

Partnership Equal Pay Day 2024		Titular conference	Titular mentoring	General	Gold	Silver	Bronz
EXCLUSIVE							
Chosen day holds the official name of your company (limited)		1	1				
Media campaign strategy according to partners needs		✓	✓				
The program modification according to partner's needs		✓	✓	✓			
The exclusive visibility at the conference		✓	✓	✓			
LOGO PRESENTATION							
	yearlong logo presentation at homepage equalpayday.cz						
	printed and online materials						
	on advertising notice				✓		
	event projection						
	common project roll up						
	the annual BPWCR report						
MEDIA CAMPAIGN							
Communication during the campaign	Partner, speaker or topic part of common communication, minimum of	8	8	5	3	2	1
	website and its news						
	company acknowledgement by moderator				✓		
	social network posts						
Presentation							
Single partner's presentation during the campaign, minimum of	Posibility to present DEI commitments - https://tn.nova.cz/zpravodajstvi/clanek/497253-rovnost-zen-a-muzu-je-i-muzske-tema	2	2	1	1	0	0
ADVERTISEMENT							
Company presentation by your own representative		✓	✓	✓			
Company research during the conference or campaign	Eventee application might be used	✓	✓	✓			
Video advertising		✓	✓	✓	✓		
Meeting point for B2C		✓	✓	✓	✓	✓	
Roll up, banner		✓	✓	✓	✓	✓	✓
Promotional gifts in the VIP bags of mentors and speakers (200 pcs)		✓	✓	✓	✓	✓	✓
Speaking Opportunities							
	Professional performance support, personal PR support as part of the #equalpay campaign or raising the personality profile in the field of equal opportunities and DEI, presentation of role models - personal brand support (medals, websites, canvas, newsletter etc...)	✓	✓	2	1	1	0
SPEAKER 11th April 2024	Ambassador program & Guest speaker future book						
	PR support as role model and professional in the media ✓ personal web profile ✓ social network canva for sharing ✓ poss. to create your own artical, vlog or blog	✓	✓	2	2	1	1
	Personal brand: huge and professional photogallery for your portfolio ✓ active yearlong web presentation as a reference ✓ increase the visibility in chosen topic ✓						
	PR: social media support ✓ LinkedIn ✓ mentoring topic in the media ✓				✓		
	Mentoring participation: demonstrators existence and professionalism of women role models ✓ mutual support ✓ contact list mentees ✓ mentor as a mentee ✓						
	Event: B2B contacts ✓ VIP zone ✓ Complimentary ticket to EPD conference 11th April 2024 ✓						
The possibility of involving your own PR team and filming/recruiting material during the event	allowance to use equal pay day logo	✓	✓	✓	✓	✓	✓
Workshop or VIP mentoring	Possible engagement of specialist for finzone, heath zone, digi zone or VIP mentoring	✓	✓	1	1	0	0
Direct 1-1 meeting ✓ networking	your meetings might be planned in the app in advance	✓	✓	✓	✓	✓	✓
Direct Interaction							
Complimentary ticket 11th APRIL 2024	Email invitation ✓ for senior executives, business partners or your VIP clients	✓	✓	10	8	6	3
	teambuilding activities ✓ logo - table assignement ✓ networking zone ✓ common team photo shooting ✓ debrief ✓	✓	✓	10	8	6	3
Complimentary ticket 12th APRIL 2024		✓	✓	2	1	1	0
VIP ticket on partners recommendation	Email invitation ✓	✓	✓	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, film recording	Free talks YouTube BPWCR ✓						
Financial participation		1 000 000 Kč	1 000 000 Kč	500 000 Kč	300 000 Kč	200 000 Kč	100 000 Kč