

BlueFIN
2022

Global
Blue Finance
Summit

OCEAN INVESTING FOR OCEAN IMPACT

19 October

Barcelona

www.sustainableoceansummit.org

World Trade Center | Barcelona, Spain

Lead Partners



THE OPPORTUNITY

The launch of the World Ocean Council's Global Blue Finance Summit (BlueFIN) will convene the international ocean finance and investment leaders who are shaping the blue economy. Sponsorship puts your company or organization front and center among them.

SPONSOR BENEFITS INCLUDE:

- **Brand Visibility.** Marketing and communications to 30,000+ business leaders, financiers, government policymakers, and other ocean stakeholders during the lead-up to the conference
- **Global Reach.** Extensive presence in international business and investment media outlets
- **Advancing the Agenda.** Partnering to identify BlueFIN priority topics
- **Shaping Conversations.** Collaboration in developing panel sessions and presentations
- **Making Connections.** Networking with international ocean business and investment leaders and other high-level stakeholders in some of Barcelona's most scenic spaces



THE EVENT

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Sustainable Ocean Summit (SOS) has been World Ocean Council's flagship event since 2010 – the pioneering and unique global gathering of the ocean business and investment community. In 2019, building on the WOC Ocean Investment Platform and the growing number of investors involved in WOC, the SOS focused on the theme Investing in Ocean Futures: Finance and Innovation for the Blue Economy – the most comprehensive blue finance event organized to date.

The foundations for the **Global Blue Finance Summit (BlueFIN)** emerged from SOS 2019. In addition, WOC began convening a virtual monthly Ocean Investor Roundtable in early 2020.

In 2022, the World Ocean Council formed a partnership with the City and Port of Barcelona to establish the leading global Blue Economy hub in Barcelona, including the new WOC headquarters. To kick off this partnership, Barcelona will host SOS 2022 (17-18 October), followed by the inaugural Global Blue Finance Summit – BlueFIN 22 (19 October). Both events will be held at World Trade Center Barcelona – a state-of-art conference center and architectural gem on the Barcelona waterfront.

[View executive attendees from previous SOS events](#)

[View reports and programs from previous SOS events](#)

www.sustainableoceansummit.org

THE ATTENDEES

BlueFIN is the global gathering for leaders in finance and investment with an involvement or interest in the ocean. Speakers and participants will include: Asset Owners and Managers, Ocean Funds and Impact Investors, Institutional Investors, Family Offices and Philanthropic Investors, Corporate Investors and Venture Capital, Government Funding Agencies and Multilateral Funding Organizations.

THE WOC NETWORK AND MEMBERS

The World Ocean Council is the global not-for-profit business organization bringing together the ocean business and investment community to collaborate on Corporate Ocean Responsibility. Through its events, roundtable, programs and initiatives, WOC pulls together the global private sector to address cross-cutting ocean sustainability challenges and opportunities. The WOC Network connects 30,000+ ocean industry, investment and innovation stakeholders from around the world. Our 75+ members represent a range of industries and are committed to leadership, collaboration and action on ocean sustainability.

BECOMING AN SOS SPONSOR OFFERS A DIRECT CONNECTION TO THE GLOBAL WOC NETWORK AND MEMBERSHIP, AND TO HUNDREDS OF EVENT ATTENDEES WHO ARE EAGER TO ENGAGE IN OCEAN LEADERSHIP, COLLABORATION AND ACTION.

THE SPONSOR PACKAGES (ALL AMOUNTS IN USD)

WE OFFER: BRAND AWARENESS | IMAGE BUILDING | LEAD GENERATION

	PLATINUM	GOLD	SILVER	BRONZE
	\$ 12,950	\$8,950	\$5,950	\$3,950
Content Program				
Speaker/moderator/panelist role, dependent on program.	Yes	Yes	Yes	-
Event Passes:				
Full access SOS & BlueFIN Summit passes for staff of the sponsor, includes access to all sessions, networking and side events, networking app, and food/ drinks.	5	3	2	1
Custom link for discounted SOS passes to invite sponsor partners and collaborators.	Yes	Yes	Yes	Yes
Networking – Lead Generation:				
Access to all attendees via the networking app, including the option to schedule meetings.	Yes	Yes	Yes	Yes
Access to all the networking and side events as part of the official program.	Yes	Yes	Yes	Yes
Branding – Visibility:				
Company logo/name and sponsor level included in all marketing material, including signage, website, summit app, etc.	Yes	Yes	Yes	Yes
Special mention including sponsor level during the official opening keynote by the CEO of World Ocean Council.	Yes	Yes	Yes	Yes
Dedicated company page on the virtual exhibition as part of the event website and in the event matchmaking app. This includes uploading corporate brochures, videos, press releases to your company page on the virtual exhibition.	Yes	Yes	Yes	Yes

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Marketing - Promotion				
<i>Pre-SOS</i>				
Digital non-commercial content short articles developed by sponsor and shared via WOC social media channels and included in WOC Newsletter.	3	2	1	-
Social Media Support , e.g. posts, retweets, and sharing of non-commercial content/ news.	Yes	Yes	Yes	Yes
Marketing material provided by the organizer to promote participation as the partner of SOS/BlueFIN. This includes, for example, logos, banners, discount links, and more.	Yes	Yes	Yes	Yes
<i>During SOS</i>				
Sponsor banner in the networking app	Yes	Yes	Yes	Yes
Sponsor message sent to all attendees via networking app.	3	2	1	-
On-site video interview with (most senior) representative of sponsor. Sponsors will receive a copy for their own marketing purposes.	Yes	Yes	-	-
Social Media Boost on LinkedIn and Twitter.	Yes	Yes	Yes	Yes
<i>Post-SOS</i>				
Digital non-commercial content piece provided by the partner to be shared in post-event report and communiques.	Yes	-	-	-
Social Media Support includes posts, retweets, and sharing of non-commercial content/news.	3	2	1	-

AMPLIFY YOUR SPONSORSHIP!

EXCLUSIVE FOR PLATINUM SPONSORS

Double-page interview published by key SOS Media Partner.
Price determined on a case by case basis

Based on availability; agreement to be negotiated separately

EXCLUSIVE FOR GOLD SPONSORS

Full-page interview published by key SOS Media Partner.
Price determined on a case by case basis

Based on availability; agreement to be negotiated separately

AVAILABLE TO ALL SPONSOR LEVELS

Lanyard Branding	\$ 1,500
Exclusive sponsor coffee station	\$ 1,000
Complimentary fruit for all attendees	\$ 750
Co-Host of the lunch	\$ 1,250
Co-Host and speak at the BlueFIN reception (19 Oct)	\$ 2,000
Exclusive Sponsor of the post-BlueFIN report (distributed to 30K stakeholders)	\$ 3,500

CONTACT INFO

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**JOIN THE GLOBAL BLUE ECONOMY
BUSINESS AND INVESTMENT COMMUNITY**

