

**INFORMATION
FOR SPONSORS**

STARTAR

UNIVERSITÄT

VOUCHER

DÜSSELDORF

**APRIL
5 – 12, 2019**

**BECOME
A SPONSOR
HERE!**
**DEADLINE:
SEPTEMBER 28,
2018**

-  facebook.com/startupdus
-  www.startupwoche-dus.de
-  **Video Startup-Woche 2018**



Wirtschaftsförderung
Landeshauptstadt Düsseldorf

THE SUCCESS STORY

The first Startup-Woche in 2016 started with 42 events and 2,600 visitors, in 2017 there were already 94 events and 3,800 participants, and in the **2018 Startup-Woche, 5,000 interested people** attended around **170 events**.

The appeal of the Startup-Woche Düsseldorf extends far beyond the city limits: startups and companies from Hamburg, Munich, Berlin and, of course, from the economic area of the Rhine-Ruhr meet in Düsseldorf. The events are used to present, inform and network. In addition, they offer a crucial opportunity to build bridges between corporates and startups.

For eight days, visionaries, fighters and starters meet people, companies and products that enrich startup life in Düsseldorf. Düsseldorf is an important platform for the exchange between start-ups, companies, investors, associations and universities.

Aims

- ▶ Strengthen the visibility of the startup scene in Düsseldorf
- ▶ Creating international radiance setting impulses conveying expertise
- ▶ Developing networks generating and expanding business areas

OUR TARGET GROUP

Corporates

Investors

Innovative
founders

Young
startups

Established
startups

round about
5,000
visitors

36 %
from NRW

61 %
from Düsseldorf

3 %
GER/abroad

49 %
of visitors
are between
30 and 50 years
old

37.5 %
self-employed

30 %
(still) employees

14.6 %
students

47 %
participate in
two to four
events

21 %
even attend
between
five and seven
events

THE AD CAMPAIGN

The Startup-Woche will be accompanied by the state capital of Düsseldorf with intensive press and public relations work at local and supraregional level.

Start of the
 campaign
**February 28,
 2019**



Website

www.startupwoche-dus.de



Facebook.com/startupdus

9.085 Fans (as of: June 21, 2018)



Program booklet

DIN A5

Displayed in universities, cultural displays, popular places, organizer addresses

Edition: 17.500 pieces



Program folder

(A3 folded to A6)

Displayed in universities, cultural displays, popular places, organizer addresses

Edition: 30.000 pieces

THE AD CAMPAIGN

Outdoor advertising in Düsseldorf



Flags

40 pieces



18/1 billboards

70 pieces



Screens in subway stops

12.250 pieces



Ad banners

4 pieces



Advertising columns

DIN A0

250 pieces

THE AD CAMPAIGN

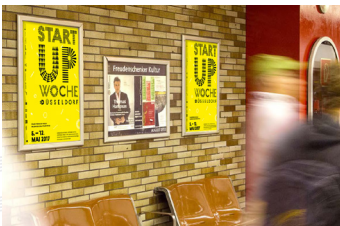
Outdoor advertising in Düsseldorf



Triangle stands

DIN A0

100 pieces



Advertising at train stations

DIN A1

100 pieces



Advertising on junction boxes

DIN A1

250 pieces



Expanse posting

DIN A1, 180 pieces

DIN A2, 250 pieces



Foil balloons

Addresses of the organizers

500 pieces

THE AD CAMPAIGN

Outdoor advertising in Düsseldorf



Coasters

Displayed in popular places

13.000 pieces

Rhine-Ruhr area



Program booklet

DIN A5

Displayed in universities, cultural displays, popular places, organizer addresses

Edition: 7.500 pieces



Program folder

(A3 folded to A6)

Displayed in universities, cultural displays, popular places, organizer addresses

Edition: 20.000 pieces



City-Light posters

40 pieces

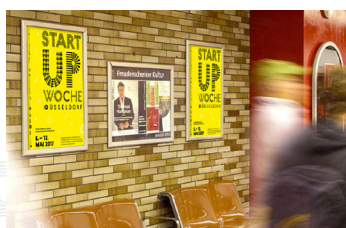
THE AD CAMPAIGN

Rhine-Ruhr area



18/1 billboards

35 pieces



Advertising at train stops

DIN A1

120 pieces



Expansive posting

DIN A1

500 pieces

BECOME A SPONSOR IN 2019

As sponsors, we offer you the opportunity to advertise your company or your product on various and large-format advertising media in the startup scene as well as in the public in the city of Düsseldorf and regionally.

Our services for you at a glance

Integration of your logo

- ▶ On the back cover of the program booklet
- ▶ On the program folder
- ▶ On all posters 18/1, A0, A1, A2
- ▶ On the ad banners
- ▶ On the flags
- ▶ On the info screens in subway stations
- ▶ On the website of the Startup-Woche Düsseldorf
- ▶ On the tickets of all visitors
- ▶ In the aftermovie of the Startup-Woche Düsseldorf

Additional Services

- ▶ Secured placement of two events in the program of the Startup-Woche Düsseldorf
- ▶ 1/1 ad in the program booklet
- ▶ 1/1 page in the program booklet, designed with a photo of a selected person of your company + your quote (350 characters) about your commitment to the startup scene Düsseldorf
- ▶ A written interview with you, publication on the blog of the Startup-Woche: www.startupwoche-dus.de/category/blog*
- ▶ A Facebook post with reference to the interview published on the blog on the Facebook fan page of the Startup-Woche Düsseldorf *
- ▶ Participation in the sponsor lunch following the Startup-Woche 2019

Value:

7,500 euros plus VAT

We guarantee no industry exclusivity.

Register exclusively
online until
September 28, 2018!

Feedback until
October 10, 2018!

* The schedule is at the discretion of the Startup-Woche Düsseldorf. The posting text is written by the Startup-Woche.

CONTACT



We thank you in advance for your interest in a sponsoring partnership with the Startup-Woche Düsseldorf.

We are very happy to assist you in a personal conversation.



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