

DIGITALEUROPE 



Masters of Digital 2025

20 FEBRUARY 2025 | BRUSSELS & ONLINE...

Sponsorship Brochure

Contact: Kivanç Akil
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www.mastersofdigital.org



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Masters of Digital 2025

The next edition of Masters of Digital, DIGITALEUROPE's annual flagship event will take place on 20 February 2025. The event is a staple in the digital policy event calendar, welcoming high level speakers and attendees to discuss and debate the most critical topics. Previous events have looked at artificial intelligence, cyber security, defence, health data, connectivity and much more.

Masters of Digital 2024 in numbers



1500+ Attendees

72

Countries represented



54

Speakers



682,134

Estimated social reach



2,563

Social media interactions

Speakers of past editions include



Ursula von der Leyen

President, European Commission



Charles Michel

President, European Council



Margrethe Vestager

Executive Vice-President, European Commission



Alexander de Croo

Prime Minister, Belgium



Valdis Dombrovskis

Executive Vice-President, European Commission



Dr Emilija Stojmenova Duh

Minister of Digital Transformation, Slovenia

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Summary of Sponsorship Packages

Package Levels

Benefits	€50,000	€35,000	€20,000
	Gold	Silver	Bronze
Named as a sponsor (at selected level) with logo on relevant event materials	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Guaranteed and complimentary delegate places at the on-site element (due to venue capacity restrictions) in addition to your speaker (if applicable)	3	2	1
Place at exclusive VIP additional events (dinner, lunch etc. where organised)	2	1	1
Opportunity to have an exhibition booth at the venue - <i>to ensure maximum impact we ask that this is a hands on and exciting experience for attendees. DIGITALEUROPE are to sign off on all booths to guarantee audience satisfaction</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guaranteed speaking slot - <i>session choice to be discussed and agreed with DIGITALEUROPE, stage dependent on registrations and room capacities</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <small>Second Stage</small>
Opportunity to help shape the chosen session your company representative will be participating in, including audience polls	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opportunity to host video content or documents online for the virtual audience	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Video interview opportunity with your speaker - with a clip included in the event highlights video, and a full interview edited into a standalone video (filmed at event)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to booking private meeting rooms for bilateral meetings on site and assistance with coordinating meetings with other event speakers and VIPs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



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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 morning of the conference day, additional visibility possibilities, or speaking opportunities at the VIP pre-conference dinner, please get in touch for more details.

National Trade Associations Custom package

€5,000

A package exclusively for our National Trade Associations to be part of the event. Custom benefits to be discussed with DIGITALEUROPE

VIP Pre-Conference Dinner

A highlight of the event is the invitation only VIP dinner & debate. Gathering around 80 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.

Exclusive VIP lunch

€15,000

Sponsor the event day VIP lunch that brings together speakers of the event, policymakers, stakeholders and other select VIP guests in a smaller, more intimate number of around 25 guests for a discussion on your choice of theme. Sponsorship includes increased brand visibility, a chance for a representative to attend and to deliver a few opening words.

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.

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