



WORLD SUMMIT ON MEDIA FOR CHILDREN DUBLIN 2021

11-14 MAY, 2021
DUBLIN, IRELAND

WORLD SUMMIT ON MEDIA FOR CHILDREN PARTNERSHIP OPPORTUNITIES



2021 World Summit Secretariat:  +353 1 6486 130

 wsmc2021@abbey.ie

 www.wsmcdublin.org

Dublin is proud to be hosting the
World Summit on Media for Children in Dublin,
May 11-14 May 2021.



The Vision

The Dublin Summit is built around the idea of Creative Storytelling, an ancient Irish art form, reimagined for the modern world.

Inspiring Children

Empowering Media

Empowering Children

Inspiring Media

The TV, video, radio, VR, gaming and online children's media creatives who attend this Summit will show, brainstorm and develop new creative storytelling that [empower](#) and inspire children under the headings:

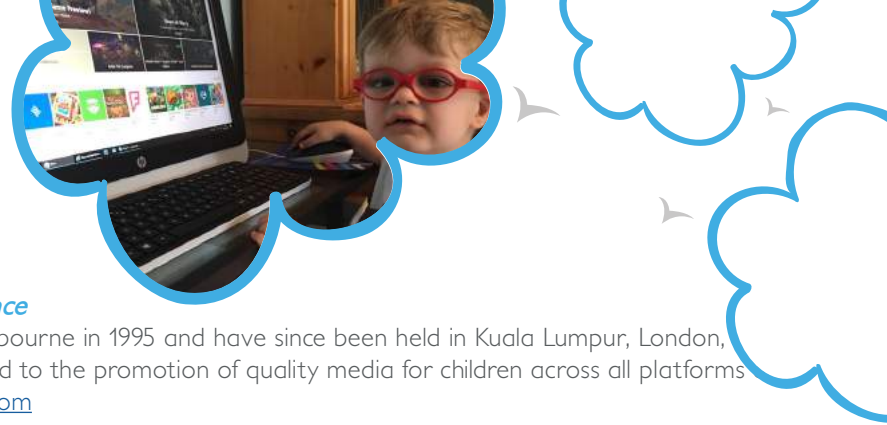
Inspiration.....Spréag

Illumination.....Fios

Innovation.....Nualíocht

Diversity.....Éagsúlacht

Protection.....Cosaint



WSMC is a Movement and not just another conference

The WSMC Foundation Inaugural Summit was held in Melbourne in 1995 and have since been held in Kuala Lumpur, London, Johannesburg and Montreal etc. The Foundation is devoted to the promotion of quality media for children across all platforms to children's media rights around the world. www.wsmcf.com

What media is covered?

- Children's Media Across all Platforms:
- TV, Radio, Online Video Streaming, VR and Gaming,
- All the related policy issues.

Who attends?

- World Leading Creatives in programme making, animation, broadcasting,
- Commissioning editors, media literacy experts, cyber bullying and security experts, Regulators, policy makers, children's rights advocates and youth workers
- Children and Young People will engage through digital platforms in the formulation of the agenda and will be Summit contributors.

Where will attendees come from?

- The Summit will be truly global. Summits attendees come from all continents and at least 80 countries worldwide.
- The Dublin Summit will hold Pre Summit Seminars in Sao Paulo, South America, Munich, Europe, Johannesburg, Africa, Dubai, for the Middle East and Kuala Lumpur, South East Asia in 2019 and 2020

Partners and sponsors can be confident of positive engagement with national and international players.

Why Sponsor WSMC 2021?

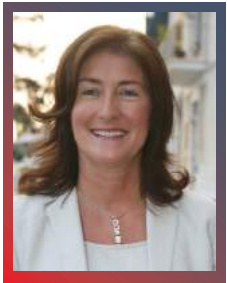


There are several benefits in sponsoring our event, including:

- Media's roles in children's lives – positive and negative – is now a major worldwide topic of debate. Your Summit sponsorship will demonstrate your organisation's corporate responsibility in furthering thoughtful discussion among media regulators, owners of creative copyright, child rights advocates, and educationalists.
- Your sponsorship will create very cost-effective exposure opportunities, given the anticipated significant media interest in this event.
- Our sponsors will enjoy valuable networking opportunities, via attendance at events leading into and during the event.
- Your involvement as a sponsor of an Ireland-based global event will contribute to your organization's international visibility and objectives.
- Your organization will be associated with a prestigious global event attended by influential members of the international Children's Media Community on all continents, such as children's media creatives, digital and TV executives, animators, broadcasters and educators.
- Your brand will be leveraged across our different platforms, including on our website, social media, on-screen branding and with online participants.
- You will enjoy the opportunity to engage with children and youth from Ireland and around the world on issues of immediate and universal interest to the younger generation.

