



World Coffee Events

2012 SPONSORSHIP BROCHURE

World Barista Championship

WBC PREMIERE SPONSOR – 60,000 EUR

Exclusive Sponsorship

Pre-Event Benefits:

- *Official Title:* Sponsor's logo will appear in the title of the 2012 World Barista Championship
- *Press Kit:* Opportunity to include company information in WBC press kit available online and onsite
- Sponsor's logo featured on all pre-event online and print marketing materials
- WBC Website: Sponsor's logo featured on the Sponsor Recognition page of the WBC website (www.worldbaristachampionship.com)
- Opportunity to include up to a 50 word marketing message/company profile on the WBC website
- Exclusive licensing rights to use of the WBC Premiere Sponsor Trademark

WBC Event Benefits:

- PROJECT LIVE! Opportunity to provide a video promotional piece to be played on stage screen(s) at specified times throughout the course of the WBC competition. Audio requirements to be determined by the WBC
- Opportunity to include item in the Exposition Attendee Bag that will be distributed free on-site to each attendee
- Logo recognition in the WBC Program Guide
- Sponsor's logo featured on the WBC T-shirt. Sponsor's logo to appear predominant
- 20% discount off all WCE online advertising opportunities
- The WBC 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. WBC will also introduce Sponsor or the Sponsor's PR team to editors or reporters onsite at the event, when appropriate
- An opportunity to donate prizes to be awarded to the finalists, and/or to donate prizes to be awarded to the semi-finalists and all competitors
- An opportunity to use two six-foot tables for product placement/display near the WBC staging area

WBC Speaking Opportunities:

- Speaking Opportunity at the WBC Opening Ceremony
- Speaking Opportunity at the WBC Awards Announcement Ceremony
- Sponsor to present awards to the final competitors at the WBC Awards Ceremony
- Recognition by the WBC Master of Ceremonies at least three times daily during the championship

Exposition Event Benefits:

- *Official Exposition Show Guide:* Logo Recognition as Official WBC Premiere Sponsor in the *Official Exposition Show Guide*, distributed free on site to each attendee
- *Coffee Trade Magazine:* Logo Recognition as WBC Premiere Sponsor in WBC full page ad
- Attendee Passes: Sponsor to receive 8 complimentary full Trade Show passes (Pre-Registration is required to redeem all complimentary passes)

Post Event Benefits:

- A portion of the Sponsorship Fee to be offered to the WBC Champion for traveling opportunities during their championship year. This funding to be offered for travel to international specialty coffee associations desiring training and promotional time with the WBC Champion. WBC PR team to work together with the sponsor to promote their company at each of these association visits throughout the sponsorship term
- Logo Recognition as the Official Premiere WBC Sponsor on the Sponsors' Recognition Page for up to 90 days after the event
- Sponsor may partner with the WBC Champion for mutually agreed upon PR/Advertising purposes. WBC competitors or champion may not endorse host products or speak to the media on behalf of the host without appropriate compensation due a corporate spokesperson and notification of the event owner, WBC

WBC DIAMOND SPONSOR – 50,000 EUR

Exclusive Sponsorship

Pre-Event Benefits:

- Sponsor will receive inclusion as a media contact in WBC press kit
- Sponsor's logo featured on all pre-event online and print marketing materials
- WBC Website: Sponsor's logo featured on the Sponsor Recognition page of the WBC website (www.worldbaristachampionship.com)
- Opportunity to include up to a 50 word marketing message/company profile on the WBC website

WBC Event Benefits:

- PROJECT LIVE! Opportunity to provide a video promotional piece to be played on stage screen(s) at specified times throughout the course of the WBC competition. Audio requirements to be determined by the WBC
- Opportunity to include item in the Exposition Attendee Bag that will be distributed free on-site to each attendee
- Logo recognition in the WBC Program Guide
- Sponsor's logo featured on the WBC T-shirt
- 20% discount off all WCE online advertising opportunities
- The WBC 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. SCAA will also introduce Sponsor or the Sponsor's PR team to editors or reporters onsite at the event, when appropriate
- An opportunity to donate prizes to be awarded to the finalists, and/or to donate prizes to be awarded to the semi-finalists and all competitors
- An opportunity to use one six-foot table for product placement/display near the WBC staging area
- An opportunity to host a raffle and/or auction during the championship

