



**Redesign**  
**Resilience**  
**Regeneration**

## **r3.0 8<sup>th</sup> International Conference Thresholds of Transformation - Piloting Regenerative and Distributive Economies and Cultures**

### **MEDIA SPONSOR KIT**

This Media Sponsor Kit supports r3.0 conference media sponsors in their attempts to reach out to their constituencies, delivering relevant content, and help r3.0 to increase attention and awareness about the conference and its importance.

#### **What we offer**

- Media Sponsors receive recognition on the conference website [www.conference2021.r3-0.org](http://www.conference2021.r3-0.org), in a special rubric called 'Media Sponsors'. This will be done through logo recognition.
- Media Sponsors receive one free ticket to the online conference as soon as their logo is placed on the conference website, which happens after the media sponsor agreed in writing to support and has sent a high resolution logo for posting.
- Exception: In case that a media sponsor is developing content for its own commercial use, e.g. newsletters, articles, documentaries, etc., and that those remain behind paywalls, we ask the media sponsor to consider making a cash contribution to r3.0, a non-profit organisation, expecting a 'fair share' from supporting the media sponsor in its own commercial successes.

#### **What we expect**

- The Media sponsor suggests ways of how to announce the conference on their own media, may it be newsletters, own websites, own social media, etc., as standard support features.
- In case of a media sponsorship by an organisation that belongs to the press sector, we are interested to discuss how the journalist plans to report about the conference and in which media that may happen. If those media are publicly available, r3.0 is willing to boost these articles when published on its own social media channels.
- Media sponsors are expected to follow and multiply r3.0's communications through feasible means where possible. As r3.0 mainly creates awareness through Twitter, Facebook, LinkedIn and Medium.com, and its own newsletter (that can be shared) we expect media sponsors to boost through retweeting and sharing r3.0's posts and newsletter communications.
- After the conference r3.0 will post session videos, responses, twitter threads etc., so boosting these through own social media channels by media sponsors will round off the media sponsorship.

## **Campaigning**

- r3.0's main campaign starts in July, 2021, exactly two months before the conference, and clustered in 9 weekly schedules. This is a description of the flow of the campaign:
  - Week 1: Announcing all keynote speakers, breakout sessions and market-making sessions (as far as confirmed)
  - Week 2: A deeper dive into focus area 1: science & behaviour, and posting of speaker quotes (through jpg'd speaker cards)
  - Week 3: A deeper dive into focus area 2: finance & growth, and posting of speaker quotes (through jpg'd speaker cards)
  - Week 4: A deeper dive into focus area 3: value & circularity, and posting of speaker quotes (through jpg'd speaker cards)
  - Week 5: A deeper dive into Focus area 4: education & governance, and posting of speaker quotes (through jpg'd speaker cards)
  - Week 6: Daily posting of speaker cards of breakout group speakers and market- making session speakers

- Week 7: same
- Week 8: 2 weeks before the conference, we return to the overview perspective of the conference and start reminders for ticket sales
- Week 9: 'last chance' communication

### **Articles, Interviews, Webcasts**

We are open to special promotion through feature articles, interviews and/or webcasts that support the conference marketing. Topics can include: systemic conference setup, speaker selection, uniqueness of r3.0's conferences, the Blueprints that will be released at the conference, other topics...please contact Bill or Ralph for such additional support.

### **Contacts**

Please let us know of your interest to participate!

Ralph Thurm | Managing Director r3.0 | [r.thurm@r3-0.org](mailto:r.thurm@r3-0.org) | or

Bill Baue | Senior Director r3.0 | [b.baue@r3-0.org](mailto:b.baue@r3-0.org) |

We are open to answering any additional questions that you may have.

### **Websites**

[www.r3-0.org](http://www.r3-0.org)

[www.conference2021.r3-0.org](http://www.conference2021.r3-0.org)

### **Social Media Channels**

Twitter: [@r3dot0](https://twitter.com/r3dot0)

Facebook: <https://www.facebook.com/r3.0org/>

Linkedin: <https://www.linkedin.com/groups/13526375/>

Medium.com: <https://medium.com/@r3dot0>