

WFS EUROPE

22–23 Sept.
2021

— Madrid —

**PARTNERSHIP AND
PARTICIPATING OPPORTUNITIES**

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World Football Summit is where the football industry leaders meet to shape the future of the game and the business. We host the largest and most influential community in football, providing a voice to the multiple stakeholders involved, allowing them to meet, discuss, promote and generate business opportunities amongst each other.

WFS has evolved from an annual gathering in Madrid to a powerful platform that connects leaders and brands across a growing series of physical and digital events, delivering tailor-made solutions for those aiming to stand out in the growing, complex and highly competitive business of sports.

Scheduled to be held from 22-23 September, WFSEurope will be the fifth edition of WFS' flagship event and our first hybrid edition that will see participants join us both physically and digitally from all over the globe. All of the usual world-class content and networking activities will be available both online and offline, in-person and virtually, over the course of the two day summit, as WFS brings together the global football industry in one unique and innovative platform.

Learn more about WFS [here](#).

WHAT IS WFSEUROPE?

The background of the page is a dark, blue-tinted photograph of a conference stage. In the foreground, a man in a dark suit is standing at a podium, speaking into a microphone. Behind him, another man in a dark suit is partially visible. The stage is lit with blue and white lights, and a large 'WFS' logo is visible in the background. The overall atmosphere is professional and high-tech.

KEY FIGURES



2
DAYS



2,100
ATTENDEES

600 | **1,500**
ONSITE | ONLINE



120+
COUNTRIES



100+
SPEAKERS



20+
CONFERENCES

SAFETY FIRST

AT WFS WE ARE EXCITED TO BRING BACK OUR FLAGSHIP EVENT, WITH A FIRST OF ITS KIND HYBRID FORMAT

Encouraged by the widespread vaccination that is taking place all over Europe and the easing of social distancing measures put in place to control Covid 19, WFS will take place as an in-person event in Madrid across 22-23 September 2021.

Travel restrictions will certainly remain in place for many attendees, so our event will be streamed live globally via the WFS digital platform.

As live, in person events do return, the safety of our staff, partners and attendees is our No. 1 priority and a number of measures will ensure attending WFS is a safe and enjoyable experience. These measures include (but are not limited to):



- Temperature control at the entrance of the event
- Limited capacities at the event per day, and within conference rooms, exhibition halls and meeting spaces
- Minimum of 1-meter social distancing in place and a one-way system to move around the venue
- Compulsory face masks when walking around the venue
- Multiple hand sanitizer stations located around the venue
- Individual portions of catering, including bottled water and individually wrapped cutlery
- Enhanced and more regular cleaning schedules
- Appropriate procedures in line with Government guidelines at the time of the event for any international travelers

For further information on the steps taken please email us at: info@worldfootballsummit.com

SAFETY FIRST



Social distancing

We're controlling crowd density, stand capacity and traffic flow at WFS.



Personal hygiene

Let's keep it clean. You'll need to wear a protective face mask at the event and hand sanitiser will be available throughout.



Event hygiene

All information points and registration will be touchless. The venue will be disinfected regularly, including stands, product samples and audio-visual equipment.



Training

Staff will be trained in health and safety guidelines and rules for the venue. They're obsessive about your safety, so you can get on with business.

WFS will abide by every step outlined in our health and safety guidelines and will enforce compliance throughout the event to ensure the safety and well-being of all participants.

WHY PARTNER WITH WFS



JOIN ONE OF THE WORLD'S FASTEST GROWING INDUSTRIES

The global sports market reached a value of nearly \$488.5 billion in 2018, having grown at a compound annual growth rate of 4.3% since 2014, and is expected to grow at a CAGR of 5.9% to nearly \$614.1 billion by 2022.

The global football market is estimated at around 28 billion U.S. dollars in 2015, almost equal to the combined revenue from all U.S. sports, Formula 1 racing, tennis and golf. In Europe alone, football is a \$22 billion business.