Signage:

- Sponsor's logo featured on WBC promotional signage
- Sponsor's logo featured on two main banners

WBC Speaking Opportunities:

- Speaking Opportunity at the WBC Opening Ceremony
- Speaking Opportunity at the WBC Awards Announcement Ceremony
- Recognition by the WBC Master of Ceremonies at least three times daily during the championship

Exposition Event Benefits:

- *Official Exposition Show Guide:* Logo Recognition as Official WBC Diamond Sponsor in the *Official Exposition Show Guide*, distributed free on site to each attendee
- *Coffee Trade Magazine:* Logo Recognition as WBC Diamond Sponsor in WBC full page ad
- Attendee Passes: Sponsor to receive 6 complimentary full Trade Show passes; Pre-Registration is required to redeem all complimentary passes

Post Event Benefits:

- Logo Recognition as the Official Diamond WBC Sponsor on the Sponsors' Recognition Page for up to 90 days after the event
- Sponsor may partner with the WBC Champion for mutually agreed upon PR/Advertising purposes. WBC competitors or champion may not endorse host products or speak to the media on behalf of the host without appropriate compensation due a corporate spokesperson and notification of the event owner, WBC

WBC PLATINUM SPONSOR – 40,000 EUR

Exclusive Sponsorship

Pre-Event Benefits:

- Sponsor will receive inclusion as a media contact in WBC press kit
- Sponsor's logo featured on all pre-event online and print marketing materials
- WBC Website: Sponsor's logo featured on the Sponsor Recognition page of the WBC website (www.worldbaristachampionship.com)
- Opportunity to include up to a 50 word marketing message/company profile on the WBC website

WBC Event Benefits:

- Opportunity to include item in the Exposition Attendee Bag that will be distributed free on-site to each attendee
- Logo recognition in the WBC Program Guide
- Sponsor's logo featured on the WBC T-shirt
- 15% discount off all WCE online advertising opportunities
- The WBC 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. SCAA will also introduce Sponsor or the Sponsor's PR team to editors or reporters onsite at the event, when appropriate
- An opportunity to donate prizes to be awarded to the finalists, and/or to donate prizes to be awarded to the semi-finalists and all competitors
- An opportunity to use one six-foot table for product placement/display near the WBC staging area

Signage:

- Sponsor's logo featured on WBC promotional signage
- Sponsor's logo featured on one main banners

WBC Speaking Opportunities:

- Speaking Opportunity at the WBC Semi-Finals Announcement Ceremony
- Recognition by the WBC Master of Ceremonies at least three times daily during the championship

Exposition Event Benefits:

- *Official Exposition Show Guide*: Logo Recognition as Official WBC Platinum Sponsor in the *Official Exposition Show Guide*, distributed free on site to each attendee
- *Coffee Trade Magazine*: Logo Recognition as WBC Platinum Sponsor in WBC full page ad
- *Attendee Passes*: Sponsor to receive 4 complimentary full Trade Show passes; Pre-Registration is required to redeem all complimentary passes

Post Event Benefits:

- *Logo Recognition as the Official Platinum WBC Sponsor* on the Sponsors' Recognition Page for up to 90 days after the event
- Sponsor may partner with the WBC Champion for mutually agreed upon PR/Advertising purposes. WBC competitors or champion may not endorse host products or speak to the media on behalf of the host without appropriate compensation due a corporate spokesperson and notification of the event owner, WBC

WBC GOLD SPONSOR – 30,000 EUR

2 Slots Available

Pre-Event Benefits:

- Sponsor will receive inclusion as a media contact in WBC press kit
- Sponsor's logo featured on all pre-event online and print marketing materials
- WBC Website: Sponsor's logo featured on the Sponsor Recognition page of the WBC website (www.worldbaristachampionship.com)
- Opportunity to include up to a 50 word marketing message/company profile on the WBC website

WBC Event Benefits:

- Opportunity to include item in the Exposition Attendee Bag that will be distributed free on-site to each attendee
- Logo recognition in the WBC Program Guide
- Sponsor's logo featured on the WBC T-shirt
- 10% discount off all WCE online advertising opportunities
- An opportunity to donate prizes to be awarded to the finalists, and/or to donate prizes to be awarded to the semi-finalists and all competitors
- An opportunity to use one six-foot table for product placement/display near the WBC staging area

