



# World Coffee Events



CHAMPIONSHIP SPONSORSHIP OPPORTUNITIES

# WCE CHAMPIONSHIP SPONSORSHIP OPPORTUNITIES

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## ICON KEY



Website



Digital  
& Print  
Signage



Emcee



Prizes



Print



Press



Social  
Media



Product  
Placement



Tickets



Competitor  
& Judge  
Bag



T-Shirts



Exclusive  
Trademark



Activation

Icons represent sample benefits packages. Each package is customized upon request. See Appendix page for more details.



## Exclusive Title Sponsor

€75,000



Additional:

- Naming rights on Championship 'brought to you by...'
- Portion of Sponsor fee allocated for WBC Champion travel opportunities
- Designated activation space at WBC stage area
- Full page editorial in WBC Program Guide
- Speaking opportunity during Awards Ceremony

## Exclusive Diamond Sponsor

€50,000

Additional:



- Opportunity to host partnership promotional activity during championship (i.e. raffle, auction or audience cam activation)
- Designated activation space at WBC stage area
- Top 6 Finalist Prizes: present prizes to top 6 WBC finalists
- Speaking opportunity during finals announcements

## Exclusive Platinum Sponsor

€40,000

Additional:



- Designated activation space at WBC stage area
- Top 6 Finalist Prizes: present prizes to top 12 WBC finalists during Semi-Finals Announcement
- Speaking opportunity during semi-final announcements

### Gold Sponsor (2 Slots Available)

€30,000



Additional:

- Commentator Box: logo recognition on stage Commentator box graphics
- Targeted social media campaign
- Activation: Product demonstration WBC Espresso and/or Brew Bar
- WBC Sponsor Trademark usage

### Silver Sponsor (3 Slots Available)

€20,000



Additional:

- Pre-event Promotion: opportunity for Sponsor to prepare digital marketing materials for WCE to circulate to National Champions
- Activation: Product demonstration WBC Espresso and/or Brew Bar
- WBC Sponsor Trademark usage

### Bronze Sponsor (Cups, Dairy, Blender, 5+ Slots Available)

€10,000



Additional:

- Official 'product' sponsor
- Activation: product demonstration at WBC Espresso and/or Brew Bar
- WBC Sponsor Trademark usage

### Product Sponsor (Small wares, 5+ Slots Available)

€7,500



## Exclusive Title Sponsor

€20,000



Additional:

- Naming rights on Championship 'brought to you by...'
- Designated activation space by stage area
- Product demonstration at Serve the Audience bar
- Speaking opportunity & presentation of trophies during Awards Ceremony
- Advertising: video & web banner ad

## Equipment Partner (Grinder, Hot Water, Filtration)

€10,000



Additional:

- Official 'equipment' sponsor (mandatory use in competition)
- Activation: product used at Serve the Audience Brew Bar
- BREW Sponsor Trademark usage
- Speaking opportunity during Finals Announcement

## Exclusive Origin/Facility Trip Sponsor

€7,500



Additional:

- Pre-event Promotion: opportunity for Sponsor to prepare digital marketing materials for WCE to circulate to National Champions
- BREW Sponsor Trademark usage

## Exclusive Coffee Sponsor

€7,500



Additional:

- Official 'coffee' sponsor (mandatory use by competitors during compulsory round)
- Activation: product service & demonstration at Serve the Audience Brew Bar
- Brew Sponsor Trademark usage

## Product Sponsor

€5,000



Additional:

- Activation: product used at WCE Brew Bar

## Event Partner (Welcome Orientation, Aprons, Lanyards, Tee-shirts, Clipboards)

€3,500



## Exclusive Title Sponsor

€25,000



Additional:

- Naming rights on Championship 'brought to you by...'
- Designated activation space at WLAC stage area
- Activation: product demonstration on WLAC Stage
- Speaking opportunity during Awards Ceremony

## Exclusive Dairy Sponsor

€15,000



Additional:

- Official 'product' sponsor (mandatory use by competitors)
- WCE to facilitate sponsor communications to National Bodies, organizers of national championship events
- Activation: product demonstration on WLAC Stage

## Exclusive Cup Sponsor

€15,000



Additional:

- Official 'product' sponsor (mandatory use by competitors)
- Product Placement: limited edition product for authorized resale (restrictions apply)

## Exclusive Espresso Sponsor

€12,000



Additional:

- Official 'product' sponsor (mandatory use by competitors)
- Product Placement: limited edition product for authorized resale (restrictions apply)

## Product Sponsor (small wares, ingredients, coffee confectionary, sweeteners)

€5,000



## Event Partner (Welcome Orientation, Aprons, Lanyards, Tee-shirts, Clipboards)

€3,500







## Exclusive Title Sponsor

€20,000



Additional:

- Naming rights on Championship 'brought to you by...'
- Designated activation space at WCIGS stage area
- Activation: product demonstration on WLAC Stage
- Speaking opportunity during Awards Ceremony

## Signature Cocktail Sponsor

€15,000



Additional:

- Display at WCIGS stage area
- Activation: product demonstration at WCIGS Stage area
- WCE to facilitate sponsor communications to National Bodies, organizers of national championship events
- WCIGS Sponsor Trademark usage
- Speaking opportunity during Awards Ceremony
- Advertising: video & web banner ads

## Liquor Sponsor

€10,000



Additional:

- Official 'product' sponsor (mandatory use by competitors)
- WCE to facilitate sponsor communications to National Bodies, organizers of national championship events
- WCIGS Sponsor Trademark usage
- Speaking opportunity during Awards Ceremony



## Blender Sponsor

€7,500



Additional:

- Activation: product demonstration on WCIGS Stage
- Video Advertising
- WCIGS Sponsor Trademark usage
- Speaking opportunity during Opening Ceremony

