

SOS
2022

Sustainable
Ocean
Summit

OCEAN-CLIMATE-BIODIVERSITY
Synergies and Solutions for Ocean Sustainability

17-18 October

Barcelona

www.sustainableoceansummit.org

World Trade Center | Barcelona, Spain

Lead Partners



THE OPPORTUNITY

For more than a decade, the Sustainable Ocean Summit (SOS) has been the must-attend event for ocean business and investment. SOS attendees include market movers and industry leaders. 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.** Working with WOC to identify priority topics for the SOS
- **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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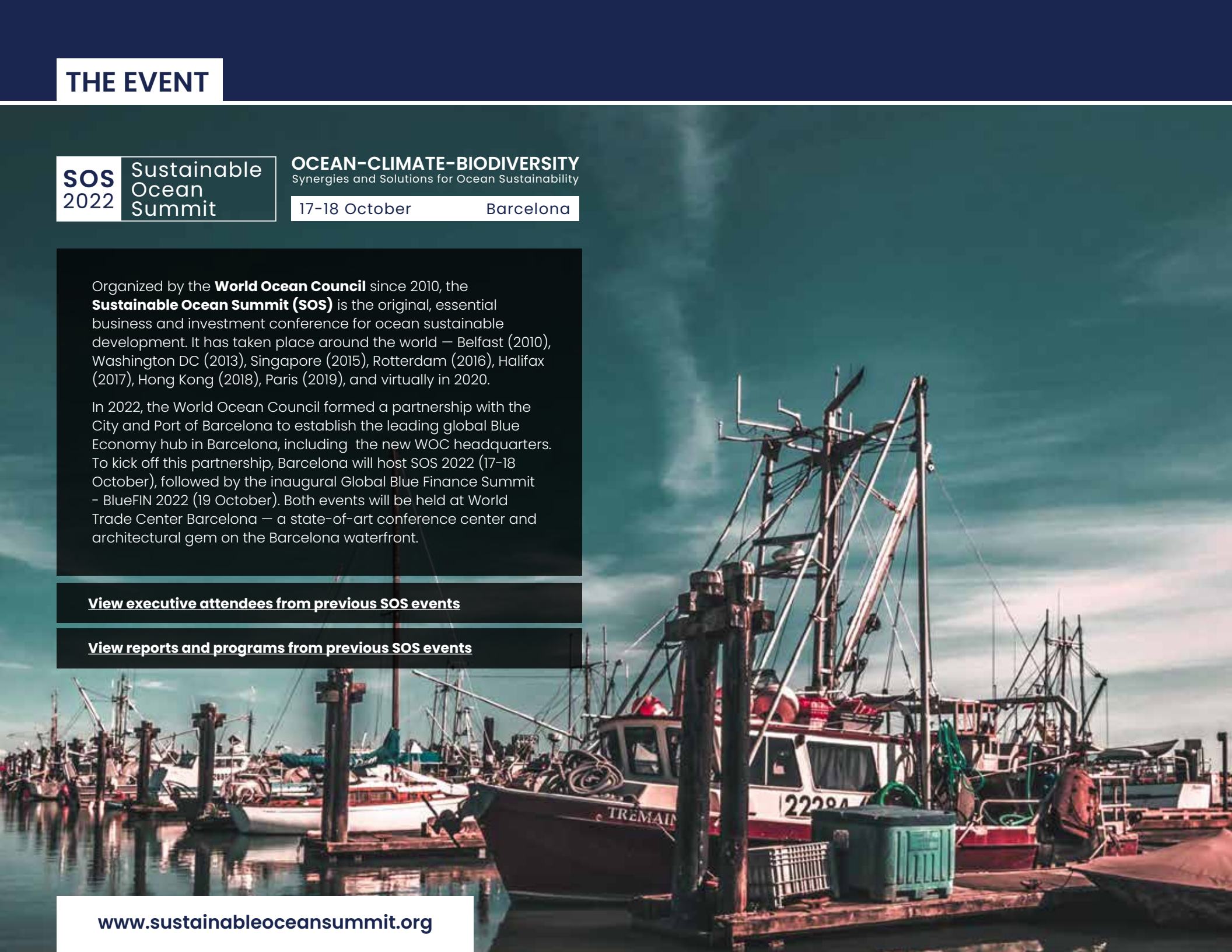
Organized by the **World Ocean Council** since 2010, the **Sustainable Ocean Summit (SOS)** is the original, essential business and investment conference for ocean sustainable development. It has taken place around the world – Belfast (2010), Washington DC (2013), Singapore (2015), Rotterdam (2016), Halifax (2017), Hong Kong (2018), Paris (2019), and virtually in 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 2022 (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

Both SOS and BlueFIN convene C-suite representatives across ocean sectors, including shipping, ports, fisheries, aquaculture, offshore energy, tourism, marine technology, finance, and more. Also in attendance are high-level ocean stakeholders from government, UN agencies, science and environmental 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, roundtables, and initiatives, WOC gathers 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.

SPONSORSHIP 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
	\$ 17,950	\$12,950	\$7,950	\$5,950
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	-	-
Social Media Support , e.g. posts, retweets, and sharing of non-commercial content/ news.	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	\$ 3,500
Exclusive sponsor coffee station (both days)	\$ 2,000
Complimentary fruit for all attendees (both days)	\$ 1,500
Co-Host of the lunch, day 1	\$ 2,500
Co-Host of the lunch, day 2	\$ 2,500
Co-host of the reception, day 1	\$ 3,500
Exclusive Sponsor of post-summit report (distributed to 30K ocean stakeholders)	\$ 3,500

CONTACT INFO

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Partnership: Flora Stadler,
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**JOIN THE GLOBAL BLUE ECONOMY
BUSINESS AND INVESTMENT COMMUNITY**

