JCI 2023

WORLD CONGRESS

Zürich Switzerland

Sponsoring Concept

V20230506

Junior Chamber International World Congress

Junior Chamber International (JCI) is a leadership development organisation. Its members are between 18 and 40 years old: ambitious and open-minded leaders, young entrepreneurs and successors in family businesses.

Several well-known individuals belong to our worldwide organisation: Federal Councillors Karin Keller-Sutter and Viola Amherd, Albert II Prince of Monaco, Bill Clinton, John F. Kennedy and Jacques Chirac are among our members.

JCI is active in 110 countries across all continents and is made up of 4,500 local chambers with around 150,000 members. In addition, there are around 50,000 alumni and “Senators” who continue to be closely associated with the organisation. In Switzerland, there are 64 local chambers with more than 2,800 members.

From 14 to 18 November 2023, around 3,500 JCI members from all over the world will meet in Zurich to exchange ideas on business and society, to network and to further develop their skills and themselves.

The motto: Challenge the Present, Create the Future.

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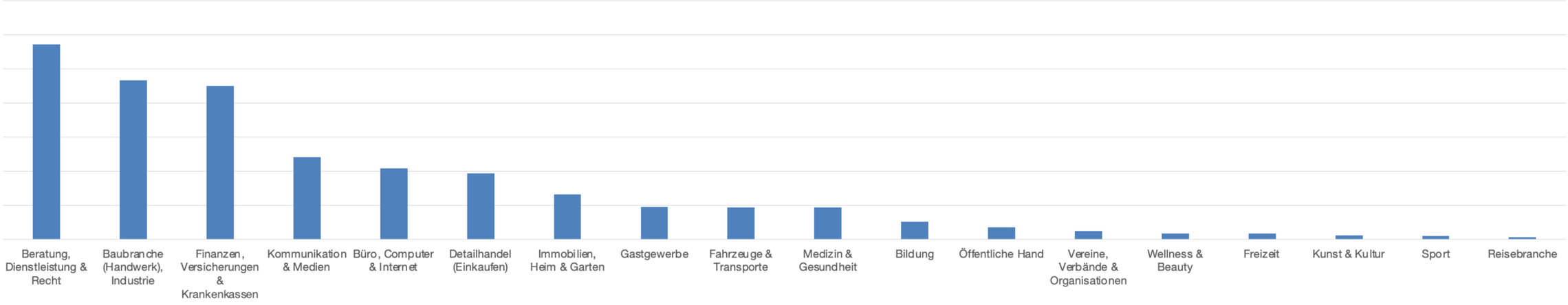
JCI in numbers

- The average annual income of a JCI member is CHF 125,000. Each member directly manages an average of 8.5 people and indirectly manages around 22 employees.
- On average, JCI members sleep in hotels 8.2 nights per year as part of their business activities.
- 55% of our members live in their own homes. 46% of our members intend to finance or refinance a home with a mortgage in the next 5 years. The average household is 2.4 people.
- 82.5% of our members are actively involved in sports. Favourite activities are winter sports, cycling and hiking, closely followed by jogging and fitness.

Industry distribution in JCI Switzerland

From legal and tax consultancies to architecture firms, insurance companies and banks, the industry distribution in JCI Switzerland is extremely diverse and extends to niche areas such as artisans, courier services and toy manufacturers.



JCI congress look & feel

Programme

Opening Ceremony

Tuesday, 14 November 2023

- Arrival of country representatives
- Official speeches and keynotes
- Entertainment
- Opening party

National & Global Village Nights

Wednesday through Friday, 15-17 November 2023

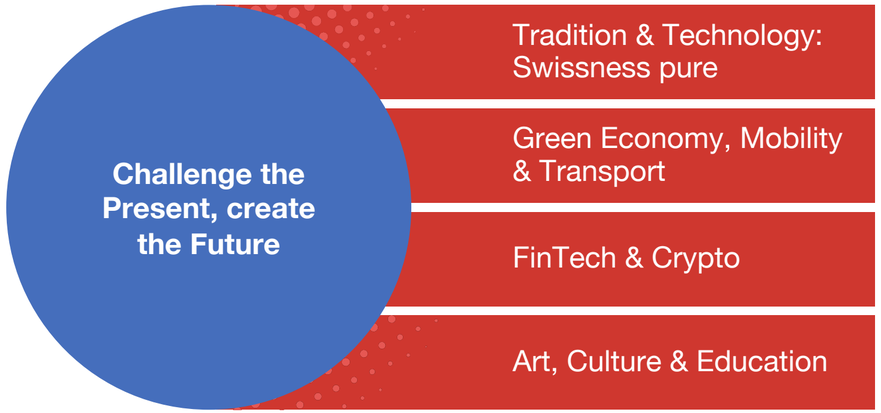
- National nights organised by host countries (i.e. Japan and Taiwan)
- Global Village Night with cultural and culinary highlights from all other countries

