

**DIGITAL
MEDIA**

LATAM 2019

SPONSORSHIP OPPORTUNITIES

Latinamerica's leading event on the newspaper industry's digital transformation comes to Brazil!

Rio de Janeiro, 11-13 Nov 2019

DML.WAN-IFRA.ORG



ABOUT WAN-IFRA

The World Association of Newspapers and News Publishers, or WAN-IFRA, is the global organization of the world's press, representing more than 18,000 publications, 15,000 online sites and over 3,000 companies in more than 120 countries.

OUR DIGITAL MEDIA SERIES

Our Digital Media events have been at the forefront of transformation in the news media industry for over 20 years. Digital Media Europe (DME), Asia (DMA), India (DMI), Africa (DMAF), LATAM (DML) and North America (DMNA) attract thousands of top level publishers, editors and digital executives wishing to keep abreast with the latest developments in digital media. Each conference also holds the regional Digital Media Awards ceremony. The competition awards excellence in digital media publishing of news products and services.

WHO ATTENDS?

Publishers, Chairmans, CEOs, COOs, CTOs, Managing Directors, Digital Product Directors, Presidents, Vice Presidents, General Managers, Editors-in-Chief, Senior Managers, IT Services Managers, Managing Editors, Multimedia Editors, Digital Marketing Executives, Web Assistant Editors, Social Media Editors, Heads of Digital Busines Units.

WHEN AND WHERE?

Rio de Janeiro, Brazil, on November 11-13

Grand Hyatt Rio de Janeiro

Avenida Lúcio Costa, 9.600,

Barra da Tijuca, 22795-007,

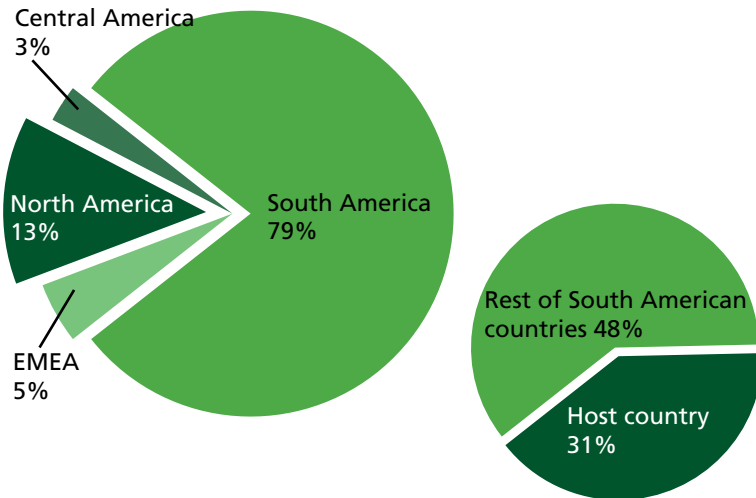
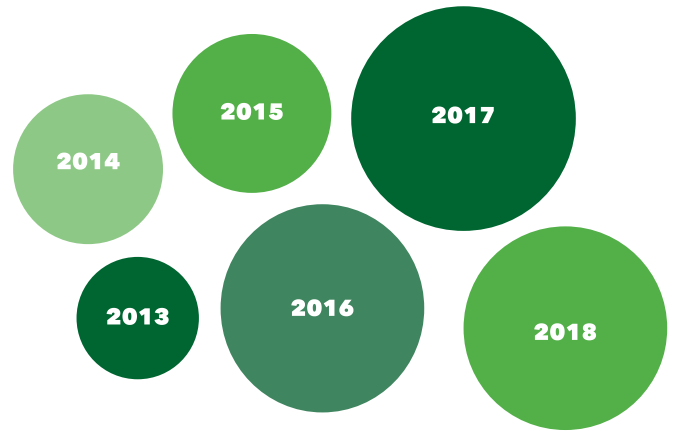
Rio de Janeiro, RJ, Brasil



DML AT A GLANCE

DML attendance has evolved throughout the years:

- Bogota 2013 - 210 participants
- Lima 2014 - 250 participants
- Mexico City 2015 - 280 participants
- Buenos Aires 2016 - 500 participants
- Buenos Aires 2017 - 600 participants
- Bogota 2018 - 480 participants



DML18 ATTENDANCE

Our event brings together a variety of prominent representatives from the newspaper industry around the world.

- Educational institutions 7.85%
- News Agencies 2.53%
- Associations 4.30%
- Media Companies 68.61%
- Suppliers 16.71%

COMPANIES ATTENDING DML AND DM AWARDS



BRANDING OPPORTUNITIES

*Member prices. Additional 25% for non members

LOGO

Affordable brand awareness/brand lift. Your logo in all online and printed material produced from the day sponsoring agreement is signed. 3 tickets.

