

## C.7 BDW 2013 PARTNERS EXPOSURE PARTNERSHIP MODELS

**BELGRADE DESIGN WEEK** goes beyond the usual sponsorship packages (silver, gold or platinum statuses and other distant relationships) and creates genuine **PARTNERSHIP COLLABORATIONS**, as analyzed in this report. Our "Post Report-Partners Exposure", offers a detailed overview of the festival program precisely related to the exposure of this year's partners.

This serves two purposes: Primarily, to laser sharp showcase our partners' exposure at BDW, and secondly, to show our potential partners an overview of all benefits and privileges that result from a meaningful partnership with BDW.

We list here the basic partnership models realized during BDW. Each of our offers contains a common red thread: A unique and true partnership relationship, a real **COLLABORATION** with a lot of involvement in the festival program, that cannot be easily copied by any next sponsorship or event in town.

This unique approach also ensures that our partner's affiliation with BDW values is, beyond the logo, intensively linked to impressions like design, progress, innovation, Belgrade, world-class, superstars, culture, experience, education, creativity, networking, professionalism, passion, energy, modern, change, speed, smart, collaboration, European, information, socially-responsible, legacy, popular, Serbia, South East Europe, gripping, exiting, international, sustainable, ecological, future, freedom.

### In fact, **INNOVATION squared!**

Having said that, we are aware that we can perform much better, and that we shall try even harder to improve the partner's return on investment at BDW in every single aspect. We sincerely hope that we will have the opportunity to prove that.

### BDW PARTNERSHIP MODELS:

#### 1. General Partners

- Principal Partners
- Institutional Patronages

#### 2. Program Partners

- Idea Partners
- Partner of 100% Future Serbia
- Partner of a Conference Day
- Partner of a certain service or goods Category
- Partner of DizajnPark
- Partner of a DizajnLabs Project
- Partner of DizajnPremieres
- Partner of DizajnNights
- Patron of the Design Grand Prix Award
- Special Events Partner
- BDW TV Chronicles Partner
- Lecturers' Patronage
- Exhibitions Patronage
- Interview Chair Partner
- BDW Publishing Partners (Web, Book, Film, Report)

#### 3. Logistical Partners

- Carrier Partner
- Video Partner
- Web Partner
- Printing Partners
- Transportation Partner
- Accommodation Partner
- VIP Dinner Partner
- Location Partner
- Catering Partner
- Design Lounge Partner
- Technical Equipment Partner
- Opening Ceremony Partner
- PR partner

#### 4. CSR Partners

- Future Students Partner
- 100 BDW Creative Playgrounds for Serbia Partner
- Design Library Partner

#### 5. Media Partners

- Key Media Partners
- International and Local Media Partners ▶

### BDW PARTNERS WITH SIX BASIC SUPPORT CATEGORIES:

1. Media
2. Logistical Partners
3. Exposure Partners - Business and Institutions
4. Business Grants Partners
5. Foreign and Domestic Cultural and Government Institutions
6. Institutional Grants Partners

### Your impressions about Belgrade Design Week?

"Imagination and creativity are some of the fundamental values of Banca Intesa, but also of any other business entity which thinks ahead. We support Belgrade Design Week as it generates a uniquely creative energy, motivates us and provokes us to continually question and push the borders, year after year. Thank you for this abundance of inspiration!"

**Maja Kolar**

Marketing and Communications Director, Banca Intesa / RS, 2012

**GENERAL BDW PARTNERSHIP MODELS FOR EXPOSURE PARTNERS - AS PAST YEARS' EXAMPLES**  
**ALL BDW EXPOSURE PARTNERS ENJOY INDUSTRY CATEGORY EXCLUSIVITY, REGARDLESS OF PARTNERSHIP PACKAGE: THERE CAN ONLY BE ONE OFFICIAL CAR, BANK, INSURANCE, SOFT-DRINK ETC PARTNER FOR ONE YEAR**  
**FEATURED BELOW: EXPOSURE PARTNERSHIP PACKAGES:**

**EXAMPLE**

**GENERAL FESTIVAL PATRON:  
SAMSUNG 50 - 100K EUR**



**EXPOSITION**

- Exclusive status of "General Patron" of the entire BDW festival
- Samsung's representative opening speech at festival opening event
- Exclusive logo on all BDW Billboards (formats 4x3, 5x2.5, 8x3)
- Double sized logo on Oscar Wall for all openings and interviews, in "Thanks" pages in BDW brochure, in BDW official program in the brochure
- Exclusive logo on BDW brochure cover
- "Samsung Day" - conference day patronage description in the brochure
- "Samsung TV ad" on video screen in conference and exhibitions
- Samsung's representative opening speech at dedicated conference day
- Full page color ad in festival brochure
- Exclusive VIP Samsung party at BDW DizajNight top location
- Double sized logo on "Partner's Wall" in Festival Key Location
- Experience booth with activation in Festival Key Location
- Best logo placement on BDW web site – home page, partner's link, program, daily report
- Double sized placement of logo on BDW Newsletter
- Exclusive placement of logo on Invitations for BDW Grand Opening
- Best placement of logo on BDW TV Chronicles credits
- Samsung rep's interview on BDW TV Chronicles on national TV
- Feature about the Samsung booth/product on BDW TV Chronicles
- Best placement of logo on BDW Movie – FREEDOM<sup>2</sup> credits
- Custom designed Invitations for BDW Samsung party and BDW receptions
- BDW streaming on Wallpaper.com – Samsung Day coverage
- BDW press conferences with Samsung representative
- VIP Dinner and Embassy Reception invitations
- Invitations for BDW Grand Opening and receptions