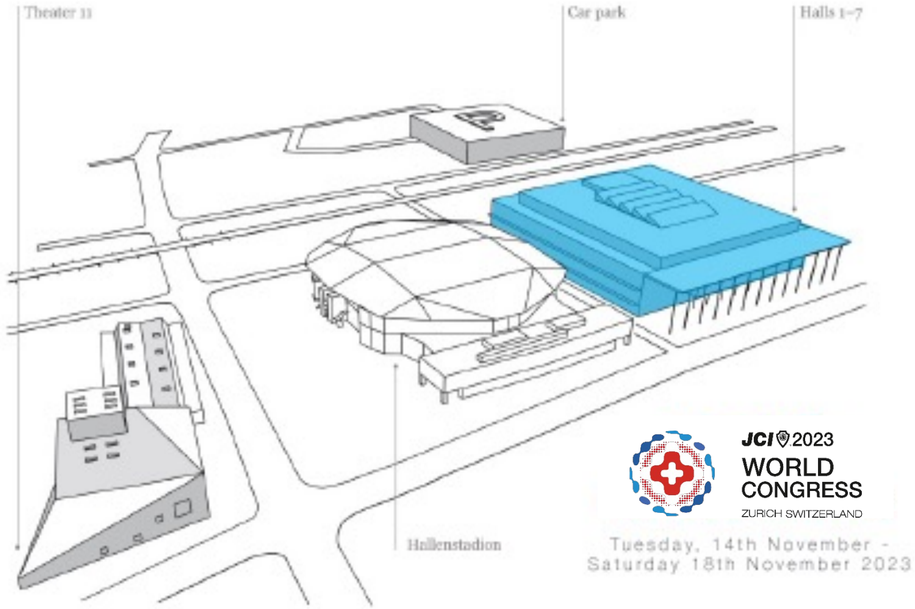
Gala Night

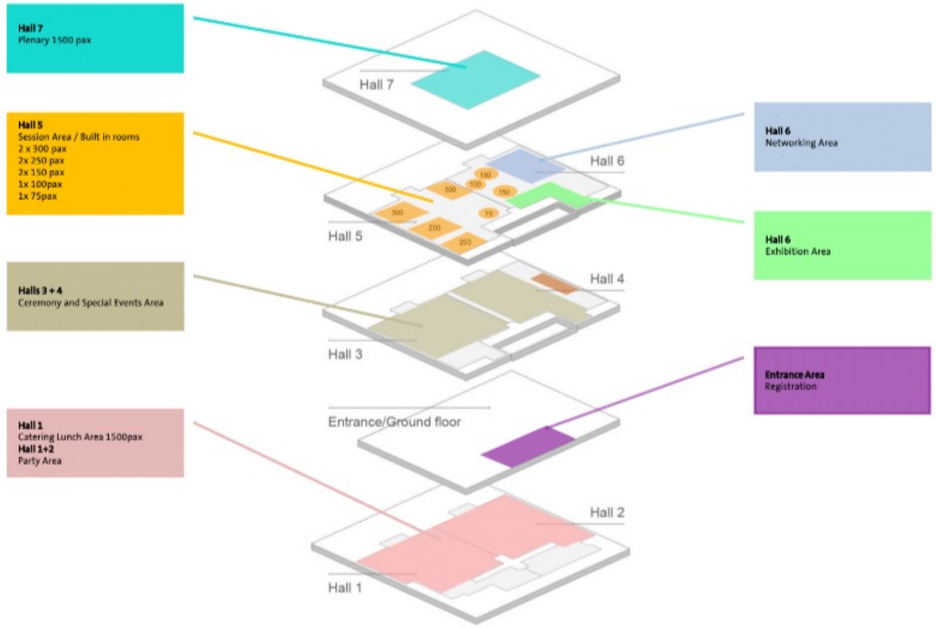
Saturday, 18 November 2023

- Award ceremony and special recognitions
- Official speeches and keynotes
- Entertainment

The programme during the day offers around **10 international keynote speakers** and over **40 hours of workshops, trainings and company visits**. The motto of the congress – **“Challenge the Present, Create the Future”** – will be explored through various themes. In addition to formal programme items such as general meetings and pre- and post-tours, day trips throughout Switzerland will also be organised. The exciting evening programme is also varied and includes the Opening Ceremony, Global Village and Gala Nights.







