

EWPN

MAKING DIVERSITY
MATTER IN FINTECH

SPONSORSHIPS

EWPN PROGRAMME POLICIES



SPONSORSHIPS

EWPN is a non-profit membership organisation whose purpose it is to promote gender parity with respect to opportunity, reward, recognition and professional mobility. EWPN seeks to achieve the same with respect to 'diversity', be this term in reference to inter-sectionality, race, ethnicity, sexual orientation/identity or creed.

EWPN is a registered foundation in the Netherlands, governed by an executive board of directors and an advisory board.

EWPN has local ambassadors in most European countries and specific ambassadors for some initiatives and/or programmes.

A major part of EWPN's funding and ability to stage events rely on corporate sponsorships. EWPN distinguishes between two categories of sponsorship; 'partnership sponsorship' and 'event sponsorship'. The partnership sponsorship is valid for a year (12-month rolling) and event sponsorships are valid for one event or a series of events within a year (12-month rolling).

- A. Partnership Sponsorships:** These sponsorships are broad in nature and they are intended to provide the sponsor with broad and prominent brand exposure at all EWPN events, publications and collateral. These partnerships are flexible and open to bespoke arrangements and agreements in order to provide mutual benefits.
- B. Event Sponsorship:** These sponsorships are typically tied to an event or a series of events, where the sponsor gets specific brand exposure relative to an award or function at an EWPN event, or to a specific topic that EWPN runs in one or more locations.



PARTNERSHIP SPONSORSHIPS

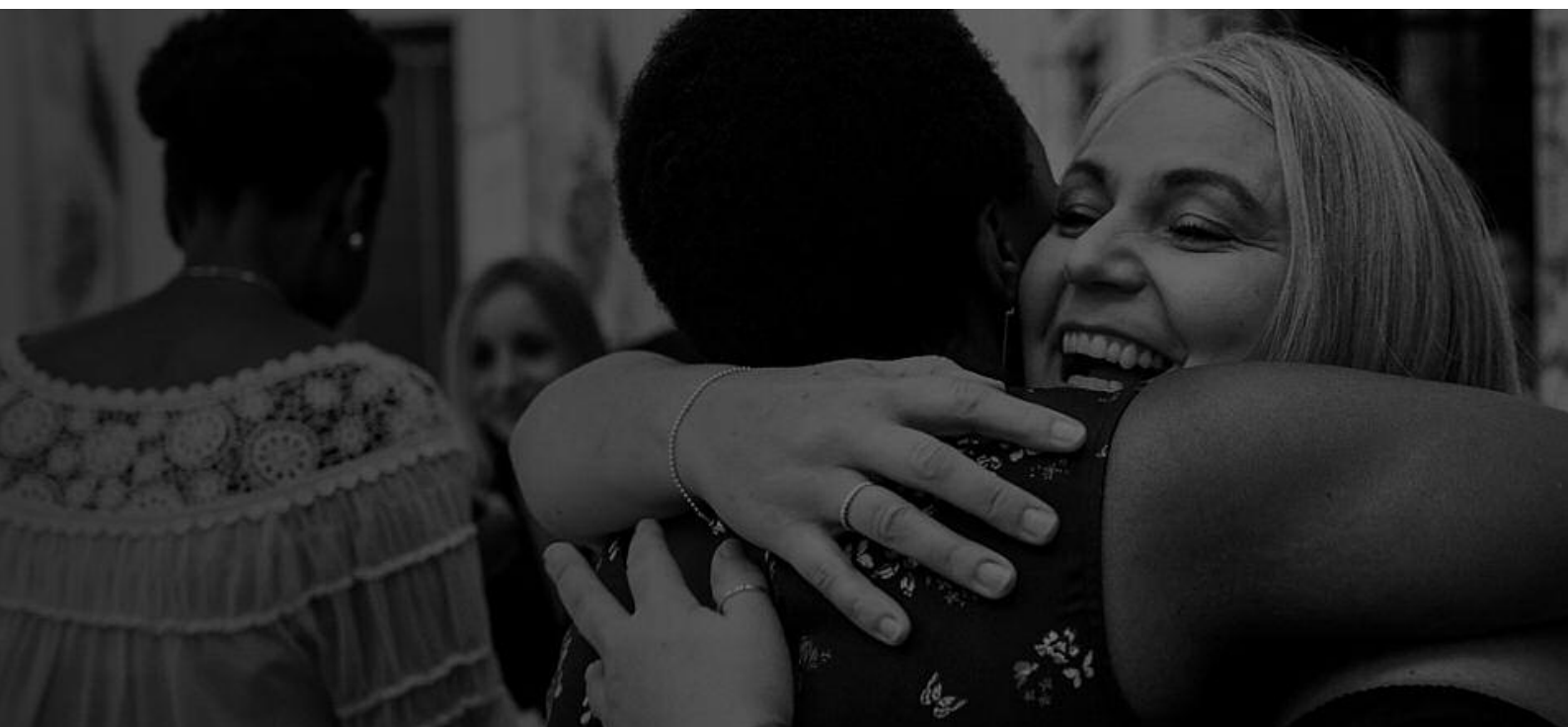
EWPN will seek to have two main partnership sponsorships every year. The partnerships are intended to strengthen EWPN's capabilities and promote the EWPN cause (gender parity in opportunity and reward and diversity in companies and society) and enable visibility to the sponsor's engagement and initiatives to support their own and EWPN's objectives as a force for good business. EWPN will seek to form long-term partnerships with credible companies that are also actively supporting diversity within their organisation. The partnerships are negotiated and agreed on a bespoke basis but they will always offer the sponsor the following benefits:

