



**IEEE
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NATION**

SPONSORSHIP OPPORTUNITIES



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IEEE – INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS

The world's largest professional association dedicated towards advancing technological innovation and excellence for the benefit of humanity.

IEEE and its members inspire a global community through highly-cited publications, conferences, technology standards, professional as well as educational activities. IEEE creates an environment where members collaborate on world-changing technologies - from computing and sustainable energy systems, to aerospace, communications, robotics, health care, and more.



MISSION

“To foster technological innovation and excellence for the benefit of humanity”

IEEE membership is open for any individual who belongs to an IEEE designated field by education or profession. Engineering, Computer Science & Information Technology, Physical Science, Biological & Medical Science, Mathematics, Technical Communications, Education, Management and Law are all IEEE designated fields. This indicates that IEEE no longer serves only for electrical and electronics engineers. Members from various domains can excel in their studies and careers via IEEE Membership.



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IEEE Innovation Nation

The disparity between resource distribution has seen entrepreneurs in countries with a low-GDP getting fewer opportunities. Not every country has a Silicon-Valley. Lack of guidance or finances should never be the reason to shut down. IEEE Innovation Nation is organized to address this by providing training, mentoring, investor visibility, and financial awards to take your idea or product to the next level.

The IEEE Innovation Nation initiative is carried out in Bosnia & Herzegovina, Sri Lanka, Malaysia, and Jamaica this year. Each country goes through the IEEE Innovation Nation life cycle.

in.ieee.org

01

Register

The competition will take place over three (3) months and the teams must register by the deadline to compete.

02

Await for initial team selection

The technical documentation and feasibility of the initial submission will be judged and the top teams (10-15 teams) will be selected to participate in the competition.

03

Sharpen your skills with training and mentoring

Selected teams will then undergo a training program to hone their skills until the finals. The training will comprise of two main components;

Startup library: A collection of topics addressing all aspects of the startup life cycle developed according to the IEEE Innovation Nation Curriculum.

Startup therapy sessions: Mentoring sessions with our Subject Matter Experts on topics you would like to get advice on.

04

Graduate as an "IEEE Innovation Nation Fellow"

At the end of the training, participants will graduate as an "IEEE Innovation Nation Fellow". A digital badge usable in your profile (e.g., LinkedIn), a transcript and a certificate will be issued.

05

Do the final pitch

The teams pitch their refined business ideas based on the training and mentoring they have received.

06

Win financial awards



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Why Sponsor IEEE Innovation Nation?

The IEEE Innovation Nation program provides you the unique opportunity to identify and recognize budding entrepreneurs of the respective countries and gain worldwide visibility at the same time. This is a global platform that can promote your brand and raise awareness around your innovation and products.

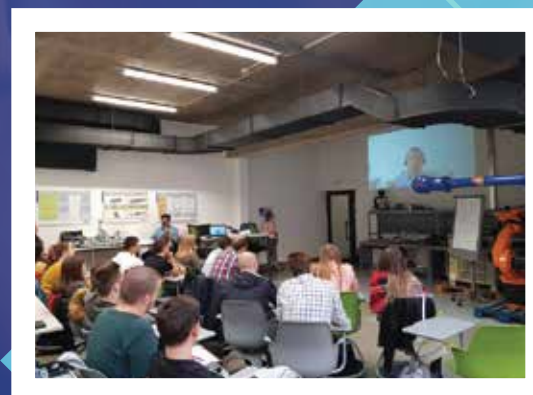
IEEE Innovation Nation is your opportunity to champion and support our collective mission to foster entrepreneurship in low-GRP countries. IEEE's mission is "Advancing Technology for Humanity". With a truly multicultural and multidisciplinary audience, the advantages of partnering with IEEE at such a gathering are endless. Sponsoring this event will allow our partners to create a unique, compelling, and iconic image of their brand in the minds of the program participants. The program not only receives visibility among the youth of the countries it is hosted in but also among the global network of 17,000+ members of the IEEE Entrepreneurship community.

Establish your brand as a global leader by partnering with the largest technical professional organization for the advancement of technology.