Who We Are

We have assembled a great multi-disciplinary team to form the Steering Committee for WSMC 2021.



Marion Creely
Dublin Summit Conference Ambassador



Stephanie Comey
BAI



Louise Comally
Brown Bag Films



Brian O'Neill
DIT



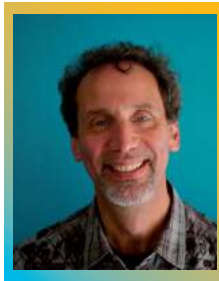
Jan Pettersen
DIT



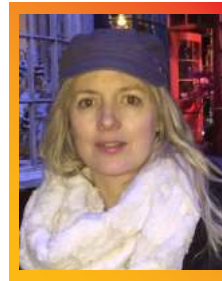
Michael McLoughlin
Youth Work Ireland



Paul Young
Cartoon Saloon



David Kleeman
Dubit



Mary Kingston
Adare Productions



Terence O'Rourke
Enterprise Ireland



Maeve Carton
NTMA

WSMC 2021 – Supporters So Far

The Dublin Summit Bid has received support from the following:

- Lord David Puttnam - Patron
- Broadcasting Authority of Ireland
- Brown Bag Films
- Cartoon Saloon
- Cinemagic
- Creative Ireland
- Dublin City Univeristy
- Dublin Institute of Technology
- Fáilte Ireland
- Foróige
- Fresh Film Festival
- Irish Film Institute
- Jam Media
- Meet in Ireland
- Monster Entertainment
- National Youth Council of Ireland
- Ombudsman for Children
- RTE
- TG4
- The Ark
- University College Dublin
- Unicef Ireland



SPONSOR PACKAGE

Summary Table of Main Options

	PLATINUM €50,000	GOLD €40,000	SILVER €25,000	BRONZE €20,000
Opportunity to host an Educational Satellite Event	Lunchtime Symposium	Symposium	Workshop	
Logo on Inside Front Cover of Summit Programme	✓	✓	✓	✓
Logo on Summit Website & Registration Banner	✓	✓	✓	✓
Complimentary Summit & Networking Reception Tickets	5	3	2	2
Logo on the Notepads	✓	✓		
Booth or Stand Space in a Prime Position	18 m ²	12 m ²	9 m ²	6 m ²
Advertisement in the Summit Programme	Full Page	Full Page	Half Page	Quarter Page
Logo displayed on presentation slide at Summit	✓	✓	✓	✓
Acknowledgement at Official Opening & Closing Ceremonies	✓	✓	✓	✓
Promotional Items for Inclusion in Delegate Bags	5	3	2	1
Profile in the Summit Programme	100 words	50 words		

Please note all Package prices listed are subject to Irish VAT @ 23%

PLATINUM SPONSOR

€50,000

PLATINUM SPONSOR EXCLUSIVE BENEFITS

Unopposed Satellite Symposium within the Summit Programme	Verbal acknowledgement during the opening and closing ceremonies
Logo on the inside front cover of the Summit Programme	5 Promotional items to be included in Delegate Bags
Logo displayed on Storyhubble	100 word organisation profile in the Summit Programme
Logo on Summit Banner located at registration area	5 complimentary Summit Registration Passes
Acknowledgement on official Summit Website with Logo and hyper-link to organisation's site	5 complimentary Networking Reception Tickets
Logo on Notepads	Opportunity to purchase registrations at discounted rate
Booth(s) or Stand Space in a prime position in the Exhibition area – 18m ²	Thank you to sponsor on Summit Website for a period of 3 months
Full page color advertisement in the Summit Programme	Formal acknowledgement of sponsorship in post-Summit thank you email to all attendees
Logo will be displayed on a presentation slide at the commencement and conclusion of every session	

GOLD SPONSOR

€40,000

GOLD SPONSOR BENEFITS

Satellite Symposium within the Summit Programme	Verbal acknowledgement during the opening and closing ceremonies
Logo on the inside front cover of the Summit Programme	3 Promotional Items to be included in Delegate Bags
Logo on Summit Banner located at registration area	50 word organisation profile in the Summit Programme
Acknowledgement on Official Summit Website with Logo and hyper-link to organisation's site	3 complimentary Summit Registration Passes
Logo on Notepads	3 complimentary Networking Reception Tickets
Booth(s) or Stand Space in a prime position in the Exhibition area – 12m ²	Opportunity to purchase registrations at discounted rate
Full page color advertisement in the Summit Programme	Thank you to sponsor on Summit Website for a period of 3 months
Logo will be displayed on a presentation slide at the commencement and conclusion of every session	Formal acknowledgement of sponsorship in post-Summit thank you email to all attendees