BENEFITS

- Speaking slot (or panel) for a chosen topic at the annual event
- Prominent brand exposure on the EWPN website and member portal (banners)
- Prominent brand exposure on EWPN collateral, including collateral produced for our annual event and local events, social media and newsletters (to include an interview/article slot in one newsletter + banners in other newsletters)
- Prominent mention and exposure on preferred speakers' list
- One Platinum corporate membership (12 months) worth 15,000 Euros

The partnership sponsorships are priced at **EUR 50,000.00** per annum (*12-month rolling*)

In addition to these partnership sponsorships, EWPN will also consider long term partnerships with start-ups and SMEs that have a distinct approach and practice with respect to gender parity and diversity. These partnerships will be negotiated on an individual basis with a view to promoting companies that engage in changing the conversation on gender and diversity for the better.



EVENT SPONSORSHIPS

EWPN will seek to have sponsors for two types of events, the annual event conference dinner and awards and specific topic events, e.g. leadership clinics, throughout the year. Local meet-up events are sponsored locally in the country where they are taking place.

1. The EWPN main annual event will host a dinner and awards ceremony the night before the main conference. This evening dinner and awards gala event and the main conference will have the following sponsor categories:

SPONSOR CATEGORIES

Headline Platinum Sponsor	€50,000.00
Gold Sponsor	€15,000.00
Silver Sponsor	€10,000.00
Bronze Sponsor	€5,000.00
Lunch Sponsor	€7,000.00
Gala Dinner Sponsor	€15,000.00
Cocktails Sponsor	€7,000.00
Individual Awards Sponsor	€3,000.00

SPECIFIC TOPIC EVENT SPONSORSHIPS

2. Specific topic event sponsorships: Preceding the dinner and awards gala event will be two leadership clinics and at least an additional clinic on a specific commercial topic. These clinics will offer opportunities for companies to sponsor specific topics that EWPN will put on the agenda. EWPN will aim to hold clinics throughout the year in conjunction with partners and local, in-market, meet-ups. These sponsorships will be sold at **EUR 5,000.00** each. These will provide a very specific brand exposure for sponsoring companies, as well as a speaking slot at the clinics, which are a very good opportunity to showcase company initiatives and/or take a position on a topic.

