

CIRCULAR CITY WEEK NEW YORK

21–27 MARCH 2022

Partner Proposal Overview



Introduction

Circular City Week (CCW) is the largest circular economy event in the US engaging New Yorkers and beyond in a multi stakeholder dialogue spurring action towards a circular economy.

CCW inspires and brings awareness to current best practices and initiatives across sectors and industries. By showcasing how circular approaches can influence city life and change urban industries, CCW is a vehicle for lasting and meaningful change.

To corporates and industry leaders CCW offers a unique platform to promote your thought leadership and brand yourself and your solution to a targeted audience.

The **biggest** US circular event
with the **power** to spur
action for **lasting** and
meaningful change.

CCW is about the power of knowledge sharing as well as the importance of collaboration across sectors and industries to solve the problems of tomorrow.

We hope you will join us in this quest!

4th Circular City Week
21-27 March 2022



Who We Are

Circular City Week is brought to you by Confederation of Danish Industry and our US subsidiary Danish Cleantech Hub.

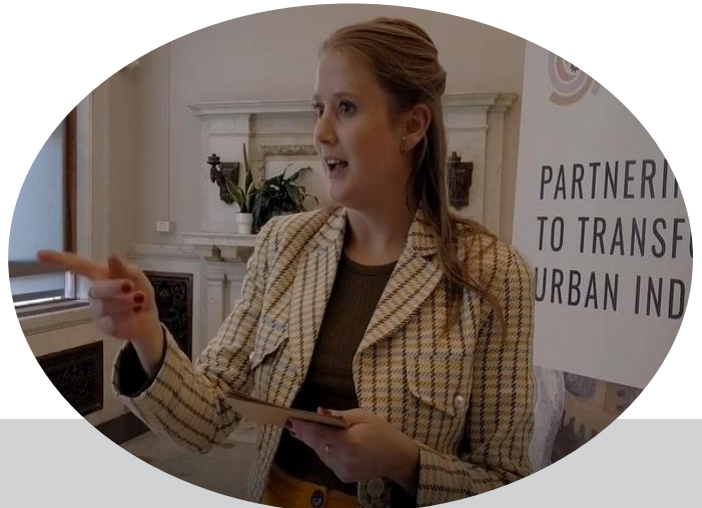
The Confederation of Danish Industry is Denmark's largest, most representative and most influential business and employers' organization with 11,000 corporate members. We are owned by our members and our operating budget is based on membership fees.

We internationally assist these members in spurring conversations on issues of global corporate importance. Circular economy is one of these topics and hence the reason why Confederation of Danish Industry is hosting Circular City Week.

Sponsorship Management

All sponsorships go directly into enabling the creation of CCW – we generate no profit from hosting the festival.

The success of CCW is dependent on financial contributions as this is our only way to finance the working hours that goes into creating the festival, the platform, and the official activities we host.



