

# Sponsorship Proposal

SEEDIG 5

**Bucharest,  
Romania**

7–8 May 2019



SOUTH  
EASTERN  
EUROPEAN  
DIALOGUE ON  
INTERNET  
GOVERNANCE

**SEEDIG**

# Why support SEEDIG 5?

## **Engage with the Internet community**

SEEDIG and its sponsors are exposed to regional and international policy-makers, regulators, industry leaders, academics, technical experts, civil society and thought leaders in the area of digital technologies.

## **Benefits for sponsors**

- Unique access to influential digital technology professionals and thought leaders
- Special brand awareness possibilities
- Excellent opportunity to make valuable contacts and increase your regional footprint
- Exclusive access to the network of international and regional partners

## **Help promote South Eastern Europe's digital growth**

- Help bring more participants from the South-Eastern Europe and the neighbouring areas (SEE+) to attend the SEEDIG annual meeting
- Facilitate SEEDIG capacity development programmes for nurturing talents and encouraging high-potential individuals to actively contribute to the region's digital development
- Enable carrying out SEEDIG inter-sessional activities that encompass advocating the SEE+ digital agenda and promoting multistakeholder collaboration across the region
- Help SEEDIG to be represented in regional and international digital policy development processes and events



# SEEDIG Audience

**SEEDIG annual meetings attract people from within and beyond SEE+, and are typically attended by 150 participants.**

The majority of participants are high level government officials, leaders and decision makers from government agencies, regulators, network operators, and civil society representatives. Attendees include participants from:

- Government departments
- Academic and research networks
- Research and educational institutions
- Domain name registries (ccTLDs) and registrars
- Telecom operators and Internet service providers
- Content providers and online platforms
- Business associations
- Non-governmental organisations

SEEDIG meetings are supported by a network of international partners and by national parliaments, governments, regulators, technical and business associations, and civil society.

Each year, local partners from the host country are key in organising annual meetings. SEEDIG 2019 local partners include, amongst others, the Parliament of Romania, Ministry of Communications and Information Society and National Authority for Management and Regulation in Communications.

Most sessions at SEEDIG meetings are webcast and remote participation is provided, enabling online intervention and feedback.

**Read more about SEEDIG's international, regional and local partners.**



# Highlights from 2018

SEEDIG's fourth annual meeting was held on 23–24 May 2018 in Ljubljana, under the honorary patronage of Dr Milan Brglez, President of the National Assembly of the Republic of Slovenia, and with the support of more than 30 international, regional and national supporting organisations, partners and sponsors.

Under the overarching theme 'Digital transformation and digital society in SEE+', the discussions had a strong regional focus, exploring opportunities, challenges, good practices, and action plans specific to the SEE+ region. Below are some excerpts from the conclusions of the discussions:

- The SEE+ region needs a common digital agenda and cooperation across the region.
- Deployment of high speed broadband networks, also in rural areas, is essential for bridging digital divides and for the digital transformation of the region.
- Sustainable digital development in the SEE+ region can only be achieved by creating a stimulating environment, through a holistic approach and the involvement of all stakeholders in a bottom-up multistakeholder model.
- More focus should be placed on developing digital skills, supporting the digital economy and enhancing cybersecurity while ensuring the protection of digital rights.

→ Countries must acknowledge that brain drain is a serious issue in the region and act to address it. Structural changes across the educational and economic sectors are needed to overcome this phenomenon.

More conclusions can be found in the Messages from SEEDIG 2018.

*I truly believe that SEEDIG, as one of the most successful regional forums on Internet governance, is a remarkable place where we can explore the opportunities for the countries of the region to benefit from digital technologies. [...] Policymakers, private sector, NGOs, tech industry, startups and citizens, all have a role to play in the digitalisation of society and must engage in a constructive dialogue. SEEDIG is an ideal platform for this dialogue to take place.*

**Mariya Gabriel**  
EU Commissioner for  
Digital Economy and Society

# SEEDIG 2015 – 2018 in figures

## MAJOR STAKEHOLDERS

Governments

**26%**

Businesses

**17%**

Civil society

**32%**

Technical community

**11 %**

Academia

**8%**

## PARTICIPATION BY GENDER

Female

**46%**

Male

**54%**

## FROM WHERE





# SEEDIG 2018 partners

## Honorary patron



REPUBLIC OF SLOVENIA  
**NATIONAL ASSEMBLY**  
PRESIDENT  
Dr Milan Brglez

## Host



**DIGITAS**  
institute

## Supporting organisations



## Local institutional partners



## Sponsors



## Regional partners



# Sponsorship opportunities

**SEEDIG offers flexible sponsorship options, ranging from day, session and social event sponsorship packages to sponsoring our capacity building programmes, intersessional activities and special projects.**

**We can also tailor a package to your needs and budget.**

## **Youth School, 6 May 2019**

SEEDIG Youth School provides students from the SEE+ region a space to learn, network, exchange views and prepare to participate in Internet governance and digital policy processes. They learn online about digital policy and then participate on-site in the Youth School and SEEDIG meeting.

