



# Sponsor Recognition Package



## Join WIPO for Creators!

Help build the Creators Platform, a free to use online application providing factual and objective information to raise awareness about creators' rights. To succeed, we seek your financial support, with a range of benefits according to your level of participation.

**With six categories of sponsorship, the choice is yours.**

- Platinum Sponsor: CHF 1,000,000
- Gold Sponsor: CHF 500,000 to 999,000
- Silver Sponsor: CHF 250,000 to 499,000
- Bronze Sponsor: CHF 100,000 to 249,000
- Regular Sponsor: CHF 1,000 to 99,000
- In-Kind Sponsor: Donation of goods or services (to be assessed on a case by case basis)

### Platinum sponsor

1. Sponsor's chief executive may take part in global press conferences, such as on the announcement of the launch of the WIPO for Creators' Creators Platform, alongside WIPO Director General Daren Tang, Music Rights Awareness Foundation (MRAF) Co-Founder Björn Ulvaeus and other Platinum Sponsors
2. Sponsor's representative may become Special Envoy for WIPO for Creators.
3. Sponsor's representative will be invited to meet with WIPO Director General Daren Tang and MRAF's Björn Ulvaeus, the legendary ABBA star.
4. Sponsor will be referred to as Platinum Sponsor in WIPO for Creators communications and promotional materials.
5. Sponsor will become a member of the WIPO for Creators Sponsors Committee and have first-hand information about WIPO for Creators finances and operations.
6. Sponsor will be invited to attend the WIPO for Creators Annual Meeting in the presence of all invited partners.
7. Sponsor will have the opportunity to display the WIPO for Creators logo or seal on communications and informational materials (in line with WIPO brand guidelines).
8. Sponsor will feature in an exclusive news item post on WIPO for Creators website.
9. Sponsor will receive prime exposure on WIPO social media platforms.
10. Sponsor name and logo will be mentioned in WIPO for Creators e-blasts on progress of the Creators Platform.
11. Sponsor name and logo will be featured on the WIPO for Creators website, with a link to the sponsor's website.
12. Sponsor will receive a WIPO award in recognition of its contribution to WIPO's mission.
13. Sponsor will enjoy top visibility in the annual WIPO for Creators Sustainability Report including possible references to the sponsor's relevant corporate social responsibility (CSR) and economic, social and governance (ESG) programs and contributions to the implementation of UN Sustainable Development Goals (SDGs).
14. Sponsor will receive tickets to the ABBA Voyage show.



## Gold sponsor

1. Sponsor's representative will be invited to meet with WIPO Director General Daren Tang and MRAF's Björn Ulvaeus, the legendary ABBA star.
2. Sponsor will be referred to as Gold Sponsor in WIPO for Creators communications and promotional materials.
3. Sponsor will become a member of the WIPO for Creators Sponsors Committee and have first-hand information about WIPO for Creators finances and operations.
4. Sponsor will be invited to attend the WIPO for Creators Annual Meeting in the presence of all invited partners.
5. Sponsor will have the opportunity to display the WIPO for Creators logo or seal on communications and informational materials (in line with WIPO brand guidelines).
6. Sponsor will feature in an exclusive news item post on WIPO for Creators website.
7. Sponsor will receive prime exposure on WIPO social media platforms.
8. Sponsor name and logo will be mentioned in WIPO for Creators e-blasts on progress of the Creators Platform.
9. Sponsor name and logo will be featured on the WIPO for Creators website, with a link to the sponsor's website.
10. Sponsor will receive a WIPO award in recognition of its contribution to WIPO's mission.
11. Sponsor will enjoy top visibility in the annual WIPO for Creators Sustainability Report including possible references to the sponsor's relevant corporate social responsibility (CSR) and economic, social and governance (ESG) programs and contributions to the implementation of UN Sustainable Development Goals (SDGs).
12. Sponsor will receive tickets to the ABBA Voyage show.