RAISE YOUR PROFILE AND BOOST YOUR BRAND AWARENESS

WFS gathers the global stakeholders of this multibillion business for 2 days under one roof, providing endless opportunities for any brand that is or aims to be a relevant player in this multi-billion industry.

By partnering with WFS, you will immediately boost your brand awareness and raise the profile of your company among the football industry's key decision-makers. You will be viewed as a leading brand by highly engaged senior executives across the multi-sectorial sports business.

WHY PARTNER WITH WFS



EXPAND YOUR NETWORK & MEET YOUR BUSINESS GOALS

Whether your primary objective is to increase your brand exposure, demonstrate leadership or drive new business, expanding your network with senior decision makers eager to learn about market trends and build new relationships will ensure you meet your business goals.

Pre, during and post event partner benefits are available. Through consultation with our in-house marketing and communications strategists, we will tailor a programme to suit your objectives.



BECOME A PART OF THE INDUSTRY'S MOST INFLUENTIAL COMMUNITY

By partnering with WFS you will not only associate your brand to the largest event on the business of football, you will become a part of a solid community built over the years across all WFS summits, composed by the industry's most influential professionals.



PARTNERSHIP OPTIONS

Our most exclusive partnership offering, the Main Partner will be given the highest level of visibility on the WFS platform and all communication and marketing materials before, during and after the event, a tailored communications & media plan and dedicated Account Manager.

This package includes the opportunity to organise and host a 45-minute conference panel on a topic of your choice that will be part of the WFS Official Conference Programme, as well as an invite-only workshop or masterclass for target participants. Main Partners are also entitled to Stand at the WFS Expo Area.

- BRAND VISIBILITY ●●●●●
- KNOWLEDGE SHARING ●●●●●
- LEAD GENERATION ●●●●●

MAIN PARTNER

CATEGORY 1

As a Conference Partner, we guarantee high levels of visibility on the WFS platform and all marketing and communication materials before, during and after the event, a tailored communications plan and dedicated Account Manager.

This package includes the opportunity to organise and host a 30-minute conference panel on a topic of your choice that will be part of the WFS Official Conference Programme.

- BRAND VISIBILITY ●●●●○
- KNOWLEDGE SHARING ●●●●●
- LEAD GENERATION ●●●●○

CONFERENCE PARTNER

CATEGORY 2

WORKSHOP

INDUSTRY TALK

PARTNERSHIP OPTIONS



MAIN PARTNER

CONFERENCE PARTNER

Our Workshop package guarantees visibility on the WFS platform and marketing and communication materials before and during the event and a dedicated Account Manager.

This option includes the opportunity to organise and host an invite-only workshop or masterclass on a topic of your choice for a target audience. It also entitles the brand with the Industry Partnership status.

| | |
|-------------------|-------|
| BRAND VISIBILITY | ●●○○○ |
| KNOWLEDGE SHARING | ●●●●● |
| LEAD GENERATION | ●●●●● |

WORKSHOP
CATEGORY 3

Our Industry Talk package gives you the opportunity to organise and host a 30-40 minute conference panel on the second stage at WFS.

Companies and Institutions will be able to present successful case studies and trends, to a specific and specialised audience and explain their contribution to the football and sports industry.

| | |
|-------------------|-------|
| BRAND VISIBILITY | ●●○○○ |
| KNOWLEDGE SHARING | ●●●○○ |
| LEAD GENERATION | ●●●○○ |