2021 Highlights



8800 participants



92 events



300 speakers



245 organizations



50 partner stories shared



8,500+ newsletter subscribers

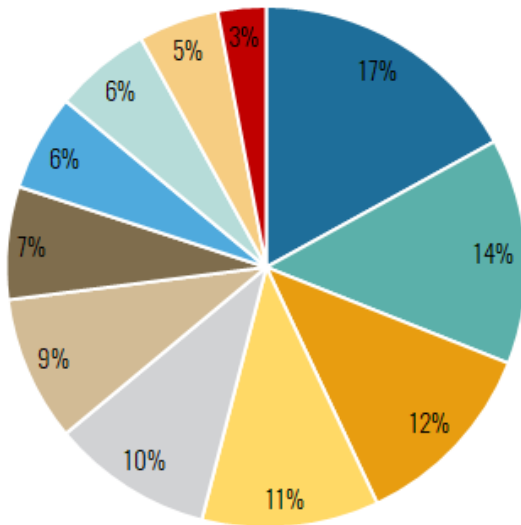


44,000+ website visits



200% growth since last year

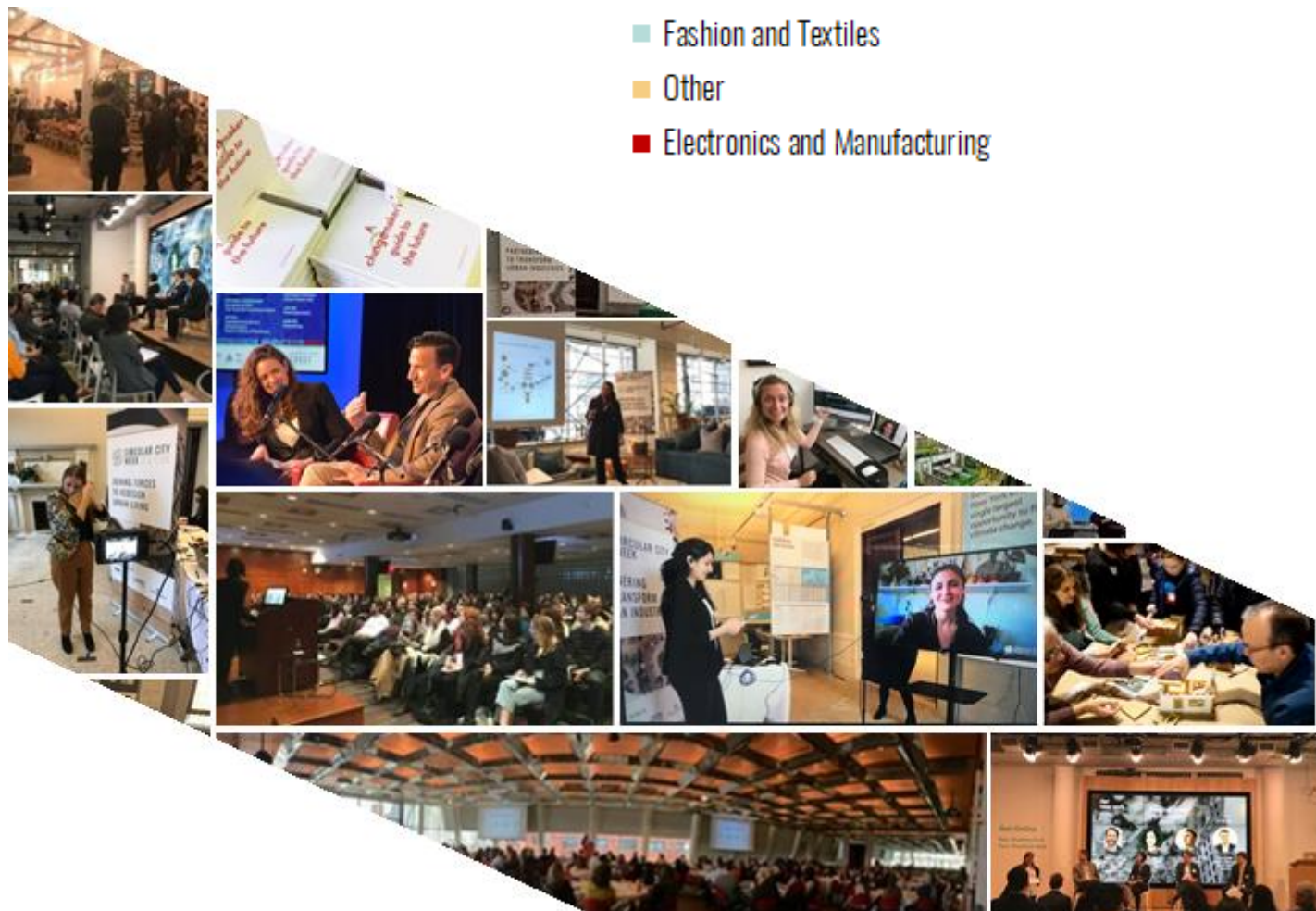
Previous CCWs





Events

- Plastic and Packaging
- Building and Architecture
- Design and Materials
- Energy and Water
- Financing and Investment
- Food and Farming
- City planning and Mobilities
- Jobs and Education
- Fashion and Textiles
- Other
- Electronics and Manufacturing

