


Sponsors' Pack



2013 World Water Week in Stockholm
Water Cooperation: Building Partnerships
September 1-6, 2013
Stockholmsmässan

Take the Opportunity to Engage in the World's Leading Water Event!

Being a sponsor of the World Water Week enables you to:

- Gain high visibility before, during and after the World Water Week, in print, online and on signage at the event as a key supporter.
- Receive wide-ranging recognition from the World Water Week's large and diverse audience.
- Network with key persons in the water sector.
- Reach decision-makers, opinion leaders, and constituencies in various fields.
- Be associated with the world's leading water event.
- Demonstrate a strong commitment to address one of the world's most urgent issues – the growing water crisis.



Participants: In Numbers

These numbers are based on the 2012 World Water Week registration information and evaluation survey.

- The World Water Week attracts participants from over 130 countries around the globe; 51 per cent from Europe, 18 per cent from Africa, 14 per cent from Asia, 16 per cent from Americas and 1 per cent from Oceania.
- Participants are from various sectors; 23 per cent from Governmental agencies, 13 per cent from Inter-governmental organisations, 6 per cent from media, 17 per cent from civil society, 14 per cent from the private sector, 25 per cent from the scientific sector and 2 per cent from other sectors.
- 39 per cent of the World Water Week participants are women and 61 per cent are men.
- 77 per cent state that they visit the World Water Week to network and build partnerships.
- 98 per cent of the participants are satisfied with the overall organisation of the World Water Week, and believe it is a useful platform for networking and fostering partnerships.
- 84 per cent rate the World Water Week as more useful for their work than other similar conferences.



2013 theme

The World Water Week in Stockholm is the leading global event for concretely addressing the planet's water issues and related concerns of international development. The 2013 World Water Week theme is "Water Cooperation – Building Partnerships", raising questions on why cooperation is needed on water issues, to what aim, at what level, with whom and, not least, how?

Participants

The World Water Week annually attracts over 2,500 participants and 200 collaborating organisations from all over the world. During the week, a large and diverse audience of leaders and experts from the world's scientific, business, governmental and civic communities convene in Stockholm to exchange views, experiences and shape joint solutions to global water challenges.

Social events and award ceremonies

Several award ceremonies – including the presentation of the prestigious Stockholm Water Prize – highlight the week. Together, they attract a sizeable media contingent that conveys breaking news and socio-economic commentary to audiences around the globe.

Benefits

Gold

300,000 SEK

Silver

150,000 SEK

Bronze

75,000 SEK

Company logo placement and ads in World Water Week promotions

World Water Week Announcements	✓	✓	✓
Print and electronic versions of the World Water Week Programme	✓	✓	✓
Print and electronic versions of the <i>Overarching Conclusions</i> distributed to 50,000 recipients	✓	✓	✓
Print and electronic versions of Stockholm Water Front magazine (global circulation 45,000)	✓	✓	✓
Logo promotion on the World Water Week website linked to your company website	✓	✓	✓

World Water Week onsite recognition (more details on following pages)

Your company logo displayed at the official opening and closing sessions of the World Water Week.	✓	✓	✓
Exhibit space at the World Water Week exhibition (at venue and congress centre)	✓	✓	
Opportunity to arrange a cocktail reception connected to your exhibition space	✓	✓	
Promotional insert in conference bag (print material)	✓		

Social events (more details on following pages)

Enjoy the Stockholm Water Prize Ceremony and Royal Banquet with complimentary tickets	✓	✓	✓
Sponsors also have the opportunity to invite special guests with additional tickets (SEK 3,000)	Four/six additional	Two/four additional	Two
Invite key persons from your company to attend the World Water Week with complimentary registration passes	Six	Four	Two
Enjoy the Stockholm Junior Water Prize Ceremony with complimentary tickets	Six	Four	Two
Organise your own event at the World Water Week (side event for up to 100 guests)	✓		

Additional benefits

Use of the World Water Week in marketing programs with wording such as "Company Name supports the World Water Week in Stockholm"	✓	✓	✓
Content and photos from SIWI to support company magazines, newsletters, and web sites	✓	✓	✓
Invitations to topical seminars and events conducted or arranged by SIWI	✓	✓	✓
Opportunity to use SIWI speakers or SIWI recommended speakers in programs related to company activities in water and the environment	✓		

World Water Week Onsite Recognition

Display your company logo at the official opening and closing sessions of the World Water Week

Reach out to a large audience by having your logo appear in the slide show of both the official opening and closing sessions. Both sessions are streamed live and reach out to World Water Week viewers worldwide.

Exhibit at the World Water Week exhibition
(at venue and congress centre)

With the aim to create a dynamic atmosphere at the World Water Week, the exhibition plays an essential role in addition to the various plenary sessions, seminars, workshops and side events.

The exhibition area will be located in the B-hall at Stockholmsmässan (Stockholm International Fairs). Daily coffee breaks will also be located in B-hall and we also offer the opportunity to organise cocktail receptions in connection to your exhibition space. A standard space is 2m x 3m.

