

Gold Package: Premium Exposure

10 226 EUR

- ▶ Around the Stage Background Branding (exclusive branding visible during all panel sessions).
- ▶ Lunch Break Sponsorship (branding during the lunch, ensuring maximum attendee exposure).
- ▶ Welcome Cocktail Sponsorship (branding at the cocktail, a social highlight).
- ▶ Networking Zone Sponsorship (branding in the designated area where key conversations happen).
- ▶ Coffee Break Sponsorship (branding for 1 coffee break of their choice).
- ▶ Exclusive Short Video on one Screen (looping throughout both days).
- ▶ Complimentary Access:
 - ▶ Accreditation for 4 representatives (accreditation cost: 150 EUR).
- ▶ Logo on Event Website (top placement under “Gold Sponsor”).
- ▶ Social Media Post (exclusive acknowledgment post).
- ▶ On-site Branding (logo on photo-call at the venue).
- ▶ **OPTIONAL:** Exclusive Merchandise Branding: Gold sponsors have the opportunity to secure exclusive branding on all attendee merchandise for an additional 1430 EUR . Price is for one item only: glass water bottles/bags/notebooks.

Silver Package: Strong Branding with Focused Reach

6 800 EUR

- ▶ **Coffee Break Sponsorship** (branding during 1 coffee break).
- ▶ **Panel Session Sponsorship** (exclusive branding for 2 panels: “[Sponsor Name] presents...” on website agenda and banners on stage during the 2 panels).
- ▶ **Networking Zone Sponsorship** (branding in the designated area where key conversations happen).
- ▶ **Co-Branding Merchandise Logo Placement** (sponsor logo together with the event logo; pick one item only: water bottles/bags/notebooks distributed to attendees) **Co-branding is available only for items not selected by the Gold Sponsor for exclusive branding**
- ▶ **Short Video on One Screen** (looping during breaks together with other videos).
- ▶ **Logo on Event Website** (placement under “Silver Sponsor”).
- ▶ **Social Media (LinkedIn) Post** (1 acknowledgment post).
- ▶ **On-site Branding** (logo on photo-call at the venue).
- ▶ **Complimentary Access:**
 - ▶ Accreditation for 3 representatives (accreditation cost: 150 EUR)

Bronze Package: Essential Visibility

4 100 EUR

- ▶ Coffee Break Sponsorship (branding during 1 coffee break).
- ▶ Promotional Materials at Registration Desk: place flyers, brochures, or small branded items at the registration desk. **Sponsor is responsible for providing necessary materials**
- ▶ Short Video on One Screen (looping during breaks together with other videos).
- ▶ Logo on Event Website (mid-level placement under “Bronze Sponsors”).
- ▶ Social Media (LinkedIn) Post (1 acknowledgment post).
- ▶ Complimentary Access:
 - ▶ Accreditation for 2 representatives (accreditation cost: 150 EUR)

SINGLE SPONSORSHIP ITEMS:

- ▶ **PARTY SPONSOR:** “Powered by [logo]” everywhere (agenda, website; LinkedIn posts special mention pre-event, during, post-event; entry signage and screens, if available at party venue, banners at the party venue); Enhance your sponsorship with interactive brand activations such as: contest or giveaway with sponsor-branded prizes; branded drink/napkins; Post-Event “Thank You” & Photo Album, etc.
 - Reach out to us for a tailor-made representation of your brand! We are happy to discuss custom activations and unique branding opportunities to make your sponsorship stand out.
 - First Right to Secure Photo Booth Branding - The Party Sponsor has the first right to purchase the exclusive Photo Booth Branding for a discounted price of 1280 EUR before it is offered to other sponsors at 1530 EUR.
- ▶ 3070 EUR
- ▶ **PHOTO BOOTH PICTURE BRANDING:** Exclusive background branding and branding on all printed and digital photos taken at the official event party’s photo booth.
Priority to Party Sponsor: The Party Sponsor has the first right to secure this branding before it is offered to other sponsors.
 - ▶ 1530 EUR
- ▶ **LUNCH BREAK BRANDING/SPONSORSHIP** (with acknowledgement in the Agenda in the Website “Powered by [logo]” on website; Banners at the lunch venue; + something else (photo call))
 - ▶ 3580 EUR

SINGLE SPONSORSHIP ITEMS:

- ▶ **COFFEE BREAK BRANDING/SPONSORSHIP** (with logo acknowledgement in the Agenda in the Website; banners; small branding on tables and coffee station)
 - ▶ 1790 EUR
- ▶ **PANEL/SESSION SPONSOR:** “Powered by [logo] in the event program on website + session branding with 2 banners
 - ▶ 510 EUR
- ▶ **DIGITAL ON ON-SITE BRANDING:** Logo featured on the event website under “Sponsors” and on the venue’s banners/photo-call
 - ▶ 410 EUR
- ▶ **EXCLUSIVE LOGO BRANDING ON DELEGATE LANYARDS:** back and front
 - ▶ 1280 EUR
- ▶ **WELCOME COCKTAIL BRANDING/SPONSORSHIP:** “Powered by [logo]” in the event program on website; Banners branding at the cocktail venue
 - ▶ 1790 EUR
- ▶ **EXCLUSIVE PRESENTATION/SHOWCASE OF YOUR SERVICES WITHIN THE OFFICIAL PROGRAM (10-MINUTE)**
 - ▶ 1280 EUR
- ▶ **POSITIONING A SHORT LOOPING VIDEO ON ONE OF THE SCREENS (TOGETHER WITH OTHER SPONSORS’ VIDEOS)**
 - ▶ 250 EUR

SINGLE SPONSORSHIP ITEMS:

- ▶ EXCLUSIVE POSITIONING OF A SHORT LOOPING VIDEO ON ONE OF THE SCREENS
 - ▶ 410 EUR
- ▶ EXCLUSIVE MERCHANDISE LOGO PLACEMENT (pick one item: water bottles/bags/notebooks distributed to attendees)
 - ▶ 1430 EUR
- ▶ CO-BRANDING MERCHANDISE LOGO PLACEMENT (together with the event logo); (pick one item: water bottles/bags/notebooks distributed to attendees). *Item should be different from the one of the exclusive merchandise sponsor.*
 - ▶ 1170 EUR
- ▶ NETWORKING ZONE SPONSORSHIP: Sponsor branding with banners in designated networking area.
 - ▶ 760 EUR
- ▶ ONE SOCIAL MEDIA POST ON MEDIA PLAY'S LINKEDIN PAGE (*as of January 29th: 286 followers - high-profile media professionals*)
 - ▶ 130 EUR

SOME IMPORTANT REMARKS:

- ▶ *A special sponsorship package can be developed to align with your company's needs. Sponsors may select from the listed single sponsorship items to create a tailored package. Contact us to discuss your sponsorship options.*
- ▶ *All items included in sponsorship packages are allocated on a first-come, first-served basis. In the event that a particular sponsorship element becomes unavailable due to unforeseen circumstances, the Organizer will offer a suitable alternative of equal or greater value.*
- ▶ *Branding materials to be placed in relevant locations within the venue's entrance lobby/halls allocated by the Organizers.*
- ▶ *All artwork must be submitted by the end of March 2025 to ensure timely production and placement.*
- ▶ *If branding materials are not provided on time, the Organizer will attempt to offer alternative branding opportunities where possible.*
- ▶ *Art work and content to be approved by Organizers.*

SEE YOU IN SOFIA!

23-25 APRIL
2025

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