INDUSTRY TALK
CATEGORY 4

PARTNERSHIP OPTIONS



| BENEFIT / PRODUCT | MAIN PARTNER | CONFERENCE PARTNER | WORKSHOP | INDUSTRY TALK |
|-------------------------------------|----------------|--------------------|----------------|---------------|
| ASSOCIATION | | | | |
| Use official brand | Yes | Yes | No | No |
| Partner status | Main | Conference | Industry | No |
| Sectorial exclusivity | Yes | No | No | No |
| CONTENT | | | | |
| Organise session | 45 minutes | 30 minutes | Doesn't apply | 30~40 minutes |
| Workshop on selected topic | Yes | No | Yes | No |
| Presentation in Industry Talk stage | Yes | No | No | Yes |
| BRAND VISIBILITY | | | | |
| Presence on digital tools* | Yes** | Yes** | Yes** | Yes |
| Advertising promotional material | Yes** | Yes** | Yes** | Yes |
| Brand presence during panel | Yes | Yes | Yes | Yes |
| Virtual Booth | Yes | No | No | No |
| PASSES | | | | |
| Speaker | 9 | 3 | 2 | 2 |
| Corporate | 15 | 4 | 2 | 1 |
| Delegate | 25 | 10 | 2 | 1 |
| ePasses | 20 | 10 | 5 | 3 |
| Dedicated Account Manager | Yes | Yes | No | No |
| Parking Slots | 5 | 3 | 2 | 1 |
| COST | | | | |
| | 60,000€ | 25,000€ | 12,000€ | 6,500€ |

*Website, WFS platform, app, conference agenda, social media marketing (organic and paid campaigns) ** Presence will vary on the partnership category

COMMUNICATION BENEFITS



| BENEFIT / PRODUCT | MAIN PARTNER | CONFERENCE PARTNER | WORKSHOP | INDUSTRY TALK |
|--|--------------|-----------------------|----------|---------------|
| PARTNERSHIP ANNOUNCEMENT | | | | |
| WFS Global Newsletter | Yes | Yes | No | Yes |
| WFS Blog | Yes | No | No | No |
| WFS social media | Yes | Yes | No | Yes |
| Press Release | Yes | No | No | No |
| ADVERTISEMENTS | | | | |
| Logo on WFS print and digital advertisements | Yes | Yes | Yes | Yes |
| Banner on the WFS Global Newsletter | Yes | No | No | No |
| DIGITAL CONTENT | | | | |
| WFS Talk* interview | Yes | No | No | No |
| #PartnerStory** | Yes | No | No | No |
| #PartnerNews*** | Yes (weekly) | Yes (every fortnight) | No | No |

* WFS will invite a partner's Senior Executive to take part as a guest in a video-interview series that will be aired live on the WFS social media platforms and shared on the WFS Global Newsletter. [LINK](#)

** WFS will produce and share a social media post highlighting the story of our partner, its main figures, milestones and achievements in the football/sports industry. [LINK](#)

*** WFS will share a link to a news piece provided by Partner on its social media platforms. [LINK](#)

COMMUNICATION BENEFITS



| BENEFIT / PRODUCT | MAIN PARTNER | CONFERENCE PARTNER | WORKSHOP | INDUSTRY TALK |
|---|--------------|--------------------|----------|---------------|
| EVENT COVERAGE | | | | |
| Session announced on daily pre-newsletter | Yes | Yes | Yes | Doesn't apply |
| Panel takeaways included in daily post-newsletter | Yes | Yes | Yes | Yes |
| Session video-highlights | Yes | Yes | No | Doesn't apply |
| Best quotes included on daily video-highlights | Yes | Yes | No | Doesn't apply |
| Panel announced on social media | Yes | Yes | No | Yes |
| Coverage on social media | Yes | Yes | No | Doesn't apply |
| POST-EVENT COVERAGE | | | | |
| Panel uploaded to the WFS YouTube channel | Yes | Yes | No | Yes |
| Panel takeaways featured in the wrap-up Press Release (English & Spanish) | Yes | Yes | No | Doesn't apply |

PARTNERS



Since our first summit in 2016, over 100 brands have chosen WFS as a vehicle to showcase their products and services to the football industry. Among these are some of the world's biggest tech companies, global-leading mass-market brands, multinational corporations, financial institutions, retailers and some of the most innovative startups in the sports-tech ecosystem.



World Football Summit has an Expo Area where companies and institutions have their own space to present their products and services to over 2,100 potential clients.

