



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

€10,000



Additional:

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

Exclusive Espresso Sponsor

€10,000



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.