



Sponsorship Opportunities and Benefits

2024 IFOAM Organic World Congress

November 30th to December 6th
Held for the First Time in Taiwan
at Nanhua University

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I. Introduction

1. Event Overview

The Organic World Congress (OWC) is a global organic agriculture conference hosted by the International Federation of Organic Agriculture Movements (IFOAM) and is held every three years. Since its establishment in 1972, IFOAM has been committed to promoting the sustainability, environmental friendliness and social equity of organic agriculture, and setting global standards for organic agriculture. The OWC is the world's largest organic agriculture event, bringing together experts, scholars, farmers, policymakers and relevant stakeholders from all over the world to discuss the latest developments, challenges and opportunities in organic agriculture. The goal of the conference is to promote exchanges and cooperation in global organic agriculture, share innovative technologies and best practices, and promote the formulation and implementation of global organic standards.

2. Event Details

The 2024 Organic World Congress will be held at Nanhua University in Chiayi County, Taiwan, from November 30 to December 6, 2024. It is expected to attract participants from around the world, including organic agriculture experts, business leaders, academic researchers, government representatives and NGO members, consumers, teachers and students. This conference will become an important platform to promote the development of organic agriculture in Taiwan and around the world, and also provide participants with a unique opportunity to conduct in-depth discussions on the development of global organic agriculture. Please refer to Appendix 1 for the event planning of this conference.

3. Sponsorship opportunities

The Organic World Congress (OWC) provides a unique platform for businesses and organizations to demonstrate their commitment to organic farming and sustainability. Through sponsorship, companies can not only enhance their brand image on the global stage, but also gain direct access to organic farming experts and influencers from around the world. Sponsorship plans include a variety of options, such as event naming, exhibition booths, special lecture sponsorships, digital media exposure, etc. Companies can choose the most appropriate form of sponsorship based on their own needs. Companies participating in the sponsorship will receive comprehensive publicity opportunities from the conference to enhance their visibility and influence in the global organic agriculture community.

II. How to Become a Sponsor

1. Sponsorship Tier

Companies and organizations that sponsor the Organic World Congress (OWC) can choose the following different sponsorship levels, each level corresponds to different financial or material contributions, and enjoy the sponsorship reward program (as shown in Appendix 2):

A. Diamond : Sponsorship amount NT\$ 3M/ € 90K

B. Platinum : Sponsorship amount NT\$ 1M/ € 30K

C. Gold: Sponsorship amount NT\$ 500K/ € 15K

D. Silver : Sponsorship amount NT\$ 300K/ € 9K

E. Bronze : Sponsorship amount NT\$ 100K/ € 3K

2. Sponsorship Program

We provide sponsorship programs (Annex 3) for companies with specific goals to meet their specific needs. These packages can include cash, supplies, such as ingredients, travel, advertising, event-related items, etc., or co-branding opportunities such as launching a specific product or event at the OWC. Sponsorship packages will be tailored to the company's goals and budget to ensure maximum brand exposure and engagement.

3. Application Process

Becoming a sponsor of the OWC is easy, please follow the steps below:

A. Express Interest : Potential sponsors can fill out the online application form (Appendix 4) or contact our sponsorship team directly to express interest in sponsorship

B. Proposal Submission : Sponsors can submit custom proposals or choose pre-defined sponsorship packages based on their needs.

C. Approval from the CSC : All submitted proposals will be sent to the OWC Congress Steering Committee for approval.

D. Review and Agreement : The OWC team will review proposals and negotiate final sponsorship packages with sponsors, followed by drafting sponsorship agreements.

E. Payment and Commitment : After the sponsorship agreement is reached, the sponsor makes payment and delivers relevant results according to the agreement.

4. Contact Information

For further inquiries or more sponsorship details, please contact our sponsorship contact person (Appendix 5).

III. Potential Sponsor Benefits

1. Brand Visibility

1.1 **Brand Promotion:** The sponsor's brand logo will appear in all event materials, banners, digital platforms and marketing content to ensure that the brand is widely exposed both inside and outside the global organic agriculture field.