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Memories from Previous Years



2020 Program

04 Countries

561 Individuals Applied

50 Teams Selected

13 Core Topics

50+ Workshops

Web & Social Media

Most of the promotions for the event are done through social media.

All pre-recorded workshop content and live sessions hosted through the website.

Over
7500
tuned into
Innovation
Nation social
media
Channels

600,000+
Impressions

300,000+
Monthly reach

500+
Original posts



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Sponsorship Packages at a Glance

	Lifetime \$180,000 MAX 1	Title \$75,000 MAX 1	Country \$15,000 MAX 5	Platinum \$20,000 MAX 2	Gold \$10,000 MAX 3	Web+Video \$5,000 MAX 5	Social Media \$2,500 MAX 6
	Companies sponsor all program activities for THREE YEARS in ALL COUNTRIES that the event is conducted in.	Companies sponsor all program activities for ONE YEAR in ALL countries that the event is conducted in.	Companies sponsor all program activities for ONE YEAR in ONE OF THE COUNTRIES that the event is conducted in.	Benefits cover ALL COUNTRIES and valid for ONE year of sponsorship.	Benefits cover ALL COUNTRIES and valid for ONE year of sponsorship.	Benefits cover ALL COUNTRIES and valid for ONE year of sponsorship.	Benefits cover ALL COUNTRIES and valid for ONE year of sponsorship.
Branding	Yes	Yes	Yes				
● Competition rebranded including sponsor name on the program platform. e.g., "IEEE Innovation Nation Powered by <Sponsor Name>"	Yes	Yes					
● Company logo displayed in IEEE Innovation Nation marketing collateral and goodies (e.g., tshirts, pens, etc.)	Yes	Yes					
● Company logo in awards and certificates	Yes						
● Short company video in the program website home page	Yes						
First investor opportunity	Yes	Yes	Yes				
● Priority for investing in startups	Yes	Yes	Yes				
● One seat on the judging panel in each country	Yes	Yes	Yes				

Branding

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First investor opportunity

- Priority for investing in startups
- One seat on the judging panel in each country

	Lifetime	Title	Country	Platinum	Gold	Web+Video	Social Media
Program participation							
● Sponsors can attend the final pitch competition	Yes	Yes	Yes	Yes	Yes		
● Company speakers given priority for the training sessions	Yes	Yes	Yes	Yes	Yes		
● Exhibitor booth at the final pitch competition	Yes	Yes					
● Exclusive access to an interactive session with the winners	Yes	Yes					
In-person event promotions							
● On-site promotion of company - verbal acknowledgement during session introductions (multiple)	Yes	Yes	Yes	Yes	Yes		
● Physical banners with company branding will be displayed throughout the duration of the event)	Yes	Yes	Yes	Yes			
Videos							
● Verbal acknowledgement at live sessions	Yes	Yes	Yes	Yes	Yes	Yes	
● Short company video clip played in live workshops	Yes	Yes	Yes	Yes	Yes	Yes	
Social media							
● Logo on social media cover pages	Yes	Yes	Yes	Yes			Yes
● Logo on all social media flyers	Yes	Yes	Yes	Yes	Yes		Yes
Web							
● Logo on in.ieee.org homepage "Sponsors" section	Yes	Yes	Yes	Yes	Yes	Yes	Yes
● Logo in mass emails	Yes	Yes	Yes	Yes	Yes	Yes	Yes
● Ad placement next to the video player on webpage	Yes	Yes	Yes	Yes		Yes	
● Banner ad placed on all webpages	Yes	Yes	Yes	Yes		Yes	

- Only one "**Lifetime**" sponsor allowed for all three years and no other sponsorship tiers will be filled. However, we will fulfill benefits for other tiered sponsors if they were obtained before the Lifetime sponsor commitment.
- Only one "**Title**" sponsor allowed for the year and no other sponsorship tiers will be filled. However, we will fulfill benefits for other tiered sponsors if they were obtained before the Lifetime sponsor commitment.
- Please contact Innovation Nation team for more details and to discuss sponsorship packages/benefits.



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WIZARDS

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Mozaik



LA TROBE
UNIVERSITY

startupX Foundry

WSO₂

pwc

SEEBA  YOUR
BUSINESS
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London
Stock Exchange Group



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