\$3,000 USD*



LANYARDS/VISITOR BAGS

Sustained brand placement. Your company's lanyards/bags go out to all visitors at the event.

- Your logo in all online and printed material produced from the day sponsoring agreement is signed.
- 2 app push notifications
- 2 tickets.
- Production of lanyards / visitor bags not included in the price

\$6,000 USD*



HAPPY HOUR

Be the Exclusive sponsor of the Happy Hour Drinks. Let your name be the first one that all the delegates come face-to-face with in this informal networking session. Excludes costs & organization of the venue, food & drinks.

- Logo in all online and printed material produced from the day sponsoring agreement is signed.
- 2 app push notifications
- 2 tickets.

\$5,000 USD*

DIGITAL OPPORTUNITIES

*Member prices. Additional 25% for non members

MAILING TO DELEGATES

- This option is only available to companies that already invested at least \$5,000 in sponsorship. Your opportunity for pre or post event mailing to all conference delegates. On your behalf, WAN-IFRA will send your personalized message to all registered participants.
- Only 2 available.
- 2 entrance tickets included

\$5,000 USD*



EVENT APP

- Your logo on the loading screen (640 x 240 pixel) and on banner above the timeline (240 x 240 pixel),
- 1 push notification and 1 sponsored content posts ensure that you will be seen and heard.
- Your logo will be displayed on our website, print material, in our app and on our logo wall-on-site.
- 2 entrance tickets included.

\$6,000 USD*

EXHIBITING OPPORTUNITIES

*Member prices. Additional 25% for non members



EXHIBITION COUNTER

Are you looking to gain an extra edge over the competition and meet the most forward-thinking publishers in Latin America? Discover the infinite potential of exhibiting at Digital Media LATAM.

- 2x1 space (size depending on venue).
- Furniture: 2 bar stools and 1 branded wall 1M with a vounter
- 2 tickets.
- Includes monitor
- Logo in all online and printed material produced from the day sponsoring agreement is signed.

\$6,000 USD*



VIP LOUNGE SPONSOR

Be the exclusive sponsor of this VIP area and associate your brand to this exclusive VIP Area and get the best foot traffic of the event. The VIP Area consists in 50 sqm space with coffee station. (size depending on venue).

Sponsor benefits:

- 2 app Push notifications per day.
- 3 tickets.
- Graphic design and offering will be at the discretion of the event producer.
- Logo in all online and printed material produced from the day sponsoring agreement is signed.

\$10,000 USD*

SPEAKING OPPORTUNITIES

Bring a customer to present a successful case study to the audience in an exclusive environment. Breakfast and sponsored sessions are an integral part of the programme. These sessions showcase best successful and innovative cases from the region and the industry, and offer attendees the opportunity to discuss, reflect, and interact with the speakers in a more intimate setting.

*Member prices. Additional 25% for non members



BREAKFAST/LUNCH S.

- 40 min in a parallel track part of the programme.
- Room hire (main room)
- 2 app push notifications.
- Included: Room AV, decor and F&B
- Topic/content speaker to be agreed with programme manager.
- 3 tickets.
- Logo in all online and printed material produced from the day sponsoring agreement is signed.
- Add a counter and 1 extra ticket for only \$5,000 more.

\$8,000 USD*



IN-CONFERENCE SESSION

- 30 min track part of the programme.
- Room hire (main room)
- 2 app push notifications.
- Included: room AV, decor and F&B
- Topic/content speaker to be agreed with programme manager.
- 3 tickets.
- Logo in all online and printed material produced from the day sponsoring agreement is signed.
- Add a counter and 1 extra ticket for only \$5,000 more.

SOLD

\$9,000 USD*

TAILORED OPTIONS

*Member prices. Additional 25% for non members



GOLD SPONSOR

Be recognised as gold sponsor on all marketing and communication materials. This sponsorship is tailored to your needs. Details to be discussed and agreed upon between the sponsor and the event manager.

- Logo in all online and printed material produced from the day sponsoring agreement is signed.
- Logo in app timeline and splash screen.
- 4 tickets.
- 2 app push notifications.

*Member prices. Additional 25% for non members

\$15,000 USD*



INTERESTED IN SPONSORING?
CONTACT RAQUEL GONZÁLEZ - RAQUEL.GONZALEZ@WAN-IFRA.ORG

DIGITAL MEDIA AWARDS

WAN-IFRA Digital Media Awards are:

- **Content, business development and innovation driven.** Our independent jury select the winners that demonstrate measurable evidence of improvement, revenue growth, business transformation and the will to experiment, find solutions, create new products, attract and retain audiences.
- **Knowledge sharing driven.** We celebrate excellence in the region and encourage community engagement, spur debate, innovation and idea sharing.
- **Glocal.** We select the best in digital media throughout our 6 regional contests (Africa, Asia, Europe, India, Middle East and LATAM).
- **Independent.** Our regional jury is brought together for their proven track record in creating winning digital media offerings.
- **Networking driven.** One of the highlights of Digital Media LATAM is the Awards gala dinner that celebrates the most innovative media projects in the region.