8800
participants at
92 virtual and
in person events
in 2021



Official CCW events

-  Circular City Week is framed by two official event – the opening and closing event, which are both hosted by us.
-  Premium Partners have the opportunity to deliver a keynote speech that will gain broad attention amongst in-person attendees, virtual attendees and attendees watching the recordings on the website.

Opening Ceremony

21
March
2022

Monday evening:

- Venue: TBD
- Panel style event with open registration
- 300 in-person attendees
- + livestream audience

Likely topics:

- Role of digital technology in cities,
- Transformation strategies: Pathways for business,
- Transitioning from products to services

Closing Celebration

25
March
2022

Friday evening:

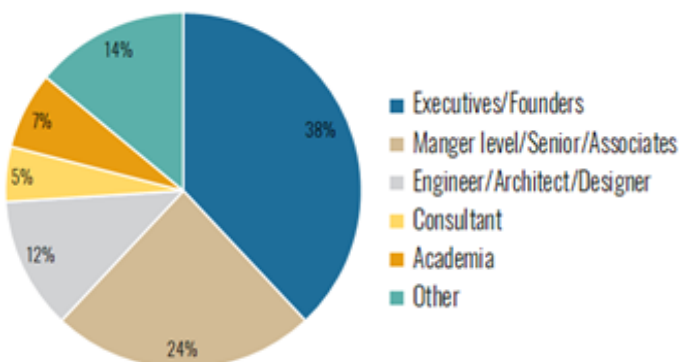
- Venue: The Company Building, NYC
- Reception style event with open registration
- 300 in-person attendees
- + livestream audience

Likely topics:

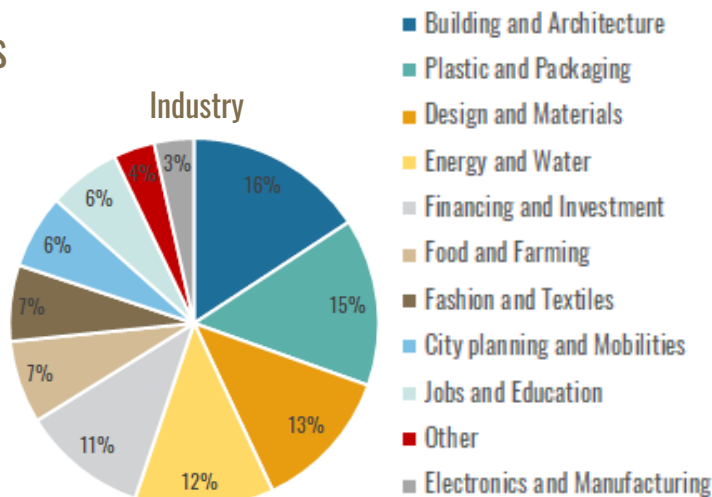
- Today's circular trailblazers: Key strategies
- Incentives to empower circular economy
- Scale-up circular economy at local and global level

Audience at CCW 2021 official events


Position



Industry



Value Proposition



Showcase your brand, share your circular efforts and talk directly to peers and targeted audience



Get an exclusive speaking opportunity tailored to make your organization shine




Get your story and events out to our 7500+ newsletter readers with an open-rate, double the industry average




Be an integrated part of the narrative around CCW and the positive media exposure that includes




Be part of this globally emerging conversation at the biggest US circular event



Get inspired by best practices and today's solutions to advance circular economy



Support the important mission it is to create awareness about resource efficiency and be part of the solution



Brand yourself as circular economy frontrunner and stand out as Premium Partner (limited to 2).