## Silver sponsor

1. Sponsor will be referred to as Silver Sponsor in WIPO for Creators communications and promotional materials.
2. Sponsor will become a member of the WIPO for Creators Sponsors Committee and have first-hand information about WIPO for Creators finances and operations.
3. Sponsor will be invited to attend the WIPO for Creators Annual Meeting in the presence of all invited partners.
4. Sponsor will have the opportunity to display the WIPO for Creators logo or seal on communications and informational materials (in line with WIPO brand guidelines).
5. Sponsor will feature in a news item post on WIPO for Creators website.
6. Sponsor feature on select WIPO social media platforms.
7. Sponsor name will be mentioned in WIPO for Creators e-blasts on progress of the Creators Platform.
8. Sponsor name will be featured on the WIPO for Creators website, with a link to the sponsor's website.
9. Sponsor will enjoy good visibility in the annual WIPO for Creators Sustainability Report including possible references to the sponsor's relevant corporate social responsibility (CSR) and economic, social and governance (ESG) programs and contributions to the implementation of UN Sustainable Development Goals (SDGs).
10. Sponsor will receive tickets to the ABBA Voyage show.





## Bronze sponsor

1. Sponsor will be referred to as Bronze Sponsor in WIPO for Creators communications and promotional materials.
2. Sponsor will become a member of the WIPO for Creators Sponsors Committee and have first-hand information about WIPO for Creators finances and operations.
3. Sponsor will be invited to attend the WIPO for Creators Annual Meeting in the presence of all invited partners.
4. Sponsor will have the opportunity to display the WIPO for Creators logo or seal on communications and informational materials (in line with WIPO brand guidelines).
5. Sponsor will feature in a news item post on WIPO for Creators website.
6. Sponsor will feature on select WIPO social media platforms.
7. Sponsor name will be mentioned in WIPO for Creators e-blasts on progress of the Creators Platform.
8. Sponsor will enjoy visibility in the annual WIPO for Creators Sustainability Report including possible references to the sponsor's relevant corporate social responsibility (CSR) and economic, social and governance (ESG) programs and contributions to the implementation of UN Sustainable Development Goals (SDGs).
9. Sponsor will receive tickets to the ABBA Voyage show.

## Regular sponsor

1. Sponsor will be invited to attend the WIPO for Creators Annual Meeting in the presence of all invited partners.
2. Sponsor will have the opportunity to display the WIPO for Creators logo or seal on communications and informational materials (in line with WIPO brand guidelines).
3. Sponsor name will be mentioned in WIPO for Creators e-blasts on progress of the Creators Platform.
4. Sponsor will be mentioned in the annual WIPO for Creators Sustainability Report.

## In-Kind sponsor

1. If proposed donation of goods and services meets WIPO for Creators requirements, Sponsor will collaborate with WIPO for Creators under modalities to be determined case by case.
2. Sponsor will be invited to attend the WIPO for Creators Annual Meeting in the presence of all invited partners.
3. If relevant, Sponsor name will be mentioned in WIPO for Creators e-blasts on progress of the Creators Platform.

Sponsor Recognition Package Table summarizing benefits follows below.





## Sponsor Recognition Package

	In-Kind Sponsor	Regular Sponsor	Bronze Sponsor	Silver Sponsor	Gold Sponsor	Platinum Sponsor
Sponsor's chief executive will take part in global press conferences on key WIPO for Creators achievements						•
Special Envoy for WIPO for Creators						•
Sponsor's representative invited to meet with WIPO Director General and MRAF's Björn Ulvaeus, ABBA					•	•
Referred to at level of Sponsorship in WIPO for Creators communications and promotional materials			•	•	•	•
Sponsor Committee			•	•	•	•
WIPO for Creators Annual Meeting	•	•	•	•	•	•
Opportunity to display WIPO for Creators logo or seal on communications and informational materials		•	•	•	•	•
Feature in News item posts on WIPO for Creators website			•	•	•	•
Exposure on (select) WIPO social media posts			•	•	•	•
Name and/or logo will appear and/or mentioned in WIPO for Creators e-blasts on progress of the Creators Platform	•	•	•	•	•	•
Name and/or logo will be exposed on the WIPO for Creators website, with a link to the organization's website				•	•	•
Receive a WIPO award					•	•
Mention in the annual WIPO for Creators Sustainability Report with reference to entity's CSR and ESG programs, noting the relationship with the UN Sustainable Development Goals	•	•	•	•	•	•
Receive tickets to ABBA Voyage show			•	•	•	•