1.2 **Speaking Opportunities:** Depending on the level of sponsorship, sponsors will have the opportunity to give speeches or hold exclusive workshops during the conference, interact directly with global organic agriculture experts and industry leaders, and share corporate innovations in organic agriculture and sustainable development. and results.

1.3 **Booth Space:** Sponsors will have priority access to the main exhibition venues to obtain the best booth locations. This will give your products and services maximum exposure during the event, giving you direct access to potential customers and partners from around the world.

2. Interaction Opportunities

1.1 **Exclusive Access:** As a high-level sponsor, you will be invited to OWC's VIP events to network with key stakeholders. In addition, you will receive privileged access to lecture theaters to participate in high-level discussions with industry leaders.

1.2 **B2B Meetings:** Sponsors will have the opportunity to participate in corporate matchmaking meeting arranged by the conference, conduct in-depth discussions with industry leaders, policymakers and potential partners from around the world, and expand business cooperation opportunities.

3. Marketing and media exposure

1.1. **Pre-Event Publicity:** Your brand will be included in the pre-event marketing plan, including press releases, social media promotions, email advertising, etc. This will ensure your brand receives maximum exposure within the global organic farming community.

1.2 **Conference Publicity:** During the conference, your brand will continue to be exposed through the official channels of the conference such as social media, official website and electronic press releases. In addition, sponsors can also use the digital display screens in the venue and the conference APP for real-time promotion.

1.3 **Post-Event Publicity:** The sponsor's brand will continue to appear in post-conference media reports and summary reports to ensure continued extension of brand exposure.

IV. Implementation plan

1. Onboarding

1.1 Meet to discuss goals, expectations and timelines

At the beginning of the cooperation, arrange an initial meeting with the sponsor to clearly discuss the main goals of the sponsorship, expected results and the schedule of activities. This will ensure that the sponsor's needs are met and establish the direction of the partnership for both parties.

1.2 Provide sponsorship solutions

Based on the sponsor's level and needs, a complete sponsorship package including sponsor logo, banner design, digital assets, etc. is provided. These resources will help sponsors effectively engage in event branding and ensure consistency and exposure of their brand across all related events.

2. Regular Updates

2.1 Update Event Preparation and Sponsorship Results Monthly

Conduct regular monthly meetings or communications with sponsors to provide updates on event preparation progress and sponsorship results. These updates will include details of upcoming events, progress on sponsor engagement plans, and matters that may require further assistance from sponsors.

2.2 Coordinate Brand Promotion Content

Work closely with sponsors to ensure branding at events meets both parties' standards. This includes coordinating and confirming the submission and approval of sponsor logo use, banner designs and other brand assets, ensuring all materials are consistent with the event's branding and sponsor's requirements.

3. Participation in Activities

3.1 Arrange Exhibition Space, Speaking Engagements and VIP Visits

Assist sponsors with arranging booth space at events, ensuring it is in a prime location to maximize brand exposure. In addition, depending on the level of sponsorship, assist in arranging speaking engagements, workshops and VIP visits for sponsors to ensure their participation is fully showcased and valued.

3.2 Final Report before the Event

Provide sponsors with a final report prior to the event detailing their role, schedule, expected results from participating in the event, and required considerations. This will help sponsors be fully prepared on the day of the event, ensuring the success and effectiveness of their participation.

Schedule

1. August to September:

Confirm sponsorship plan

Start contacting potential sponsors

Confirm sponsor list

2. October:

Complete sponsor contract signing

Prepare preliminary marketing materials to ensure early exposure of sponsor's brand

3. November:

Conduct large-scale marketing campaigns to enhance sponsors' brand influence

Ensure sponsor's brand is fully displayed during the event

4. December:

Hold conferences to maximize sponsors' brand exposure

Post-press conference report summarizing the sponsor's participation results


V. Conclusion

By becoming a sponsor of the 2024 Organic World Congress (OWC), companies will gain significant status and exposure within the global organic farming sector. This is not only an excellent platform to demonstrate corporate social responsibility, but also an effective way to promote your brand and expand your business network. We sincerely invite you to participate and jointly promote the sustainable development of global organic agriculture. We look forward to working with you to create a win-win situation and continue future cooperation opportunities!