SPONSORSHIPS

	Headline Platinum	Full Awards Dinner	Gold	Silver	Bronze
TICKETS					
Complimentary Ticket(Staff)	20	10	6	5	3
Complimentary Ticket(Clients)	20	10	4	5	2
Supplementary Ticket(Staff)	40%	25%	20%	20%	17%
Supplementary Ticket(Clients)	40%	25%	20%	20%	17%
BRANDING & SIGNAGE					
Event powered by XXX	X				
Description as Sponsored by X		X			
Logo & Profile on event landing page	X	X	X	X	X
Dedicated announcement e-mail to database & social media	X	X	X	X	
Social media mention	X	X	X	X	X
Opportunity to send out one co-branded email to participant list after the conference	X	X	X	X	
Opportunity for sponsor to provide a branded delegate bag	X	X	X	X	X
Stage mention of sponsors	X	X	X	X	X
Stage banner display	X	X	X		
Entrance banner display	X	X	X	X	
Sponsor logo on all marketing e-mails	X	X	X		
Branding in cocktail area					
Branding in dinner area		X			
Branding in lunch area					
Branding in breakfast area					
Mentioned as previous sponsors (event page)	X	X	X	X	
SPEAKING & PRESENTATION					
Opening or Closing remarks	X	X			
Awards presentation	X	X	X		
Nominate Awards Committee Member	X	X	X	X	
Speech during ceremony		X			
Keynote & speaker introduction	X	X	X		
Panel discussion Moderator	X	X	X	X	
SITTING TABLE ARRANGEMENT					
Reserve VIP Table of 10	X	X	X	X	
Logo on dinner menu		X			
Logo on table number		X			
Branded gift on table	X	X	X		
Opportunity for sponsor to provide a candy floss machine or branded sweets		X			
Cocktails sponsored by XXX					
Dinner sponsored by XXX		X			
	€ 50,000	€ 25,000	€ 15,500	€ 10,000	€ 5,500

SPONSORSHIPS

	Breakfast	Lunch	Cocktails	Individual Awards
TICKETS				
Complimentary Ticket(Staff)	3	4	5	2
Complimentary Ticket(Clients)	2	3	4	2
Supplementary Ticket(Staff)	15%	20%	20%	10%
Supplementary Ticket(Clients)	15%	20%	20%	10%
BRANDING & SIGNAGE				
Event powered by XXX				
Description as Sponsored by X			X	X
Logo & Profile on event landing page	X	X	X	X
Dedicated announcement e-mail to database & social media				
Social media mention	X	X	X	X
Opportunity to send out one co-branded email to participant list after the conference		X	X	
Opportunity for sponsor to provide a branded delegate bag		X	X	X
Stage mention of sponsors	X	X	X	X
Stage banner display				
Entrance banner display			X	
Sponsor logo on all marketing e-mails				
Branding in cocktail area			X	
Branding in dinner area				
Branding in lunch area		X		
Branding in breakfast area	X			
Mentioned as previous sponsors (event page)		X	X	
SPEAKING & PRESENTATION				
Opening or Closing remarks				
Awards presentation			X	X
Nominate Awards Committee Member			X	X
Speech during ceremony			X	
Keynote & speaker introduction				
Panel discussion Moderator			X	
SITTING TABLE ARRANGEMENT				
Reserve VIP Table of 10			X	
Logo on dinner menu				
Logo on table number				
Branded gift on table			X	
Opportunity for sponsor to provide a candy floss machine or branded sweets				
Cocktails sponsored by XXX			X	
Dinner sponsored by XXX				
	€ 3,500	€ 5,000	€ 7,000	€ 3,000

INSIGHTS AND RESEARCH SPONSORSHIPS

EWPN seeks to be a leader in creating and disseminating evidence-based research on gender and diversity dimensions with a specific focus on the payments and FinTech industries. The focus of the proposed research is aimed at examining the value of gender parity and diversity with respect to innovation, productivity, talent management, product development, sustainable growth and value creation. EWPN believes that insights through research are crucial to promoting a progressive agenda for gender parity and diversity in the payments industry and in our societies. Research in collaboration with companies and academia is likely to yield valuable results that EWPN and its stakeholders and members can use to promote the EWPN objectives and educate and advocate in line with research results. EWPN aims to develop a strong and collaborative network of research, be that original or curated research, with like-minded organisations, academia and business schools.

EWPN will be seeking specific sponsors to fund research undertaken in the EWPN research programme. This programme is supervised by qualified researchers at PhD level.

Insights and research sponsors will have an opportunity to provide input in to the research topics or select topics from EWPNS priorities.

The insights and research sponsorships are priced in between **EUR 5-25,000.00** per annum or per project.

