



Partnership offer **Equal pay day** Czechia | 25 - 26th March 2025

		Titular partner	General partner Conference / Empower Day (2x)	Platinum	Gold	Silver	Bronz	
EXCLUSIVE								
Chosen day holds the official name of your company		1	2					
Media campaign strategy according to partner's needs		✓						
Exclusive media outlet		✓	✓					
The program modification according to partner's needs		✓	✓	✓				
Exclusive visibility at the conference	e.g. illuminated banners, product placement, brand the stage, VIP mentoring, VIP zone, own roll up, flags, etc.	✓	✓	✓				
LOGO PRESENTATION								
	yearlong logo presentation at homepage equalpayday.cz							
	printed and online materials							
	on advertising notice			✓				
	event projection							
	common project roll up / or wall of fame							
	the annual BPWCR report							
MEDIA CAMPAIGN								
Communication during the campaign	Partner, speaker or topic as part of the common communication, minimum of	6	5	4	3	2	1	
Single partner's presentation during the campaign, minimum of	Possibility to present DEI commitments	2	1	1	1	0	0	
Presentation	website: Introducing the partner with a recommended PR text on a separate link on the project subpage with a prolink							
	news on the project website			✓				
	company acknowledgement by moderator							
	social network posts with tags							
ADVERTISEMENT								
Company presentation by your own representative		✓	✓	✓				
Company research during the conference or campaign	before, during and after the event using the app	✓	✓	✓				
Video advertising		✓	✓	✓	✓			
Meeting point for B2C		✓	✓	✓	✓	✓		
Promotional gifts in the VIP bags of mentors and speakers (250 pcs)		✓	✓	✓	✓	✓	✓	
Speaking Opportunities								
The company is represented by a PERSON Own brand: rich photo gallery from the event to a professional portfolio ✓ active web medallion as a reference ✓ visibility of expertise ✓ mutual support ✓ B2B contacts ✓ mentor as mentee ✓	Conference SPEAKER - with professional support for the preparation of performances, PR support of a personality as part of the #equalpay campaign or Raising the profile of a personality in the field of equal opportunities and diversity	✓	✓	✓	✓	✓	0	
	MENTOR : demonstrators existence and professionalism of women role models ✓ mutual support ✓ contact list mentees ✓ mentor as a mentee ✓ PR support as role model and professional in the media ✓ personal web profile ✓ social network canva for sharing ✓	✓	✓	✓	✓	✓	✓	0
	VIP STAGE : IT zone, Finance zone, wellbeing zone, worklife balance zone, etc ✓ VIP zone ✓ workshop ✓				✓			
The possibility of involving your own PR team and filming/recruiting material during the event	allowance to use equal pay day logo				✓			
Direct 1-1 meeting ✓ networking	your meetings might be planned in the app in advance				✓			
Direct Interaction								
Complimentary ticket 25th March 2025	Email invitation ✓ for senior executives, business partners or your VIP clients	✓	14	10	8	6	3	
Complimentary ticket 26th March 2025	teambuilding activities ✓ logo - table assignment ✓ networking zone ✓ common team photo shooting ✓ debrief ✓	✓	14	10	8	6	3	
VIP ticket on partners recommendation	Email invitation ✓	✓	3	2	1	1	0	
Motivating ticket package with guaranteed price	10+1, 15+2, 20+3 free	✓	✓	✓	✓	✓	✓	
Post-event report and debriefing								
Project sustainability and impact report for ESG needs	Social impact				✓			
Photo documentation and film recordings	Free talks YouTube BPWCR ✓							

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