WFS Expo is a dynamic area where corporate presentations and brand activations take place. On top of benefitting from a greater, more technological space, a new aspect in the WFS21 edition is that exhibitors will also have a virtual booth at the WFS App, so that exhibitors can interact with virtual attendees as well, maximising their potential opportunities.

The venue will provide areas for the specific purpose of having meetings between exhibitors and attendees more comfortably. The presence of renowned attendees will ensure a broad media coverage.

WFS Expo is the perfect setting for your brand to gain visibility in the football industry. Apart from your own spot within the Expo Area, we will guarantee your brand presence through our different digital and printed tools, such as newsletters, website, app, WFS guide, press releases and many other platforms, before, during and after the event.

EXPO AREA

| | |
|-------------------|-------|
| BRAND VISIBILITY | ●●●●● |
| KNOWLEDGE SHARING | ●○○○○ |
| LEAD GENERATION | ●●●○○ |

WFS EXPO



BENEFIT / PRODUCT

WFS EXPO

| | |
|------------------|--|
| Size | 300 x 250 cm |
| Delegate Passes | 2 |
| Corporate Passes | 2 |
| Brand Activation | 20 minutes |
| Meeting Room | Upon Request |
| Visibility | Newsletter, website, app, guide, signage, press releases |
| Virtual Booth | Yes |



ON-SITE STAND

5,100€ +VAT

VIRTUAL STAND
(6 ePASSES)

1,200€ +VAT

PAST EXHIBITORS





The B2B Agenda service allows our clients to meet with corporate profiles of strategic interest for their business.

Our B2B Agenda service offers premium tailor-made packages designed to boost our partners' commercial processes by connecting them easily, naturally and directly with corporate profiles of strategic interest for their business. We work closely with our partners to clearly identify their target objectives and profiles of interest, as well as pre-approving potential meetings. This service - available during our physical and digital events and throughout the year - facilitates both in-person and online meetings, as well as introducing brands and institutions to relevant parties.

WFS offers this service during the two days of the event and also in a continued manner throughout the year, providing in-person and online meetings' closing and introducing and prescribing brands and institutions.

B2B AGENDA

| | |
|-------------------|--------|
| BRAND VISIBILITY | ●○○○○○ |
| KNOWLEDGE SHARING | ●○○○○○ |
| LEADS GENERATION | ●●●●●● |

B2B AGENDA

WHAT WE OFFER

- ✓ Minimum of 5 meetings* with executives and first-level figures
- ✓ Joint identification with the client, contact, coordination and closing of B2B meetings
- ✓ Delivery of corporate profile and agenda prior to the meetings
- ✓ 2 Delegate or 1 Corporate Pass (according to client's preference)
- ✓ Follow-up of the result of the client-counterpart meetings after WFS

2,800€ +VAT

*Average number of meetings for B2B Agenda clients in WFS19: 8 meetings





If you want to make an impact in one of the world's largest multi-billion industries, then advertise with us today and put your brand at the heart of the football industry's biggest event.

Our advertising opportunities place your brand front and centre of WFS events, providing visibility for your company, its services and products to a global community of decision makers.

Whether featuring in our WFS Guide Book distributed both physically and digitally to every attendee, or being placed around the necks of everyone at the event via our lanyard and pass packages, advertising at WFS immediately boosts your brand awareness.

