



Redesign
Resilience
Regeneration

r3.0 7th International Conference
Redesigning for A Regenerative & Distributive
Economy
- Closing Systemic Gaps –

MEDIA SPONSOR KIT

This Media Sponsor Kit supports r3.0 Conference Media Sponsors in their outreach 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.conference2020.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 agrees in writing to support and has sent a high resolution logo for posting. Media Sponsors receive a unique code for waiving the fees on the Eventbrite registration page.
- Exception: In case 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 announces the Conference on their own media (newsletters, Websites, 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 amplify r3.0's Social Media (Twitter, Facebook, LinkedIn & Medium) / Newsletter communications where possible, for example by 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 the Media Sponsor's own social media channels will round off the media sponsorship.

Campaigning

- r3.0's main campaign starts on 8 July 2020, exactly two months before the Conference, and follows a campaign flow in the following 9-week schedule:
 - **Week 1:** Announce all *Keynote Speakers, Interactive Breakout Sessions, and Market-Making Sessions*
 - **Week 2:** A deeper dive into Thematic Focus 1: *Science & Behaviour*, and posting of speaker quotes (through jpg'd Speaker Cards)
 - **Week 3:** A deeper dive into Thematic Focus 2: *Finance & Growth*, and posting of speaker quotes (through jpg'd Speaker Cards)
 - **Week 4:** A deeper dive into Thematic Focus 3: *Value & Circularity*, and posting of speaker quotes (through jpg'd Speaker Cards)
 - **Week 5:** A deeper dive into Thematic Focus 4: *Education & Governance*, and posting of speaker quotes (through jpg'd Speaker Cards)
 - **Week 6:** A deeper dive into the Market-Making Ideas & Solutions Session I, and posting of speaker quotes (through jpg'd Speaker Cards)

- **Week 7:** A deeper dive into the Market-Making Ideas & Solutions Session II, and posting of speaker quotes (through jpg'd Speaker Cards)
- **Week 8:** Final Full Conference Overview
- **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, the new r3.0 World Progress Report, 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 | or

Bill Baue | Senior Director r3.0 | b.baue@r3-0.org |

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

Websites

www.r3-0.org

www.conference2020.r3-0.org

Social Media Channels

Twitter: <https://twitter.com/r3dot0>

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

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

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