## **Fellowship Programme, 6 May 2019**

SEEDIG Fellowship Programme is dedicated to professionals interested in digital policy issues and provides them an opportunity to exchange views and experiences on issues of their choice. They participate in a dedicated one-day pre-event and at the annual meeting.

## **SEEDIG Meeting, 7 – 8 May 2019**

At the SEEDIG meeting, delegates:

- Engage with the region's and world's leading digital technology experts
- Discuss most relevant digital development issues identified by stakeholders from the region
- Network with their peers
- Contribute to the formulation of key policy messages, relevant for the SEE+region

## **Social events**

SEEDIG social events are very popular and memorable. They are an effective way for participants to network with their peers and share information. Social events at SEEDIG 2019 will highlight Romanian culture.

## **Online participation**

Online participation helps to widen involvement at SEEDIG annual meetings. It allows participants from across the region and beyond to access the meeting content through live audio and video streaming and chat.

## **Accessibility**

SEEDIG promotes digital accessibility and increasingly provides accessibility of its annual meetings to the deaf, hard of hearing, blind and partially sighted members of the Internet community.

## **Intersessional activities**

SEEDIG performs a variety of intersessional activities, including regional surveys and monthly digital development summaries. It is also launching new initiatives such as the Road Show, Ambassador Programme and other dedicated projects. All these initiatives provide an excellent opportunity for sponsors to increase their visibility in more targeted groups and throughout the year.

# Sponsorship benefits

| BENEFITS / TIER   | GOLDEN SPONSOR   | GENERAL SPONSOR  | COMMUNITY SPONSOR  | SPONSOR   | CONTRIBUTOR                   | CONNECTIVITY & TECHNICAL SUPPORT | ACCESSIBILITY SUPPORT |
|---|--|--|--|---|-------------------------------|----------------------------------|-----------------------|
| SEEDIG Sponsorship  | <b>15.000 EUR</b><br>69.792 RON  | <b>10.000 EUR</b><br>46.528 RON  | <b>7.500 EUR</b><br>34.896 RON   | <b>5.000 EUR</b><br>23.264 RON  | <b>2.000 EUR</b><br>9.306 RON | In kind                          | In kind               |
| Number of sponsors  | 2  | 4  | Unlimited  | Unlimited   | Unlimited                     | Unlimited                        | Unlimited             |
| Sessions  | <ul style="list-style-type: none"> <li>• Opening reception (evening before the event),</li> <li>• Gala dinner (first day)</li> </ul> | <ul style="list-style-type: none"> <li>• Lunch (pre-event)</li> <li>• Lunch (one per day)</li> <li>• Closing dinner</li> </ul> | <ul style="list-style-type: none"> <li>• Youth School</li> <li>• Road Show</li> <li>• Fellowship Programme</li> <li>• Accessibility project</li> </ul> | <ul style="list-style-type: none"> <li>• Youth School</li> <li>• Fellowship Programme</li> <li>• Coffee breaks</li> <li>• Smaller events</li> </ul> |                               |                                  |                       |
| Logo on event signage and webcast break graphics                    | ✓  | ✓  | ✓  | ✓   | ✓                             | ✓                                | ✓                     |
| Logo on event publications, website and pre-event email newsletters | ✓  | ✓  | ✓  | ✓   | ✓                             | ✓                                | ✓                     |
| Lunch with SEEDIG executive team                                    | ✓  | ✓  | ✓  | ✓   | ✓                             | ✓                                | ✓                     |
| Display of company pull-up at selected areas                        | ✓  | ✓  | ✓  | ✓   |                               | ✓                                | ✓                     |
| Literature display in high-traffic registration area                | ✓  | ✓  | ✓  |   |                               | ✓                                | ✓                     |
| Logo on back of delegate badges                                     | ✓  | ✓  | ✓  | ✓   |                               |                                  |                       |
| Logo on conference shirt  | ✓  | ✓  |  |   |                               |                                  |                       |
| Logo on event lanyard   | ✓  |  |  |   |                               |                                  |                       |
| Short speech at selected event                                      | ✓  | ✓  | ✓  |   |                               |                                  |                       |
| Verbal acknowledgement at closing session                           | ✓  | ✓  |  |   |                               |                                  |                       |

Euro to Romanian Leu exchange rate as of 5<sup>th</sup> December 2018: **1 EUR is 4,6528 RON.**



# About SEEDIG

SEEDIG is an initiative dedicated to facilitating multi-stakeholder dialogue and cooperation in addressing issues related to the use, evolution and governance of digital technologies across the SEE+ region.

Launched in 2015, under the framework of the United Nations-led Internet Governance Forum, SEEDIG has evolved into a one-of-a-kind regional initiative, developed through sustained community work and with valuable support from regional and international partners.

## **SEEDIG's practices**

- Provides a platform for regional dialogue and collaboration on digital policy issues, through annual meetings and intersessional activities
- Raises awareness and promotes a better understanding of digital policy issues among SEE+ stakeholders
- Strengthens the capacity of regional stakeholders to meaningfully contribute to Internet governance and digital policy processes
- Inspires and support communities throughout the region to launch national initiatives and to get involved in regional and international Internet governance processes focused on addressing digital policy issues
- Builds partnerships in the SEE+ and at the international level





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