Signage:

- Sponsor's logo featured on WBC promotional signage

WBC Speaking Opportunities:

- Speaking Opportunity at the WBC Semi-Finals Ceremony
- Recognition by the WBC Master of Ceremonies at least three times daily during the championship

Exposition Event Benefits:

- *Official Exposition Show Guide*: Logo Recognition as Official WBC Gold Sponsor in the *Official Exposition Show Guide*, distributed free on site to each attendee
- *Coffee Trade Magazine*: Logo Recognition as WBC Gold Sponsor in WBC full page ad
- *Attendee Passes*: Sponsor to receive 2 complimentary full Trade Show passes; Pre-Registration is required to redeem all complimentary passes

Post Event Benefits:

- Logo Recognition as the Official Gold WBC Sponsor on the Sponsors' Recognition Page for up to 90 days after the event
- Sponsor may partner with the WBC Champion for mutually agreed upon PR/Advertising purposes. WBC competitors or champion may not endorse host products or speak to the media on behalf of the host without appropriate compensation due a corporate spokesperson and notification of the event owner, WBC

WBC SILVER SPONSOR - 20,000 EUR

3 Slots Available

Pre-Event Benefits:

- Sponsor will receive inclusion as a media contact in WBC press kit
- Sponsor's logo featured on all pre-event online and print marketing materials
- WBC Website: Sponsor's logo featured on the Sponsor Recognition page of the WBC website (www.worldbaristachampionship.com)
- Opportunity to include up to a 50 word marketing message/company profile on the WBC website

WBC Event Benefits:

- Opportunity to include item in the Exposition Attendee Bag that will be distributed free on-site to each attendee
- Logo recognition in the WBC Program Guide
- Sponsor's logo featured on the WBC T-shirt
- 10% discount off all WCE online advertising opportunities
- An opportunity to donate prizes to be awarded to the finalists, and/or to donate prizes to be awarded to the semi-finalists and all competitors
- An opportunity to use one six-foot table for product placement/display near the WBC staging area

Signage:

- Sponsor's logo featured on WBC promotional signage

Exposition Event Benefits:

- *Official Exposition Show Guide*: Recognition as WBC Silver Sponsor in the *Official Exposition Show Guide*, distributed free on site to each attendee
- *Coffee Trade Magazine*: Logo Recognition as WBC Silver Sponsor in WBC full page ad
- Attendee Passes: Sponsor to receive 1 complimentary full Trade Show pass to the Annual Exposition; Pre-registration is required to redeem all complimentary passes

Post Event Benefits:

- Recognition as the WBC Sponsor on the Sponsors' Recognition Page for up to 90 days after the event

WBC BRONZE SPONSOR – 10,000 EUR

Pre-Event Benefits:

- Sponsor's inclusion in featured pre-event online and print marketing materials
- WBC Website: Sponsor's logo featured on the Sponsor Recognition page of the WBC website (www.worldbaristachampionship.com)
- Opportunity to include up to a 50 word marketing message/company profile on the WBC website

WBC Event Benefits:

- Opportunity to include item in the Exposition Attendee Bag that will be distributed free on-site to each attendee
- Logo recognition in the WBC Program Guide
- Sponsor's logo featured on the WBC T-shirt
- 10% all WCE online advertising opportunities
- An opportunity to donate prizes to be awarded to the finalists, and/or to donate prizes to be awarded to the semi-finalists and all competitors
- An opportunity to use one six-foot table for product placement/display near the WBC staging area

Signage:

- Sponsor's logo featured on WBC promotional signage

WBC Speaking Opportunities:

- Recognition by the WBC Master of Ceremonies at least three times daily during the championship

Exposition Event Benefits:

- *Official Exposition Show Guide*: Recognition as WBC Bronze Sponsor in the *Official Exposition Show Guide*, distributed free on site to each attendee
- *Coffee Trade Magazine*: Logo Recognition as WBC Bronze Sponsor in WBC full page ad

Post Event Benefits:

- Recognition as the WBC Sponsor on the Sponsors' Recognition Page for up to 90 days after the event