SILVER SPONSOR

€25,000

BRONZE SPONSOR

€20,000

SILVER SPONSOR BENEFITS

Logo printed on the inside front cover of the Summit Programme

Logo on Summit Banner located at registration area

Acknowledgement on official Summit Website with Logo and hyper-link to organisation's site

Booth(s) or Stand Space in a prime position in the Exhibition area 9m²

Half page color advertisement in the Summit Programme

Logo will be displayed on a presentation slide at the commencement and conclusion of every session

Verbal acknowledgement during the opening and closing ceremonies

2 Promotional Items to be included in Delegate Bags

2 complimentary Summit Registration Passes

2 complimentary Networking Reception Tickets

Opportunity to purchase registrations at discounted rate

Thank you to sponsor on Summit Website for a period of 3 months

Formal acknowledgement of sponsorship in post-Summit thank you email to all attendees

BRONZE SPONSOR BENEFITS

Logo printed on the inside front cover of the Summit Programme

Logo on Summit Banner located at registration area

Acknowledgement on Official Summit Website with Logo and hyper-link to organisation's site

Booth(s) or Stand Space in a prime position in the Exhibition area 6m²

Quarter page color advertisement in the Summit Programme

Logo will be displayed on a presentation slide at the commencement and conclusion of every session

Verbal acknowledgement during the opening and closing ceremonies

1 Promotional Item to be included in Delegate Bags

2 complimentary Summit Registration Passes

2 complimentary Networking Reception Tickets

Opportunity to purchase registrations at discounted rate

Thank you to sponsor on Summit Website for a period of 3 months

Formal acknowledgement of sponsorship in post-Summit thank you email to all attendees

ADDITIONAL OPPORTUNITIES

A key attraction of WSMC 2021 is the opportunity it offers for people from academia and industry to mingle and network. The following sponsorship packages provide multiple opportunities for your company information and logo to be seen by delegates.



Refreshment Break Supporter €5,000

- ✓ Recognition at the Summit by display of organisation's logo on a Sponsors' Recognition Board
- ✓ Acknowledgement and an A4 insert in the Summit pack
- ✓ Acknowledgement on official Summit website with logo and hyper-link to your organisation's website
- ✓ Other conditions can be negotiated.

Executive Committee Meeting Supporter €5,000

- ✓ Recognition at the Summit by display of organisation's logo on a Sponsors' Recognition Board
- ✓ Acknowledgement and an A4 insert in the Summit pack
- ✓ Acknowledgement on official Summit website with logo and hyper-link to your organisation's website
- ✓ Other conditions can be negotiated



ADDITIONAL OPPORTUNITIES



WSMC Welcome Reception €5,000

- ✓ Recognition at the Summit by display of organisation's logo on a Sponsors' Recognition Board
- ✓ Acknowledgement and an A4 insert in the Summit pack
- ✓ Quarter page advertisement in the Summit programme
- ✓ Acknowledgement on official Summit website with logo and hyper-link to your organisation's website
- ✓ 2 x tickets to the Welcome Reception
- ✓ Other conditions can be negotiated

WSMC 2021 Gala Dinner Supporter €10,000

- ✓ Recognition at the Summit by display of organisation's logo on a Sponsors' Recognition Board
- ✓ Acknowledgement and an A4 insert in the Summit pack
- ✓ Quarter page advertisement in the Summit programme
- ✓ Acknowledgement on official Summit website with logo and hyper-link to your organisation's website
- ✓ 2 x tickets to the Gala Dinner
- ✓ Recognised as supporter of both Pre Dinner Reception & Dinner



ADDITIONAL OPPORTUNITIES



Morning/Afternoon Satellite Symposium €10,000

- ✓ Room Rental and basic AV equipment and assistance
- ✓ Programme printed and handed out
- ✓ Notification of the symposium through email alerts
- ✓ Notification of the symposium on the Summit website
- ✓ Acknowledgement & company logo on Summit website & programme
- ✓ Link to company website on Summit website
- ✓ Opportunity to provide your own signage at the Symposium

Lunchtime Satellite Symposium €15,000

- ✓ Room Rental and basic AV equipment and assistance
- ✓ Programme printed and handed out
- ✓ Notification of the symposium through email alerts
- ✓ Notification of the symposium on the Summit website
- ✓ Acknowledgement and company logo on Summit website and programme
- ✓ Link to company website on Summit website
- ✓ Opportunity to provide your own signage at the Symposium



ADDITIONAL OPPORTUNITIES

Summit Delegate Bags €7,500



All registered delegates will receive a delegate bag on registration that will contain the Summit programme, related literature and leaflets and a pen. Your sponsorship support will be acknowledged in the Summit programme, in the pre-summit publicity material, on the website and on the signage at the Summit itself. This is a great way to publicise your company's products and services with key decision makers in the industry.

