max 1 - to be provided shipped to Lisbon by sponsor	<b>€2,500</b>
<b>Logo on conference website</b>		<b>€500</b>

\* All amounts are excluding VAT

# Sponsor brand presence in collateral

● Gold Sponsor    ● Silver Sponsor    ● Bronze Sponsor



Programme



Roll up



Poster







**EUROPEANA**  
**2019**

**[www.europeana.eu](http://www.europeana.eu)**

Europe's culture - collected for you.  
Explore millions of items from a range of  
Europe's leading galleries, libraries, archives,  
museums and audio-visual collections.

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