**CONFERENCE DAY PARTNER or  
CATEGORY PARTNER:  
BANCA INTESA 10 - 25K EUR**



- Premium status of one of potentially only three "Partners of the Day"
- Exclusivity for its industrial category (Banca Intesa only bank at BDW)
- Huge sized logo on Oscar Wall for all openings and interviews, in "Thanks" pages in BDW brochure, in BDW official program in the brochure
- "Banca Intesa Day" - conference day patronage description in the brochure
- "Banca Intesa TV ad" on video screen in conference and exhibitions
- Banca Intesa representative opening speech at dedicated conference day
- Full page color ad in festival brochure
- Exclusive VIP Banca Intesa party at BDW DizajNight top location
- Huge sized logo on "Partner's Wall" in Festival Key Location
- Experience booth with activation in Festival Key Location
- Premier logo placement on BDW web site – home page, partner's link, in the program, in the daily report
- Premier placement of logo on BDW Newsletter
- Prominent placement of logo on BDW TV Chronicles credits
- Banca Intesa rep's interview on BDW TV Chronicles on national TV
- Feature about the Banca Intesa booth/product on BDW TV Chronicles
- Prominent placement of logo on BDW Movie – FREEDOM<sup>2</sup> credits
- Custom designed Invitations for BDW Banca Intesa party
- BDW streaming on Wallpaper.com – Banca Intesa Day coverage
- BDW press conferences with Banca Intesa representative
- VIP Dinner and Embassy Reception invitations
- Invitations for BDW Grand Opening and receptions

**EXAMPLE**

**100% FUTURE SERBIA PATRON:  
GORENJE 10 - 25K EUR**



**EXPOSITION**

- Exclusive status of "General Patron of 100% FS"
- Gorenje logo placement on all 100% Future Serbia visuals, over 100 window displays in the center of Belgrade, 20.000 maps distributed
- Huge sized logo on Oscar Wall for all openings and interviews, in "Thanks" pages in BDW brochure, in BDW official program in the brochure
- Gorenje representative opening speech at 100% FS opening event
- Full page color ad in festival brochure
- Exclusive VIP Gorenje 100% FS opening party at Gorenje desired location
- Huge sized logo on "Partner's Wall" in Festival Key Location
- Experience booth in Festival Key Location
- Premier logo placement on BDW web site – home page, partner's link, in the program, in the daily report
- Premier placement of logo on BDW Newsletter
- Prominent placement of logo on BDW TV Chronicles credits
- Gorenje rep's interview on BDW TV Chronicles
- Feature about the Gorenje booth/product on BDW TV Chronicles
- Prominent placement of logo on BDW Movie – FREEDOM<sup>2</sup> credits
- Custom designed Invitations for BDW Gorenje opening party
- BDW streaming on Wallpaper.com – Gorenje 100% FS coverage
- BDW press conferences with Gorenje representative
- VIP Dinner and Embassy Reception invitations
- Invitations for BDW Grand Opening and receptions

**DIZAJNIGHTS PARTNER:  
TUBORG / from 5 - 10 K per event –  
50K for whole program/ 5 events**



- Exclusive superstar "design-music" content, curated and managed by BDW
- One, two, three, four or five BDW DizajNights events / concerts or parties
- Whole production of event (booking, equipment, location etc) by BDW
- Allowed branding, sales and/or sampling and all activation at location
- Event campaign: Design, production and dissemination of special ads, posters, leaflets and invitation for the concert - printed and electronic
- PR of the event in all media covering BDW DizajNights- TV, print and web
- Logo in "Thanks" pages in BDW brochure, in BDW official program in the brochure, on "Partner's Wall" in Festival Key Location
- Article about the event in BDW brochure
- Logo placement on BDW DizajNights web site link, partner's link, in the program, in the daily report
- Placement of logo/event article in dedicated BDW DizajNights Newsletter
- Feature about the event on BDW TV Chronicles on national TV
- BDW streaming on Wallpaper.com – BDW DizajNights coverage

**IDEA PARTNER:  
GERMAN EMBASSY  
/ from 2 - 10K EUR  
LECTURES, EXHIBITIONS AND  
WORKSHOPS**



- Logo placed on home page and lecturers pages of the BDW web portal, Oscar Walls, Partner's Walls, Festival and Conference brochures, billboards, roll-ups, BDW TV chronicles and BDW Documentary movies
- Design, production and dissemination of special invitations for the lectures and workshops - printed and electronic
- PR: Mentioning in every own controlled article about lecture, workshop or exhibition, in BDW TV chronicle, BDW brochure, BDW web portal, BDW book, BDW Documentary movies, and in text BDW writes for media
- Joint PR planning with media, utilizing all special media relationships
- Embassy rep's interview on BDW TV Chronicles on national TV
- Embassy rep's speech at BDW conference prior to supported lecturer
- Special web newsletter dedicated to supported lectures and workshops sent to 20.000 subscribers
- BDW press conferences with Embassy representative
- VIP Dinners and Embassy Reception invitations
- Invitations for BDW Grand Opening and receptions