- ✓ Your company's logo on the delegate bags
- ✓ Recognition at the Summit by display of organisation's logo on a Sponsors' Recognition Board
- ✓ Acknowledgement on official Summit website with logo and hyper-link to your organisation's website
- ✓ Other conditions can be negotiated

Summit Badges and Lanyards €10,000



Each delegate will be provided with a name badge and lanyard on registration including your company's logo. Your company can be seen to be part of the Summit sponsorship programme by supporting this vital element of the Summit, with pre-summit publicity, publicity on the summit website and with your company branding visible during the summit.

- ✓ Your company's logo on delegate badges
- ✓ Recognition at the Summit by display of organisation's logo on a Sponsors' Recognition Board
- ✓ Acknowledgement on official Summit website with logo and hyper-link to your organisation's website
- ✓ Other conditions can be negotiated

ADDITIONAL OPPORTUNITIES

Summit Proceedings USB pen drives €5,000



With the increasing move to paperless activity, a pen drive will be made available to all delegates with a full digital copy of the Summit proceedings. This USB stick is a valuable reference tool as it contains all the information for delegates at the Summit. This is a great sponsorship opportunity to gain publicity and visibility for your company.

- ✓ Company's logo on the USB pen drive
- ✓ Recognition at the Summit by display of organisation's logo on a Sponsors' Recognition Board
- ✓ Acknowledgement on official Summit website with logo and hyper-link to your organisation's website
- ✓ Other conditions can be negotiated

ADDITIONAL OPPORTUNITIES

Exhibiting at WSMC 2021 €3,000



We are able to offer exhibitor stands at the 2021 World Summit on Media for Children, which provide a perfect opportunity for you to display your products and services to professionals and educators in the area of children's media from all over the world.

The exhibition will be accessible to all the Summit attendees during the refreshment breaks and networking events. The stands will be in place for the duration of the Summit, allowing you to make contacts and develop relationships with key industry representatives and academics. The exhibitor stands will include a table, chair, free WiFi access and space for your exhibits with your company details. Complimentary stands or discounts are available in conjunction with other sponsorship packs.

- ✓ Allocated exhibition stand (3 days)
- ✓ Recognition at the Summit by display of organisation's logo on a Sponsors' Recognition Board
- ✓ Acknowledgement on official Summit website with logo and hyper-link to your organisation's website
- ✓ Other conditions can be negotiated

WSMC 2021 – Other Opportunities



Poster Session Supporter - €5,000

Branded Summit Pens Supplier - €5,000

Speaker Ready Room Supporter - €5,000

Logo Displayed on WSMC 2021 Website - €2,000

Flyer - A4 Insert in Delegate Packs - €1,000

Full Page Advertisement in Summit Programme - €1,500

Half Page Advertisement in Summit Programme - €950

Bespoke packages - if you don't see an opportunity that meets your needs/vision/strategy, get in touch and we can discuss!

Terms and Conditions

EXHIBITION SPACE

Exhibition space is assigned by the summit organizers with priority given to headline sponsors. Remaining space is assigned on a first come basis. Organisations are free to choose their space once their sponsorship monies are paid in full. Full details of exhibitor set up, delivery and locations of stands will be distributed prior to the summit

PAYMENT AND CANCELLATION

After the signed contract has been received by the summit organisers an invoice will be issued for a non-refundable payment of 25% of the total amount. The balance of the full payment is payable by 29th January 2021. All cancellation requests must be submitted in writing. After 29th January 2021, no refunds will be made. The World Summit on Media for Children reserves the right to cancel the exhibition or terminate the contract for any reason at any time upon written notice to the exhibitor. In this event a refund will be made for any rental fees paid by the exhibitor under the contract.

LIABILITY

The organisers accept no responsibility should the summit be cancelled due to force majeure cases. Materials and equipment belonging to exhibitors are their responsibility. The exhibitor is responsible for the safety of all their property onsite at the Summit venue. It is advised that the exhibitors carry their own insurance against any risk of loss due to theft/negligence, damage, injury or liability.



Contact details

Emma Power

+353 1 6486 130

wsmc2021@abbey.ie

www.wsmcdublin.com