Venue

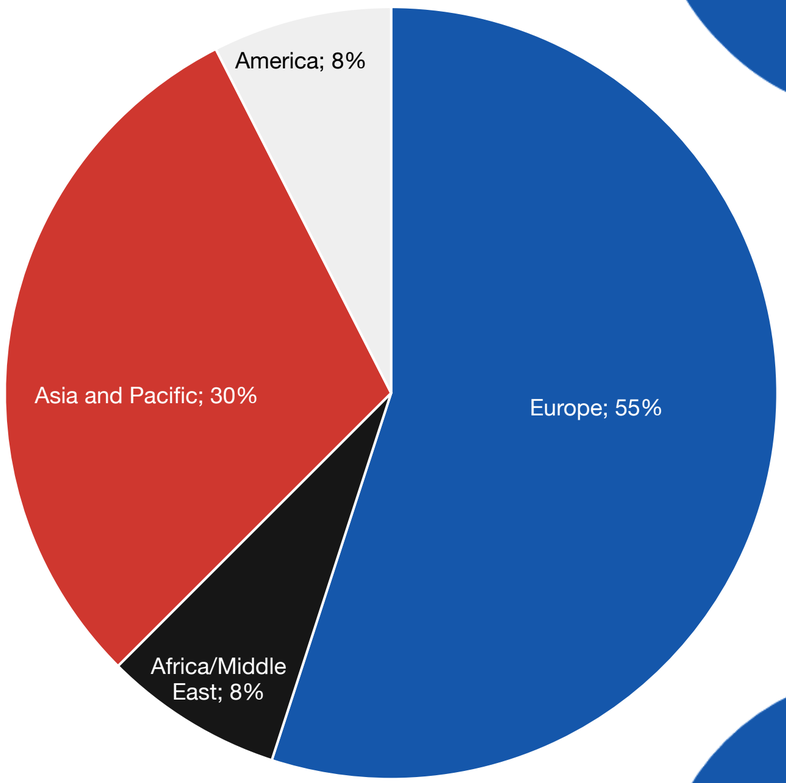
- The **congress centre is located at Messe Zurich** next to the Hallenstadion.
- The congress has **30,000 m² of space** at its disposal, distributed over 7 halls and a large number of smaller conference rooms.
- All flagship events (keynotes, general meetings, evening events) will take place in the congress centre.
- At the heart of the congress centre is a networking zone consisting of bar and lounge areas as well as a trade show.
- Accommodation/hotels are spread throughout the city, with the **Courtyard Zurich North**, **Acasa Suites and Holiday Inn Messe Zürich** (all in Oerlikon) serving as the main accommodation.

Where our guests are from

Over the last few World Congresses held in Europe (Cannes ‘99, Barcelona ‘01, Copenhagen ‘03, Vienna ‘05, Brussels ‘11, Leipzig ‘14, Amsterdam ‘17, Tallinn ‘19), the average number of visitors has been just under 4,000. Industrialised countries and Asia account for the majority of participants.

The largest delegations expected are:

- Switzerland ~1,000 participants
- Japan ~1,000 participants
- Germany ~400 participants
- France ~300 participants
- The Netherlands ~275 participants
- Belgium ~225 participants
- USA ~150 participants



Sponsoring in 3 steps

1. The JCI World Congress
2. Your strategic goals
3. Our collaboration at the World Congress

A World Congress is as individual as the needs of your company. During our discussion, we identify which measures will enable you to achieve the greatest added value at our World Congress. This is how it works:

1. We introduce you to the World Congress and the various advertising opportunities.
2. You show us what you and your company would like to achieve. Which target customers do you want to reach; which product innovations do you want to focus on?
3. We propose a sponsorship package and targeted measures. The offers on the following pages form the foundation from which we create unique solutions for you using out-of-the-box thinking and different approaches.