ADVERTISING OPPORTUNITIES

BRAND VISIBILITY



KNOWLEDGE SHARING



LEADS GENERATION



PRINT ADVERTISING



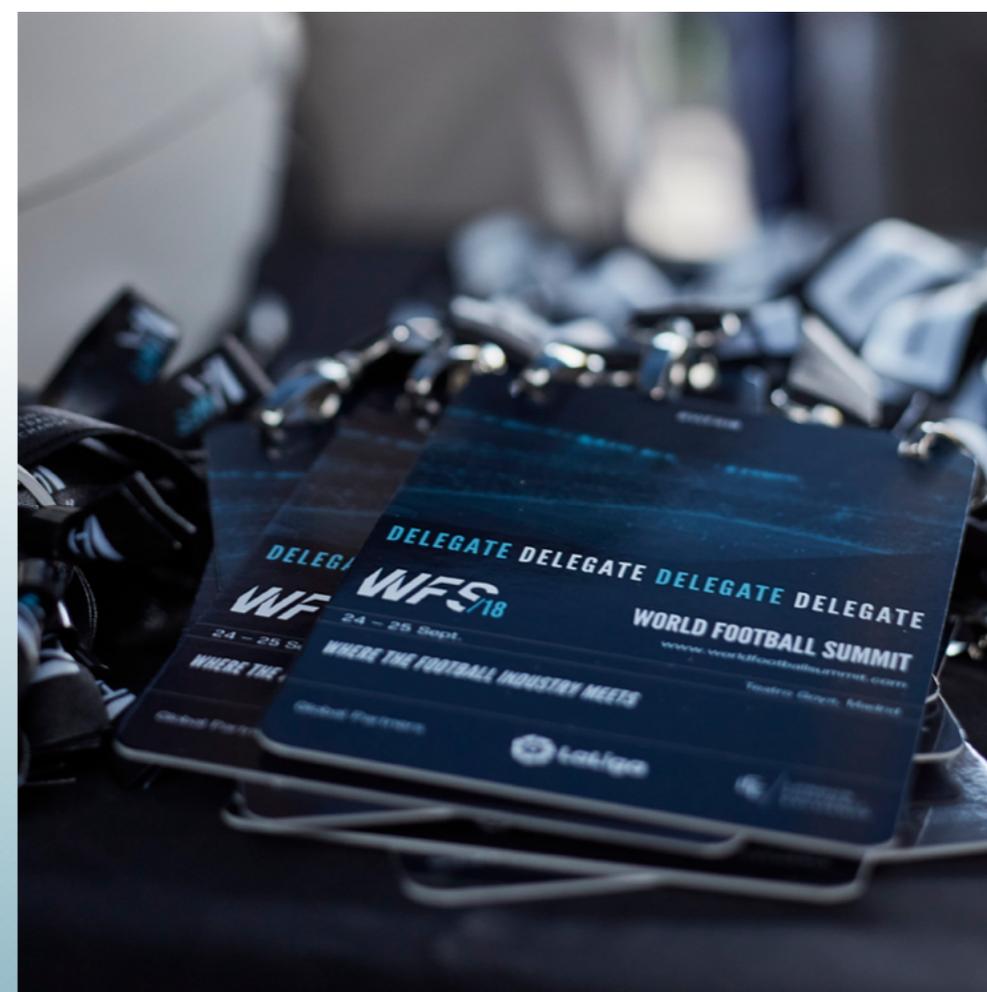
PAGE



The WFS Guide will be distributed among all attendees and will be sent virtually to all ePass holders

450€ + VAT

PAGE + PASS (1 DELEGATE or 3 ePASSES)



650€ + VAT

LANYARD WFSEUROPE



UPON REQUEST



NETWORKING AREA PARTNER

Naming of the Networking Area, the meeting point for potential clients and partners during the two days of the event.



Continuous Brand Presence

- WFS Program (website, app, guide, etc.)
- Room signage
- LED screen



2 Corporate Pass + 3 Delegate Pass



Customised B2B Agenda (5 meetings* with executives and first-level figures)



8,000€ +VAT



Our advertising opportunities don't stop there and the WFS team is excited to work with you in order to tailor a personalised package to help you meet any of your internal goals.

That means we will collaborate with you to create a bespoke advertising strategy to your exact needs.

From digital services and content partnerships, to highly visible branding points across the venue and more subtle showcasing of your company in welcome kits and goodie bags - the potential is endless.

