

DIGITALEUROPE 



# Masters of Digital 2023

8 & 9 MARCH / BLUEPOINT, BRUSSELS & ONLINE

## Sponsorship Brochure

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[www.mastersofdigital.org](http://www.mastersofdigital.org)



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This year's edition carries the theme of a **resilient digital Europe in times of crisis** and will focus on how digital technologies can play a key role in tackling the many crises Europe is experiencing. As our continent continues to grapple with the aftershocks of the **COVID pandemic**, **Russia's war in Ukraine** has put even more strain on the world economy and European unity. Meanwhile, the searing heat of summer 2022 has shown us the consequences of **inaction on the climate**.

Digital technologies can play a central role in tackling these many interlinked crises. The next two years leading up to the European elections in 2024 will be a crucial time to reshape Europe's economy to be more innovative and harness digital's potential, use technology to **drive down emissions**, and **bolster our digital resilience against hybrid threats together with like-minded partners**.

## Masters of Digital 2022 in numbers



## MOD 2022 Speakers Included



**Ursula von der Leyen**  
President, European Commission



**Gina M. Raimondo**  
U.S. Secretary of Commerce



**Stefano Sannino**  
Secretary General,  
European External Action Service



**Margrethe Vestager**  
Executive Vice President for  
'A Europe fit for the Digital Age', European Commission



**Vittorio Colao**  
Minister for Technical  
Innovation and Digital  
Transition, Italy

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## Masters of Digital Sponsorship Opportunities 2023

Benefits	€50,000	€30,000	€10,000
	Influence	Engage	Connect
Named as Sponsor (at selected level) with logo on all event promotion materials	✓	✓	✓
Company logo included on all pre-event, post-event and event day materials	✓	✓	✓
Guaranteed and complimentary delegate places at the in-person element (please note: in cases where there restrictions remain in place on the number of attendees who can attend events, you will be in the priority group to receive delegate places)	3	2	1
Opportunity to have an exhibition booth at the venue - to showcase a product or solution to give attendees a hands on experience	✓	✓	✓
Supporter of the Future Unicorn Award	✓	✓	✓
Opportunity to host video content or documents on a virtual exhibition booth, to be viewed by all virtual attendees	✓	✓	
Guaranteed speaking position at one session	✓	✓	
One place at the exclusive Women's Day lunch and VIP dinner	✓	✓	
Opportunity to put one branded item in the delegate packs, to be handed out to all in-person attendees	✓		
Opportunity to help shape the chosen session your company representative will be participating in	✓		
Opportunity to work with the event organisers to set audience polls	✓		
Video interview opportunity with your speaker - with a clip included in the event highlights video, and full interview edited into a standalone video	✓		

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## Alternative Sponsorship Packages

The listed sponsorship packages are not exhaustive, and we would be pleased to discuss the design of bespoke packages. Whether this is hosting a private breakfast on the mornings of the conference days, additional visibility possibilities, or speaking opportunities at the VIP pre-conference dinner, please get in touch for more details.

### VIP Pre-Conference Dinner

A highlight of the event is the invitation only VIP dinner & debate. Gathering around 60 participants which includes a mix of high-level policy makers, company executives and DIGITALEUROPE board members, the 3 course exclusive dinner provides an occasion for informal networking and a room wide debate on issues relating to the event themes. Get in touch to discuss visibility opportunities during the evening. This will take place the evening before the first day.

### International Women's Day Lunch - €15,000

The world comes together for International Women's Day on March 8, Day 1 of the conference. Sponsor a lunch that will bring together speakers of the event, policymakers, stakeholders and other select VIP guests to celebrate women's achievements and their vital influence on policymaking in the European digital sector. Sponsorship includes increased brand visibility, a chance for a representative to attend the lunch and deliver a few words to open it.

### Happy Hour Host - €10,000

Following the Unicorn Award celebrations there will be a cocktail hour open to all in-person attendees to join. The setting will be informal and relaxed, providing the opportunity to network and meet over drinks and canapes. Sponsorship includes increased brand visibility and a chance for a representative to deliver a few welcome remarks to all attendees of the reception.

### The Playground - €5,000

Do you have a product or device you'd like conference attendees to interact with? Think games consoles, VR, AR, or other cool tech that will drive engagement and provide a moment of fun and light relief during the event.