

SDG Digital

20-21 September, 2024, UN Headquarters, New York.

Sponsorship

In September, **SDG Digital** returns to the heart of the United Nations in New York. Join **ITU**, **UNDP** and partners in their objective to showcase to the world the transformative potential of digital technologies in forging a better and more inclusive future for all.

How to become a sponsor?

Organizing **SDG Digital** and developing the fast-paced, futuristic and exciting program you will see in New York requires extensive preparation, and significant resources. We are seeking to engage with entities across all sectors who can help us achieve our goals by sponsoring the production and delivery of this unique event.¹ There are two modalities for sponsorship: **SDG Digital Supporter** or **SDG Digital Lead Supporter**. The contribution and benefits are outlined below.

SDG Digital Supporter – Financial contribution of 50K CHF²

- a. The Sponsor will be designated as **SDG Digital Supporter**.
- b. The Sponsor will be invited to participate in the **SDG Digital Advisory Group**.
- c. Sponsor will enjoy **logo visibility and recognition** as **SDG Digital Supporter** throughout the term of the agreement on the SDG Digital website, presentations, video content and on the related SDG Digital related social media promotional activities to announce the partnership and to thank the sponsor.
- d. Subject to the conditions of sponsor recognition inside UN premises, and where possible, sponsor will enjoy logo visibility during the SDG Digital event in New York in September 2024.
- e. Sponsor will be invited to provide a **30 second video clip from a high-level executive/representative** supporting SDG Digital. The video clip will be promoted in Social Media channels and on the SDG Digital website.
- f. Sponsor will be given two tickets to the invitation only **VIP SDG Digital Lunch** (subject to final confirmation) that will take place September 21.
- g. **SDG Digital GameChangers Award**: Sponsor will be given visibility around the Award by:
 - Having a high-level representative handing out one of the Awards to the SDG Digital GameChangers Award winners on stage.
 - Sponsor's logo and branding will be displayed during the SDG Digital GameChangers Award ceremony, further enhancing sponsor's visibility and association with this prestigious recognition.
 - Sponsor's logo will be displayed while showcasing the SDG Digital GameChangers Award video.
- h. Sponsor will benefit from the support of a **dedicated focal point from ITU**.

SDG Digital Lead Supporter – Financial contribution of 100K CHF

The Sponsor will be designated as **SDG Digital Lead Supporter**. Sponsor will enjoy **prime logo visibility and recognition** as **SDG Digital Lead Supporter** throughout the term of the agreement on the SDG Digital website, presentations, video content and on SDG Digital related social media promotional activities announcing the partnership and to thank the sponsor. In addition to the **SDG Digital Supporter** benefits outlined above, the **SDG Digital Lead Supporter** will also enjoy the following benefits:

- a. Sponsor will have the opportunity to provide a special remark at the **SDG Digital Welcome Reception** that will take place September 20.
- b. Sponsor will receive an additional ticket to the **VIP SDG Digital Lunch** (subject to final confirmation).
- c. Sponsor will have the opportunity to author a piece related to SDG Digital that will be published in the ITU Newsletter

SDG Digital GameChangers Award Supporter – Financial contribution of 25K CHF

- a. The Sponsor will be designated as a **SDG Digital GameChangers Award Supporter**.
- b. Sponsor will enjoy **logo visibility and recognition** as a **SDG Digital GameChangers Award Supporter** throughout the term of the agreement on the SDG Digital website, presentations, video content and on the related SDG Digital related social media promotional activities to announce the partnership and to thank the sponsor.

¹ Note that ITU conducts due diligence reviews of private sector sponsors who are not ITU members. Additional review may also be required on interested private sector sponsors from high-risk sectors.

² Early Supporter rate of 40K CHF if confirmed by 30 June 2024

- c. Subject to the conditions of sponsor recognition inside UN premises, and where possible, sponsor will enjoy logo visibility during the SDG Digital event in New York in September 2024.
- d. Sponsor will be invited with one ticket to the invitation only **VIP SDG Digital Lunch** (subject to final confirmation) that will take place September 21.
- e. **SDG Digital GameChangers Award:** Sponsor will be given visibility around the Award by:
 - Having a high-level representative handing out one of the Awards to the SDG Digital GameChangers Award winners on stage.
 - Sponsor's logo and branding will be displayed during the SDG Digital GameChangers Award ceremony, further enhancing sponsor's visibility and association with this prestigious recognition.
 - Sponsor's logo will be displayed while showcasing the SDG Digital GameChangers Award video.

If you are interested in becoming a sponsor, please write to the SDG Digital Secretariat at:
sdgdigital@itu.int.

We look forward to partnering with you!