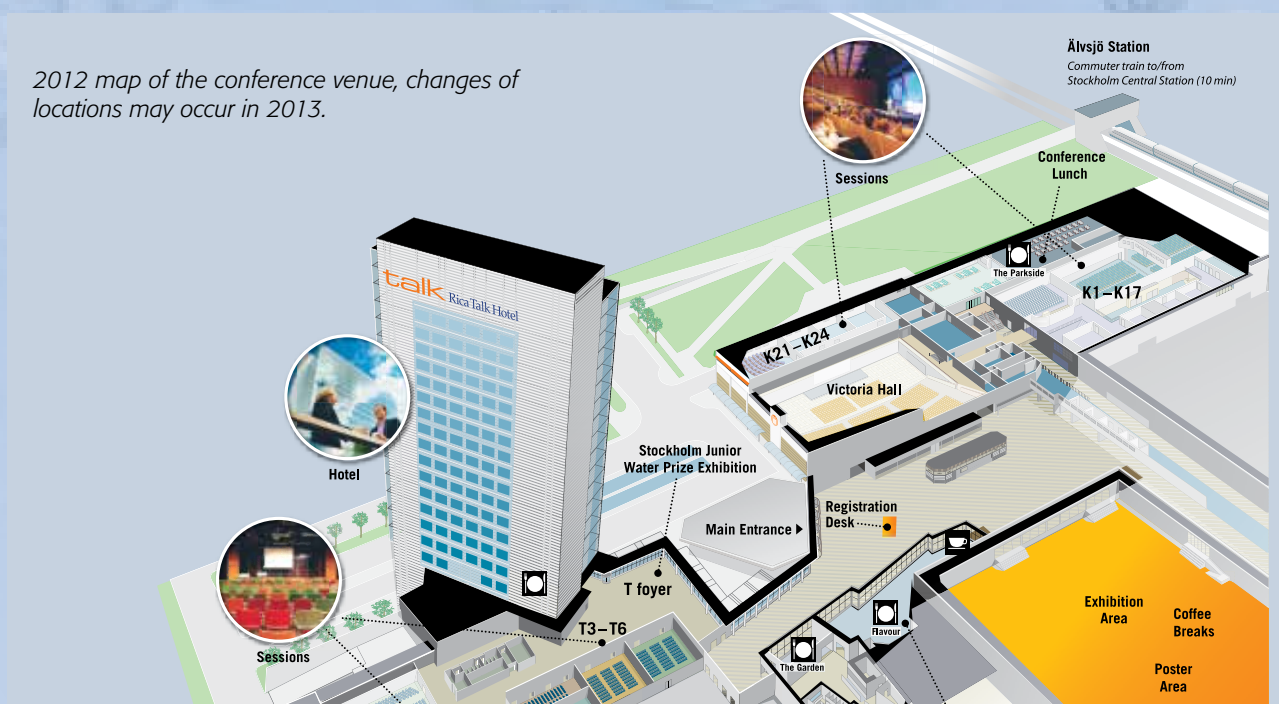
Arrange a cocktail reception connected to your exhibition space

Take the opportunity to meet and greet with the participants and arrange a cocktail reception in connection to your exhibition space. We can make recommendations and assist with planning (costs for food and drinks are not included in the sponsorship).

Promotional insert in **conference bag**
(printed material)

Promote your World Water Week events or your company's achievements related to water through your own produced printed material inserted in the conference bag.

2012 map of the conference venue, changes of locations may occur in 2013.



Social Events

Enjoy the **Stockholm Water Prize Ceremony** and **Royal Banquet** with complimentary tickets

Sponsors have the opportunity to invite special guests with additional tickets (SEK 3,000).

The Stockholm Water Prize Ceremony and the Royal Banquet offer an evening that treats its guests to a culinary experience and fantastic entertainment in the company of H.M. King Carl XVI Gustaf of Sweden, the Patron of the Stockholm Water Prize. The Stockholm Water Prize is the world's most prominent award for outstanding achievements in water-related activities.

Invite key persons from your company to attend the **World Water Week** with complimentary registration passes

As the World Water Week serves as a platform for knowledge sharing and networking, it is important that the right people are at the right place at the right time. The complimentary tickets give you the opportunity to invite key representatives from your company to the desired event. The tickets include registration to the entire World Water Week, lunches and to the traditional "Dinner & Dance" event on Tuesday evening. "Dinner & Dance" is a social event, held annually at different attractive venues in the city centre of Stockholm and it offers yet another chance to meet and greet, enjoy good food and great entertainment!

Enjoy the **Stockholm Junior Water Prize Ceremony** with complimentary tickets

The Stockholm Junior Water Prize congregates the world's most imaginative young minds for an outstanding competition in the capital of Sweden, encouraging their continued interest in water and sustainability issues. With H.R.H. Crown Princess Victoria of Sweden attending, the ceremony offers interesting plenaries and fun entertainment. The complimentary tickets give you the opportunity to invite additional representatives from your company to enjoy the ceremony.

Organise your own event at the World Water Week (side event for up to 100 guests)

Organising your own event at the World Water Week is the perfect opportunity for launches, or to communicate a message to a specific target group or broadly to the participants (costs for food and drinks are not included in the sponsorship). Information about the event will appear in both the printed copy of the final program and on the web.



Contact

Would you like to be a sponsor of the World Water Week in Stockholm?

Do you want to discuss our sponsorship opportunities?

Do you have any additional sponsorships ideas that you would like to discuss?

Do not hesitate – get in touch with us! We are looking forward to inspiring and to being inspired by you!

**BECOME
A SPONSOR!**



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“Nestlé recognised the importance of the global water issue very early on and has made water a key focus area of its Creating Shared Value approach to business. Nestlé acknowledges the importance of active engagement in driving the conversation forward, and there is no better annual forum where the most influential and knowledgeable people gather to this end than the World Water Week. This is why we have entered into a multi-year partnership with SIWI so that we can experience, share and learn at this unique event.”

Nestlé