Sponsoring package

		Platinum	Gold	Silver	Bronze	Promoter	Swiss Promoter
Price (excl. VAT)		CHF 100’000	CHF 65’000	CHF 35’000	CHF 15’000	CHF 5’000	CHF 1’000
Industry exclusivity		**Yes**	**Yes**	**No**	**No**	**No**	**No**
Logo presence	**Number of choices**	**12**	**8**	**5**	**3**	**2**	**2**
	Logo in the Congress brochure						
	Logo on the website						
	Logo loop in the online programme (intro/outro)						
	Logo loop on screen before keynotes (live)						
	Logo loop on screen at Swiss Night						
	Logo on volunteer t-shirt						
	Logo on stairs (vinyl sticker on the steps)						
	Logo on the sponsor wall by the Gala Night red carpet						
	Advertising area in entrance/trade show, food court						
	Gala Night table name						
	Mentioned on sponsor and partner list						
	Evening event branding (i.e. “sponsor name” Gala Night)						
	Room/space branding (i.e. “sponsor name” Room/Hall)						
Promotion	**Number of choices**	**5**	**4**	**2**	**1**	**1**	**0**
	Cover page of Congress brochure						
	Full-page ad in Congress brochure						
	Half-page ad in Congress brochure						
	Circulation of flyers/advertising material						
	Sponsored content in digital newsletter						
	Distribution of promotional video on our social media channels						
	Moderator shout-out						
On-site presence	**Number of choices**	**3**	**3**	**2**	**1**	**0**	**0**
	Pitch during the evening programme / Speech during Gala						
	Keynote during day programme						
	Trade show stand (set-up and operation at own expense)						
Tickets	Tickets for live events (entire event)	6	4	2	1	0	0
	Tickets for online streaming (entire event)	15	10	5	2	1	0

Swiss Package

Around 1,000 managers, young entrepreneurs and successors in family businesses from Switzerland will take part in the World Congress. We offer you the opportunity to reach these people in a targeted manner:

- Mailing to all participants from Switzerland
- Handing out documents/brochures to all participants from Switzerland
- Mentioned as a Swiss sponsor in the run-up to and during the event
- Prominent position in the complete list of sponsors and in the category of Swiss sponsors
- Product presentation at the Gala Evening (for example, cars)

CHF 25,000 (excl. VAT)

Trade show

An important part of the congress is our trade show, where companies present their products and services. By being present at the trade show, you can be in direct contact with potential customers and partners.

- Trade show presence during the daily programme from Wednesday through Saturday (15-18 November)
- Integrated part of the networking zone with high traffic
- Stand size of 4x3 metres (set-up & operation at own expense)
- Possibility to generate leads (for example, through competitions) and share samples/give-aways

CHF 4,800 (excl. VAT)

Conference brochure

- Cover page: CHF 12,500
- Full page: CHF 7,500
- 1/2 page: CHF 4,500
- 1/4 page: CHF 2,500

Supporter Wall

On our Supporter Wall, friends and supporters of the World Congress are displayed in one place. A position can be reserved under a name or company logo at www.jci-wc23.ch/supporter.

from CHF 250

Other

- Welcome desk
- Lanyards
- Samples für goodie bags
- Food and beverage partner
- Room sponsoring
- Charging station for laptops & phones
- Cigar lounge
- Own event / Shared use of infrastructure

Individual solutions

We would be happy to discuss individual options with you to put together the right sponsorship package for your company.

Contact

Chris Baeriswyl
World Congress Deputy Director
& Co-Director Sponsoring
+41 79 745 11 04
chris.baeriswyl@jci-wc23.ch

Jean-Bertrand Helip
Co-Director Sponsoring
+41 78 631 44 90
jb.helip@jci-wc23.ch

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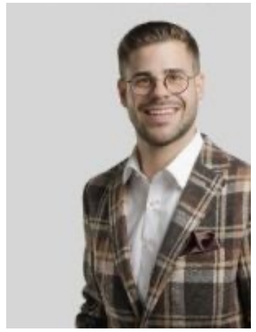
Key Account Manager

Beat Eberle
+41 79 675 33 51
beat.eberle@jci-wc23.ch

Janos Niederhauser
+41 79 731 29 59
janos.niederhauser@
jci-wc23.ch

Marcel Schuler
+41 79 589 22 22
marcel.schuler@jci-wc23.ch

Sara Herder
+41 79 855 11 98
sara.herder@jci-wc23.ch



Cédric Portmann
+41 79 368 89 50
cedric.portmann@
jci-wc23.ch

Reto Wirz
+41 79 511 78 00
reto.wirz@jci-wc23.ch

Gian-Peider Moll
+41 76 536 63 06
gp.moll@jci-wc23.ch