



World Trade Week is the largest series of events focused on international trade held in New York City. It presents a unique opportunity for your company or organization to reach a wide range of companies and professionals who devote their expertise to various aspects of trade.

The WTW 2024 Conference Main Event will be held on Thursday May 9th and will be held live and streamed in the afternoon (times TBA) at Baruch College in Manhattan. There will be an informative panel discussion covering important trade issues as well as awards presentations and scholarship presentations. Coffee, tea and cookies will be served.

There are several other events which will be held throughout the month by several of our partners-corporations, trade commissioners and consulates. To learn more about the wide range of events offered, visit the WTW calendar as we start to ramp up at www.wtwnyc.org.

Sponsorship and Support Opportunities

A. Presenting Sponsor– \$5,000

Benefits:

- This is an exclusive sponsorship
- Chooses an awardee and presents an award at WTW main event
- Considered as Co-Chair of WTW and makes brief opening remarks at the main event
- Six tickets to the WTW main event
- One table-top exhibit space at the main event
- Prominent placement of logo for one year on www.wtwnyc.org and at the main event
- Prominent placement of logo on all online promotions-pre and post event-and social media
- Ability to distribute materials at the main event

- Featured as a sponsor with logo on the live streaming platform
- One full-page advertisement in WTW event program (digitally & in print)
- Copy of attendee list from Awards main event (both in person and virtual which is expected to be about 200 people)
- Sponsor a \$1000 scholarship in their name to a student at Baruch and FIT

B. Scholarship Sponsor-\$4000

WTW Scholarships will be handed out to five students from Baruch and FIT (presenting sponsor will have the ability to sponsor one student). Each student will be chosen by the university and will be enrolled in some type of global program. Each student will be presented with a check for \$1000

Benefits

- One half-page advertisement in WTW main event program
- One table-top exhibit space at the main event
- Verbal recognition and thank you from podium during main event
- Representative will present the awards to the students along with the NY DEC Chair
- Independent promotion on all social media platforms
- Prominent placement of logo for one year on www.wtwnyc.org and at the main event

C. Gold Sponsor – \$2,500

Benefits:

- Verbal recognition from podium at WTW main event
- Four tickets to the WTW event
- One table-top exhibit space at the main event
- Featured as a sponsor with logo on the live streaming platform
- Prominent placement of logo for one year on www.wtwnyc.org and at the main event
- One half-page advertisement in WTW main event program

D. Silver Sponsor – \$1,000

Benefits:

- Two tickets to the WTW event
- One table-top exhibit space at the main event
- Placement of logo on www.wtwnyc.org for one year
- One quarter-page advertisement in WTW main event program
- Verbal recognition and thank you from podium during main event

F. Partner Meeting Sponsor - \$500

The WTW Steering Committee hosts 3 partner meetings from January to May with a keynote speaker who presents on issues relevant to global trade and NYC initiatives. Attendees are trade commissioners, chambers, general consuls and other WTW partners and sponsors.

Benefits:

- Ability to say a few words at each partner meeting
- Verbal recognition and thank you at main event
- Postings on the website and social media as a sponsor

G. Support Opportunities at the Main WTW event - \$250

The WTW Main event is an opportunity for organizations to be recognized as WTW partner and bring visibility to their associations, offer assistance to interested attendees, and to network with sponsors, planners, attendees and the NYC international trade community.

Benefits:

- Listing as a Supporter in the WTW main event program and WTW NYC.org
- One ticket to the WTW main event

H. Media Sponsor**Benefits to Media Sponsor:**

- Two tickets to WTW main event
- Verbal recognition and thank you from podium during the main event
- Hard copy of attendee list from main event
- Placement of Media Sponsor logo on www.wtwnyc.org for one year
- Placement of Media Sponsor logo on in main event program

Media Sponsor agrees to:

- Placement of WTW's four-color ad in its publication and website
- E-mail broadcast announcing the WTW main event to its subscribers

For more information about WTWNYC 2024 Sponsorship and Support opportunities, contact the Fundraising Committee: Nancy Ploeger at nancyp@iwecfoundation.org