Appendix I: OWC Schedule

The Pre-Conferences, Tours, Organic World Congress, and the General Assembly of IFOAM – Organics International will be running from the 30th November to the 6th December.

A more detailed program will be provided closer to the event.

	Pre-Conferences		Organic World Congress			General Assembly	
	11/30 (Sat.)	12/1 (Sun.)	12/2 (Mon.)	12/3 (Tue.)	12/4 (Wed.)	12/5 (Thu.)	12/6 (Fri.)
09:30 – 12:00	Activity Registration		Opening Ceremony & Plenary Session	Plenary Session	Plenary Session		
	Workshops / Bio Tours / Cultural Tours		12:00 – 13:00 Lunch				
13:00 – 14:30			Parallel Modules / Workshops	Parallel Modules / Workshops	Parallel Modules / Workshops	IFOAM – Organics International General Assembly	
			14:30–15:00 Break				
15:00 – 16:30			Parallel Modules / Workshops	Parallel Modules / Workshops	Parallel Modules / Workshops	IFOAM – Organics International General Assembly	
			16:30 – 17:00 Break				
17:00 – 18:30			Parallel Modules / Workshops	Parallel Modules / Workshops	Closing Ceremony		
19:00 – 21:00			Conference Gala Dinner		General Assembly Bazaar	General Assembly Social Dinner	

Appendix II · Sponsorship Program

	Sponsorship Benefits	Diamond	Platinum	Gold	Silver	Bronze
	Sponsorship fees in NT\$	3M	1M	500K	300K	100K
	Sponsorship fees in €	90K	30K	15K	9K	3K
1	Use the OWC Partner logo on your website and digital/print documents	✓				
2	Your logo on congress giveaways, where appropriate	✓				
3	Your support acknowledged in IFOAM - Organics International post-Organic World Congress blog article	✓				
4	On-site video interview with your organization to be processed and published by IFOAM - Organics International after the OWC	✓				
5	Issue Certificate of Appreciation on opening ceremony	✓	✓			
6	A dedicated page on the official OWC website with your key messages	✓	✓			
7	Your logo/company featured in one session of your choice	✓	✓			

	Sponsorship Benefits	Diamond	Platinum	Gold	Silver	Bronze
	Sponsorship fees in NT\$	3M	1M	500K	300K	100K
	Sponsorship fees in €	90K	30K	15K	9K	3K
8	An article or interview with a person of your choice published and shared on IFOAM' s social media	✓	✓	✓		
9	Logo in IFOAM - Organics International' s monthly newsletter 'The Insider' as official OWC sponsor	✓	✓	✓	✓	
10	Advert space in the event digital brochures provided to all participants	Full Page	Half Page	Quarter Page	One-eighth Page	Only Logo
11	Your logo represented across all official OWC on digital and print posters,	✓	✓	✓	✓	✓
12	Your logo featured in your sponsor category on the OWC website	✓	✓	✓	✓	✓
13	Logo featured in mailers ahead and during the Congress	✓	✓	✓	✓	✓
14	Receive digital materials (toolkit) to promote the Organic World Congress and your partnership in your own communications	✓	✓	✓	✓	✓

	Sponsorship Benefits	Diamond	Platinum	Gold	Silver	Bronze
	Sponsorship fees in NT\$	3M	1M	500K	300K	100K
	Sponsorship fees in €	90K	30K	15K	9K	3K
15	Booth at OWC Venue	5	4	3	2	1
16	Tickets giving full access to on-site Congress	10	8	6	4	2

Note: 1. Sponsors of booth space are requested not to resell the booth to other companies.

