



World **Coffee** Events

2012 SPONSORSHIP BROCHURE

World Cup Tasters Championship

COFFEE SPONSOR– 10,000 EUR

Exclusive Sponsorship

The WCTC Coffee Sponsor will work closely with a WCE event coordinator to carefully select the 24 competition coffees. The WCE requires approximately 5 kilos of each of the 24 coffees.

All sponsors are required to provide shipping to and from the event location. Final product specifications to be determined in conjunction with the WCE.

Pre-Event Benefits

- Logo recognition on all pre-event online and print marketing materials
- Logo recognition and hyperlink on event website
- Opportunity to include up to a 50 word marketing message/company profile on event website
- Licensing rights to use the WCTC Sponsorship Trademark

Event Benefits

- PROJECT LIVE!: video commercial opportunity to be broadcasted live to WCE live and online audience worldwide during competition
- Logo recognition in the WCTC Coffee Companion Booklet

- Logo recognition in *Café Europa*, SCAE's publication
- The WCE public relations team will work closely with the Sponsor's public relations team by providing upon request a list of reporters who are covering the event or who are registered to attend the event.
- 10% discount off WCE online advertising opportunities
- An opportunity to donate prizes to be awarded to the finalists, semi-finalists and/or all competitors

Signage:

- Logo recognition on individual event banners

Speaking Opportunity:

- Sponsor's representative to speak at Finals/Awards Ceremony for the WCTC Championship
- Recognition by the WCE Master of Ceremonies at least 3 times daily during the championships

Post-Event Benefits

- Logo recognition on event website for up to 90 days after the event

ROASTER PARTNER: 5,000 EUR

The WCTC Roaster Partner will work closely with a WCE event coordinator to carefully roast the 24 competition coffees. The WCE requires approximately 5 kilos of each of the 24 coffees.

All sponsors are required to provide shipping to and from the event location. Final product specifications to be determined in conjunction with the WCE.

Pre-Event Benefits

- Logo recognition on all pre-event online and print marketing materials
- Logo recognition and hyperlink on event website
- Opportunity to include up to a 50 word marketing message/company profile on event website
- Licensing rights to use the WCTC Sponsorship Trademark

Event Benefits

- Logo recognition in *Café Europa*, SCAE's publication
- Logo recognition in the WCTC Coffee Companion Booklet

- The WCE public relations team will work closely with the Sponsor's public relations team by providing upon request a list of reporters who are covering the event or who are registered to attend the event.
- 10% discount off WCE online advertising opportunities
- An opportunity to donate prizes to be awarded to the finalists, semi-finalists and/or all competitors

Signage:

- Logo recognition on individual event banners
- Recognition by the WCE Master of Ceremonies at least 3 times daily during the championships

Post-Event Benefits

- Logo recognition on event website for up to 90 days after the event

Event Sponsors:

- **Product Sponsor: 2,000€**
 - **Shirts**
 - **Aprons**
 - **Cupping Spoons**
 - **Cups**
- **Basic Media Package: 1,000€**

All sponsors are required to provide shipping to and from the event location. Final product specifications to be determined in conjunction with the WCE.

Pre-Event Benefits

- Logo recognition and hyperlink on event website

Event Benefits

- Logo recognition in *Café Europa*, SCAE's publication
- Logo recognition in a minimum of one trade magazine
- 10% discount off WCE online advertising opportunities
- An opportunity to donate prizes to be awarded to the finalists, semi-finalists and/or all competitors

Signage:

- Logo recognition on individual event banners
- Recognition by the WCE Master of Ceremonies at least 3 times daily during the championships

Post-Event Benefits

- Logo recognition on event website for up to 90 days after the event