Partnership Packages

	Premium Partner \$50,000	Pioneer Partner \$15,000	Platform Partner \$2,000 and over	Publicity Partner* \$0
Promote your organization as part of the global circular economy movement	✓	✓	✓	✓
Logo featured on website	✓	✓	✓	✓
Your circular economy story featured in our newsletter and on SoMe channels	✓	✓	✓	✓
A case story of your choice will be part of our case story library on the website	✓	✓	✓	✓
Part of social media strategy	✓	✓	✓	
Event planning assistance	✓	✓	(✓)	
Logo on all promotional materials	✓	✓		
Speaking engagement at official CCW event	✓	✓		
Your organization is mentioned at all CCW events	✓			
Tailored social media campaign	✓			
Exclusive interview prior CCW	✓			
Event planning and service for an exclusive close door event	✓			
Official CCW event is named after your organization	✓			
Keynote speaker at official CCW opening/closing event	✓			

*exclusively for NGOs and public institutions

Premium Partner



Become the opening or closing keynote speaker and summarize your core message at our official CCW event named after your company. We livestream the official events.



Your organization is mentioned at all CCW events (in-person and virtual) by the CCW representative giving the welcome or closing remarks.



Let us organize an exclusive close door event for your organization. Choose your own agenda and audience and we do our best to fulfill your wishes incl. RSVPs, speakers, invitations to targeted audience, venue and catering.



Your logo is on all promotional materials as Premium Partner. You are an active part of our social media strategy, and we are featuring your CE story on all CCW communication channels.



Your keynote talk is recorded for review after the event and can be used for online promotion by your organization including media materials in form of photos.



In an exclusive interview we highlight your chosen circular economy story and make your brand shine. The interview can be filmed prior CCW and is available for promotional use before, during and after CCW.



Promote your organization as part of the global circular economy frontrunners and be part of meaningful conversations. Get inspired and be an inspiration for others!

Your Commitment

- You sponsor CCW with a \$50,000 contribution.
- Share your circular economy story with us so that we can best create impactful events and online updated that will feature you.
- Be excited about the circular economy!

Pioneer Partner

We invite corporates to join our unique platform and become 1 out of max 6 Pioneer Partners. Our team is ready to shed light on your brand in the fast growing world of circular economy. Let's do it!



Join the stage at the official CCW opening or closing event and become a speaking opportunity. The event is hosted by us and will be livestreamed.



Your speaking engagement is recorded for review after the event and can be used for online promotion by your organization including media materials in form of photos.



Your logo is on all promotional materials as Pioneer Partner and you may use our CCW logo.



You are an active part of our social media strategy, and we are featuring your circular economy story in CCW communication channels such as newsletter, Twitter, LinkedIn and Instagram



We offer event planning assistance incl. contacts, invitations to a targeted audience, RSVPs, speakers, if you want to create your own event.



Stories of your choice is featured on the CCW website as part of our case story library



Promote your organization as part of the global circular economy frontrunners and be part of meaningful conversations. Get inspired and be an inspiration for others!

Your Commitment

- You sponsor CCW with a \$15,000 contribution.
- Share your circular economy story with us so that we can best create impactful events and online updated that will feature you.
- Be excited about the circular economy!

Platform Partner

Our Platform Partnership is for public or private organizations active as a circular player, wants to step up and become a bigger part of the circular movement. We offer a variety of services and in-kind contribution, from event planning assistance to different ways of donating. Together we can elevate circular economy - let's work!



Promote your organization as part of the global circular economy frontrunners and be part of meaningful conversations. Get inspired and be an inspiration for others!



You are an active part of our social media strategy, and we are featuring your circular economy story in CCW communication channels such as newsletter, Twitter, LinkedIn and Instagram



If you are interested in hosting an event, we can assist with event planning incl. contacts, invitations, RSVPs, speakers, partners etc.



Your logo is featured on the CCW website as Platform Partner and you may use our CCW logo.