## Ingredient Sponsor (3 Slots Available)

€7,500



Additional:

- Official 'product' sponsor (used in preliminary round)
- Activation: product demonstration on WCIGS Stage
- Video Advertising
- WCIGS Sponsor Trademark usage
- Speaking opportunity during Finals Announcement

## Product Sponsor (Smallwares, \*Glassware, Up to 5 Slots Available)

€5,000



Additional:

- \*Product Placement: limited edition product for authorized resale (restrictions apply)
- WCIGS Sponsor Trademark usage

## Event Partner (Welcome Orientation, Aprons, Lanyards, Tee-shirts, Clipboards)

€3,500



## Title Sponsor

€15,000



### Additional:

- Naming rights on Championship 'brought to you by'
- Logo recognition on digital scoreboard of event
- Pre-event Promotion: opportunity for Sponsor to prepare digital marketing materials for WCE to circulate to National Champions
- Coffee Companion Booklet (print & digital) to include:
  - Company Profile
  - Producer & (3) coffee description
  - Contact information
- Cupping Bar: 3 coffees to be featured at WCTC tasting table

## Cupping Bowl Sponsor

€5,000



### Additional:

- Official 'product' sponsor (mandatory use by competitors)
- Product Placement: limited edition product for authorized resale (restrictions apply)
- WCE to facilitate sponsor communications to National Bodies, organizers of national championship events
- WCTC Sponsor Trademark usage

## Cupping Spoon Sponsor

€4,000



Additional:

- Official 'product' sponsor (mandatory use by competitors)
- Product Placement: limited edition product for authorized resale (restrictions apply)
- WCE to facilitate sponsor communications to National Bodies, organizers of national championship events

## Grinder Sponsor

€4,000



Additional:

- Official 'Grinder' sponsor
- WCTC Sponsor Trademark usage
- WCE to facilitate sponsor communications to National Bodies, organizers of national championship events
- Advertising: web banner on WCTC homepage

## Top Tier Green Coffee Sponsors (4 Slots Available)

€4,000



Additional:

- (5) green bean coffees used on stage during competitor triangulations
- Coffee Companion Booklet (print & digital) to include:
  - Company Profile
  - Producer & (5) coffee description
  - Contact information
- Cupping Bar: 3 coffees to be featured at WCTC tasting table
- WCTC Sponsor Trademark usage



## Coffee Sponsors (Multiple Slots Available)

€1,000



Additional:

- (1) green bean coffee used on stage during competitor triangulations
- Coffee Companion Booklet (print & digital) to include:
  - Company Profile
  - Producer & (1) coffee description
  - Contact information

## Event & Product Sponsors

€3,500





## Title Sponsor

€15,000



Additional:

- Naming rights on Championship 'brought to you by...'
- Designated activation space by stage area
- Speaking opportunity & presentation of trophies during Awards Ceremony
- Advertising: video & web banner ad
- 1 hour demonstration time slot onstage

## Exclusive Equipment Partner (Production Roaster)

€20,000



Additional:

- Official 'Roaster' sponsor (Mandatory use by competitors)
- WCRC Sponsor Trademark usage
- WCE to facilitate sponsor communications to National Bodies, organizers of national championship events
- Advertising: web banner on WCRC homepage

## Equipment Partner (Sample Roasters, 3 Slots Available)

€10,000



Additional:

- Official 'Roaster' sponsor
- WCRC Sponsor Trademark usage
- WCE to facilitate sponsor communications to National Bodies, organizers of national championship events
- Advertising: web banner on WCRC homepage



### Green Coffee Sponsors (3 slots available)

€5,000



Additional:

- Official 'coffee' sponsor (mandatory use by competitors)
- WCRC Sponsor Trademark usage
- 1 hour demonstration time slot onstage

### Cupping Bowl Sponsor

€4,000



Additional:

- Official 'product' sponsor (mandatory use by competitors)
- Product Placement: limited edition product for authorized resale (restrictions apply)

### Product Sponsor (Cupping spoons, Smallwares, Aprons, Lanyards, Tee-shirts, Clipboards)

€3,500



# APPENDIX

## CHAMPIONSHIP BENEFITS & RECOGNITION

Packages can be tailored to include the following additional benefits:

### SITE SIGNAGE

- Stage signage
- Table top signage
- Custom design signage
- Entrance Signage
- Hanging stage banners

### ONLINE

- Website listing
- Banner Ad
- Social Media communications
- Video Ad Livestream channels
- Mobile App banner & listing
- Digital Splash Screens (stage monitors)
- Online Promotional Campaign in advance

### PRINT

- Program Guide
- Exposition Show Guide
- T-Shirts

### DISPLAY SPACE

- Activation space (sqm)
- Display table
- Display shelf
- VIP Specator Box
- Lounges (Press & Judges)
- VIP press access

### PRODUCT PLACEMENT

- Stage
- Brew & Espresso Bars
- Prize bags
- Welcome bags
- Demo times: Stage & Bars
- Branded Merchandise (WCE Store & Sponsor)

### MISC.

- Party Tickets
- Show Passes
- Speaking opportunity
- Naming rights on Championship 'brought to you by...'
- Trademark Authorization (Merchandise & Product)
- Hosting Event at sponsor venue/ facility
- Access to WCE Judges
- Access to Baristas and/ or champion
- Access to digital content (video & photography)
- Prizes: trips to origin/ sponsor facility

### ICON KEY



Website



Digital & Print Signage



Emcee



Prizes



Print



Press



Social Media



Product Placement



Tickets



Competitor & Judge Bag



T-Shirts



Exclusive Trademark



Activation

Icons represent sample benefits packages. Each package is customized upon request.