FACTS & MORE

LATAM DIGITAL MEDIA AWARDS have shown the best digital media projects of the region throughout **5 past editions** (2015, 2016, 2017, 2018). The awards recognise news media companies and entities affiliated with the news media industry within the region. Our independent jury selects the winners that demonstrate measurable evidence of improvement, revenue growth, business transformation and the will to experiment, find solutions, create new products, attract and retain audiences.

They focus on **10 main categories**:

- Best News Website or Mobile Service
- Best in Lifestyle, Sports or Entertainment Website or Mobile Service
- Best Use of Online Video (including VR)
- Best Data Visualization
- Best Digital News Start-up
- Best in Social Media Engagement
- Best Branded Content Project
- Best Reader Revenue Initiative
- Best Digital Marketing Campaign
- Best Innovation to Engage Youth Audiences

2019 AWARDS

110 + projects from **40 companies** and **10 countries** were presented to what was one of the most competitive and international editions since the launch of the awards in 2015. 2018 edition was distinguished by the presence of **five new categories**; Best Digital News Start-up; Best Digital Marketing Campaign; Best Reader Revenue Strategy; Best Branded Content Project, and Special Jury Prize for the Best Digital Journalism Project.

2018 WINNERS



AWARDS SPONSORSHIP OPPORTUNITIES

*Member prices. Additional 25% for non members

AWARDS GOLD SPONSOR

- Sponsor 3 award categories
- 3 conference tickets
- 2 app push notifications
- Logo on photocall (alongside other sponsors), promo material and trophy
- Award presentation on stage to winners
- Sponsored content in Awards promo
- Newsletter
- Logo in finalists' videos

\$20,000 USD*

AWARDS PLATINUM SPONSOR

- Exclusive sponsor of the Award ceremony
- Reserved table for your clients.
- Reserved space in VIP table with authorities
- 10 conference tickets + 5 app push notifications
- Public address during gala (2 mins)
- Logo on photocall, promo material and trophy
- Sponsored content in Awards promo Newsletter
- Logo in finalists' videos

\$50,000 USD*



INTERESTED IN SPONSORING?

CONTACT RAQUEL GONZÁLEZ - RAQUEL.GONZALEZ@WAN-IFRA.ORG

OUR AMBASSADOR PROGRAMMES

We believe information, knowledge sharing and networking are irreplaceable catalysts for transformation and growth and part of our fundamental mission. To build the future, we cannot be tied to the present day and current technology. The growth in computing power and the exponential inclusion of digital in our daily lives outstrips our ability to reframe our ethical and legal approach to digital decision making. WAN-IFRA represents the newspaper industry in all international discussions. We have a formal associate status to represent the newspaper industry in international institutions like the United Nations, UNESCO, the Council of Europe, or the World Intellectual Property Organisation. As a global organisation with a human rights mandate, WAN-IFRA oversees initiatives to ensure that the press' essential role in society is understood and respected.

ABOUT THE PROGRAMME

We help independent news publishing companies to succeed in their transformation process, increase their business, and perform their crucial role in open societies strengthening democracy, defending rights, promoting citizenship, freedom of speech, debate, tolerance, openness, gender equality and literacy. The programme aims to help small and medium sized media companies with limited resources to access to a global platform that enables business cooperation among publishers and business partners, the sharing of best practices in both business and technology, and spurs conversation about business models, technologies, and regulation that matters for the future of news publishing.

This programme allows your company to:

- Obtain high visibility throughout our promo material and social events.
- Support the industry and help media companies to acquire knowledge and tools to thrive on digital disruption to maintain their essential role in democracy by: Sponsoring the participation of media professionals from national / regional media houses.
- Associate your brand to a key event for the media industry that promotes business excellence and knowledge sharing.
- Tap into new markets.

400+ participants sponsored since 2016.

THE BENEFITS

- Reserved space in VIP table with authorities.
- 7 tickets.
- 2 Sponsored posts in one of our event promotional newsletters.
- Welcome address during event (2 mins optional)
- Logo in all promo material (print and online).
- Possibility to distribute your marketing material in the delegates' bags.
- Sponsor mention through our regional partner's network.
- Special meeting room at the venue to meet with your ambassadors upon request.

45 participants: \$25,000 USD

100 participants: \$50,000 USD

PREVIOUS SPONSORS



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INTERESTED IN SPONSORING DML19?

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