

Partnership Equal Pay Day 2024	Description / notes	Titular Conference / Empower Day	General Conference / Empower Day	Gold	Silver	Bronze
EXCLUSIVE						
Chosen day holds the official name of your company	limited to	2	2			
Media campaign strategy according to partner's 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 / or wall of fame					
	the annual BPWCR report					
MEDIA CAMPAIGN						
Communication during the campaign	Partner, speaker or topic part of common communication, minimum of	8	5	3	2	1
	website and its news					
	company acknowledgement by moderator					
	social network posts					
Single partner's presentation during the campaign, minimum of	Possibility to present DEI commitments - https://tn.nova.cz/zpravodajstvi/clanek/497253-rovnost-zen-a-muzu-je-i-muzske-tema	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 (personal web profile, websites, canvas, newsletter etc...)	✓	2	1	1	0
SPEAKER 11th April 2024	Ambassador program & Guest speaker future book	✓	✓	✓	0	0
	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: 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
Complimentary ticket 12th APRIL 2024	teambuilding activities ✓ logo - table assignment ✓ networking zone ✓ common team photo shooting ✓ debrief ✓	✓	10	8	6	3
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 ✓					