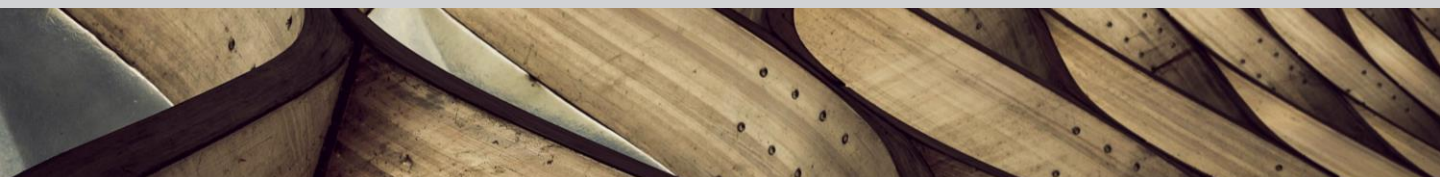


Your chosen circular economy story is featured on the CCW website as part of our case story library.

Your Commitment

Support CCW by an in-kind contribution or donation, examples include but are not limited to:

- Host an event and donate the attendee fee to CCW
- Monetary contribution for event planning assistance (contact for quote)
- Make a donation in any amount above \$2,000



Publicity Partner

If your organization is not-for-profit, a public institution (e.g. university, city) or a media and an active circular economy player – this partnership opportunity is for you!



Promote your organization as part of the global circular economy frontrunners and be part of meaningful conversations. Get inspired and be an inspiration for others!



Your logo is featured on the CCW website as Publicity Partner and you may use our CCW logo.



Your chosen circular economy story is featured in CCW communication channels such as newsletter, Twitter, LinkedIn and Instagram



A case story of your choice is part of our case story library on the website

Your Commitment

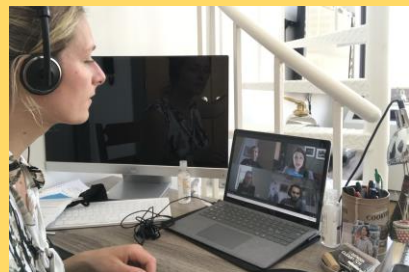
- Be an active part of CCW and support us by spreading the word about CCW. We will provide you with an outreach advisory, including visuals and text samples to make it easy.
- Mention CCW at least 3 times leading up to, or during CCW - either online, in newsletters, twitter or through other channels.
- It's a non-monetary partnership. No contracts – but you get a nice partnership letter.
- Help us engage more partners and attendees to grow awareness about the circular movement!



Event Host

The private sector, NGO's, public stakeholders, and academic institutions are all invited to participate in this exciting week of festivities within circular economy, by submitting an event. Hosting an event during Circular City Week in open and free for everyone.

Event submission deadline: 6 March 2021



Why become an event host

- It is free to submit an event or activity to the online platform.
- We are happy to assist with ideas for topics, speakers or event formats, and all hosts will receive our event guide.
- We will promote your event and help you generate attendance, both through our own and Partners' network.
- We will be live-tweeting from your event.
- Brand your organization as an active and forward-thinking part of the circular economy movement.

Your Commitment

- You create an engaging event or activity. Planning and executing is up to you.
- You mention CCW in your invitation and/or event page, hence helping other hosts generating attendance.
- You will allow a CCW representative to attend your event and in most cases also like to say a few words of welcome.
- No fee and no fuzz!

2021 Partners

Pioneer



Platform

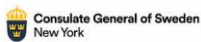


Publicity

Danish Design Centre



RAINMAKING



ReLondon





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Contact

Imke Myrick
Director
immy@di.dk

+1 (646) 997 4019
+1 (512) 844 9285 (mobile)

www.circularcityweek.com

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Circular City Week // Danish Cleantech Hub
Urban Future Lab
370 Jay Street, fl. 7
Brooklyn, NY-11201