OTHER OPPORTUNITIES

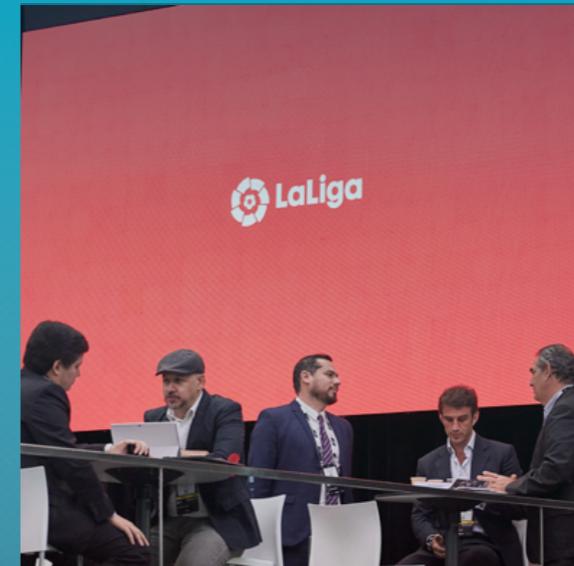
OTHER OPPORTUNITIES



DIGITAL ENGAGEMENT TOOLS



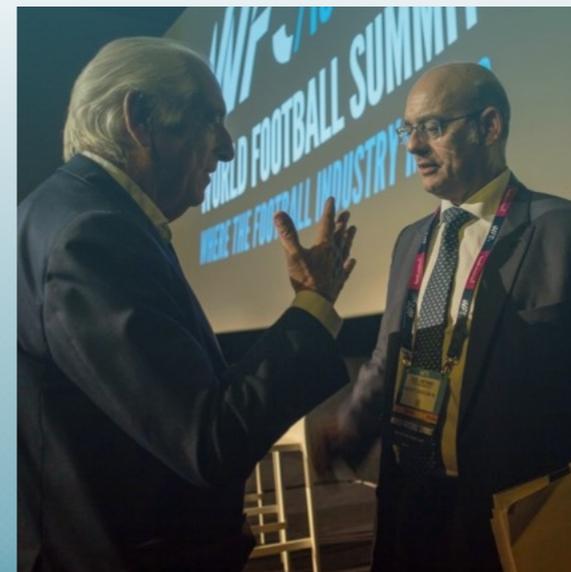
CYCLORAMA



LED MEETING POINT



ATTENDEE WELCOME KIT



CONCIERGE SERVICE



WFS events are the central hub for the global football community and by attending one of our summits you can not only hear how the industry is changing, but also engage with the people who are shaping it.

ATTEND

- BRAND VISIBILITY ●○○○○
- KNOWLEDGE SHARING ●○○○○
- LEADS GENERATION ●●●○○

ATTEND



- ✓ Preferential access to conferences and corporate presentations.*
- ✓ Access to networking and food area at WFS.
- ✓ Participate in the different networking activities.
- ✓ Access and participation in Speed Networking Session.
- ✓ Access to the App where you can see the list of attendees, review their profiles in detail and schedule meetings with other attendees at the convention.
- ✓ Access to the Corporate Lounge, an exclusive area at WFS.
- ✓ Breakfast, lunch and beverages at the Corporate Lounge.
- ✓ Access to the WFS Industry Awards and Gala Cocktail the first night of the summit.
- ✓ Parking (up to availability).

CORPORATE PASS

760€

* Fast access and reserved seats in Main Stage.

- ✓ Access to conferences and corporate presentations.*
- ✓ Access to networking and food area at WFS.
- ✓ Participate in the different networking activities.
- ✓ Access and participation in Speed Networking Session.
- ✓ Access to the App where you can see the list of attendees, review their profiles in detail and schedule meetings with other attendees at the convention.
- ✓ Access to WFS Social Evening the first night of the summit.

DELEGATE PASS

399€

The ePass will allow you to access remotely all the conferences and corporate presentations and the Networking platform through the WFS App.

- ✓ 1-to-1 Video calls between 2 attendees
- ✓ Scheduling of meetings with video calls
- ✓ Push notifications when a call is starting
- ✓ Available on Web and Mobile

ePASS 120€

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