WBC MEDALLION SPONSOR – 5,000 EUR

Pre-Event Benefits:

- Sponsor's inclusion in featured pre-event online and print marketing materials
- WBC Website: Sponsor's logo featured on the Sponsor Recognition page of the WBC website (www.worldbaristachampionship.com)
- Opportunity to include up to a 50 word marketing message/company profile on the WBC website

WBC Event Benefits:

- Opportunity to include item in the Exposition Attendee Bag that will be distributed free on-site to each attendee
- Logo recognition in the WBC Program Guide
- 10% discount off all WCE online advertising opportunities
- An opportunity to donate prizes to be awarded to the finalists, and/or to donate prizes to be awarded to the semi-finalists and all competitors
- An opportunity to use one six-foot table for product placement/display near the WBC staging area

Signage:

- Sponsor's logo featured on WBC promotional signage

Exposition Event Benefits:

- *Official Exposition Show Guide*: Recognition as Official WBC Medallion Sponsor in the *Official Exposition Show Guide*, distributed free on site to each attendee
- *Coffee Trade Magazine*: Logo Recognition as WBC Medallion Sponsor in WBC full page ad

Post Event Benefits:

- Recognition as the Official WBC Sponsor on the Sponsors' Recognition Page for up to 90 days after the event

WBC ESPRESSO & BREW BAR SPONSORS:

- **EQUIPMENT: 2,000 EUR**
- **SMALLWARES: 1,500 EUR**
- **ESPRESSO: 2,000 EUR (6 slots)**
- **COFFEE: 1,500 EUR (6 slots)**

The WBC hosts an Espresso & Brew Bar near to the competition stage. We invite attendees to taste complimentary espresso and coffee beverages, made with innovative brewing technology. The Espresso Bar will feature 2 to 4 espresso stations, and the brew bar will feature a minimum of 5 brew methods.

The WBC offers equipment, smallwares, coffee and espresso sponsorships for this area. All Sponsors are required to providing shipping to and from the event location, along with a technician for setup and tear-down.

Pre-Event Benefits:

- Sponsor's inclusion in featured pre-event online and print marketing materials
- WBC Website: Sponsor's logo featured on the Sponsor Recognition page of the WBC website (www.worldbaristachampionship.com)

WBC MEET & GREET EVENT SPONSOR – 3,000 EUR

The Annual Barista Meet & Greet event will be held the evening prior to the first day of the competition. Don't miss your opportunity to be a part of this great event and opportunity to mix and mingle with some of the best baristas in the world!

Pre-Event Benefits:

- Sponsor's inclusion in featured pre-event online and print marketing materials
- WBC Website: Sponsor's logo featured on the Sponsor Recognition page of the WBC website (www.worldbaristachampionship.com)
- Opportunity to include up to a 50 word marketing message/company profile on the WBC website

WBC Event Benefits:

- Opportunity to include item in the Exposition Attendee Bag that will be distributed free on-site to each attendee
- An opportunity to donate prizes to be awarded to the finalists, and/or to donate prizes to be awarded to the semi-finalists

WBC Event Benefits:

- Opportunity to include item in the Exposition Attendee Bag that will be distributed free on-site to each attendee
- Opportunity to place promotional materials in the Espresso & Brew Bar lounge area with standing tables
- Recognition in the WBC Program Guide
- An opportunity to donate prizes to be awarded to the six finalists, and/or to donate prizes to be awarded to the semi-finalists and all competitors

Signage:

- Sponsor's logo featured on WBC promotional signage
- Sponsor's logo featured on WBC Espresso & Brew Bar signage

WBC Speaking Opportunities:

Recognition by the WBC Master of Ceremonies at least three times daily

Signage:

- Sponsor's logo featured on WBC promotional signage
- Sponsor's logo featured on Event Signage

Exposition Event Benefits:

- *Official Exposition Show Guide*: Recognition as WBC Sponsor in the *Official Exposition Show Guide*, distributed free on site to each attendee
- *Coffee Trade Magazine*: Logo Recognition as WBC Sponsor in WBC full page ad

Post Event Benefits:

- Recognition as the WBC Sponsor on the Sponsors' Recognition Page for up to 90 days after the event