Appendix III、Sponsorship Program

A. 現金贊助方案 Sponsorship program by Cash

請勾選 Tick	編號 Number	贊助內容 Sponsored content	贊助金額 Sponsorship amount
	A-1	鑽石級贊助商 Diamond	
	A-2	柏金級贊助商 Platinum	
	A-3	金級贊助商 Gold	
	A-4	銀級贊助商 Silver	
	A-5	銅級贊助商 Bronze	
	A-6	其他金額	

B. 指定用途贊助方案 Main Sponsorship program

	B-1	有機食材、點心 Organic Food、Dessert	
	B-2	水、咖啡、茶 Water、Coffee、Tea	
	B-3	桌椅租借 Rented Tables and Chairs	
	B-4	文宣廣告 (媒體及實體：機場、高鐵、捷運、台鐵、南華) Social Media	
	B-5	生態文化旅遊 Bio Tours/Culture Tours	
	B-6	交通接駁 Transportation	
	B-7	印刷費 Printing Expenses	
	B-8	保溫瓶 thermos	
	B-9	環保杯 reusable food ware	
	B-10	表演節目 (街頭藝人、音樂、舞蹈、魔術等) Performance (street performance、music、dance、magic, etc.)	
	B-11	攤位桌椅、帳篷、主舞台 TRUSS、攤位費等 Tables and Chairs、Tent、Truss、Booths Fee	
	B-12	口譯費 Interpretation Fee	
	B-13	電腦及視聽設備 Computer and Projector	

	B-14	紀念品Souvenir	
	B-15	其他項目Others	(請自行填入)
贊助總金額 Total Amount			NT\$

註：1.指定用途贊助之回饋以贊助項目之市價*0.7。

2.贊助方案若已額滿，將與贊助單位商量改換其他項目。

Note: 1. The benefits of main/other sponsorship program please refer to amount from sponsorship package program

2. if the main sponsorship program is full, we will consult with sponsor changing to other content.

Appendix IV 、 Sponsorship Application Form

A. 贊助方案 Sponsorship program			
請勾選 Tick	編號 Number	贊助內容 Sponsored content	贊助金額 Sponsorship amount
	A-1	鑽石級贊助商Diamond	
	A-2	白金級贊助商Platinum	
	A-3	金級贊助商Gold	
	A-4	銀級贊助商Silver	
	A-5	銅級贊助商Bronze	
	A-6	其他金額	
B. 指定用途贊助方案 Main Sponsorship program			
	B-1	有機食材、點心 Organic Food、Dessert	
	B-2	水、咖啡、茶 Water、Coffee、Tea	
	B-3	桌椅租借 Rented Tables and Chairs	
	B-4	文宣廣告 (媒體及實體：機場、高鐵、捷運、台鐵、南華) Social Media	
	B-5	生態文化旅遊 Bio Tours/Culture Tours	
	B-6	交通接駁 Transportation	
	B-7	印刷費 Printing Expenses	
	B-8	保溫瓶 thermos	
	B-9	環保杯 reusable food ware	
	B-10	表演節目 (街頭藝人、音樂、舞蹈、魔術等) Performance (street performance、music、dance、magic, etc.)	
	B-11	攤位桌椅、帳篷、主舞台 TRUSS、攤位費等 Tables and Chairs、Tent、Truss、Booths Fee	
	B-12	口譯費 Interpretation Fee	
	B-13	電腦及視聽設備 Computer and Projector	

	B-14	紀念品Souvenir	
	B-15	其他項目Others	
贊助總金額 Total Amount			NT\$

贊助廠商基本資料 Sponsor Company Information			
公司名稱 Name			
公司地址 Address			
公司網址 Website			
聯絡人姓名 Contact		職稱 Job Title	
連絡電話 Contact number		電子信箱 Email	
收據抬頭 Name of the recipient		統一編號 Tax ID number	
公司用印 Company Stamp			

Appendix V: Sponsorship Contact Information

- 1. Email:** partnerships2024@owc-bio.org
- 2. Address:** No. 55, Section 1, Nanhua Road, Dalin Town, Chiayi County 622301, University of South China

We look forward to your participation and jointly promote the development of global organic agriculture!