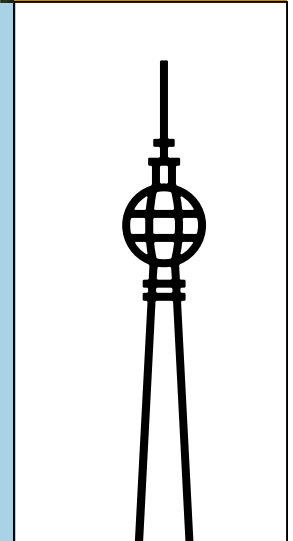
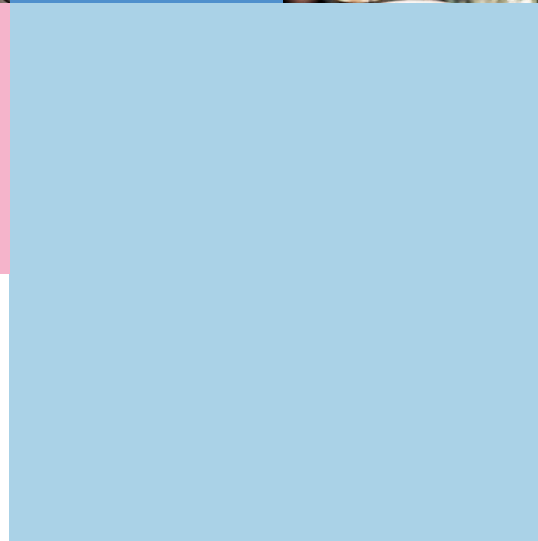
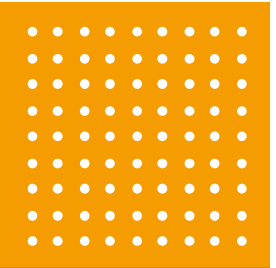


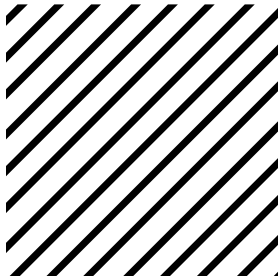
PARTNER FÜR

BERLIN



## BERLIN-PARTNER NETWORK

Decisive for decision-makers



# **BERLIN-PARTNER NETWORK:**

Strong partners for a strong Berlin.  
We provide the right networking.





**Carsten Jung**

Partner für Berlin Holding  
Gesellschaft für Hauptstadt-Marketing mbH  
Chairman of the Board

Berlin Partner für Wirtschaft und Technologie GmbH  
Member of the Supervisory Board

Berliner Volksbank eG  
Chairman

Initially 17 founding partners, and now more than 230 stakeholders from business, science, sports, and culture, wanted to bring the capital back into people's minds after the fall of the Wall. This founding idea has been realized. Berlin is established as a strong business and science metropolis and exerts great international appeal – for talent, for founders, for scientists, and for entrepreneurs. Many people contributed to this success.

The Berlin-Partner Network is undoubtedly among them.

What's more: In many areas, it has made success possible because it opens up space for ideas, enables exchange, and connects people from the most diverse fields. Your ideas and suggestions for the marketing of our capital city shape the image of Berlin in the world. Your participation ensures that our strong network will continue to grow and Berlin will become even more attractive to investors and entrepreneurs.



**Dr. Stefan Franzke**

Berlin Partner für Wirtschaft und Technologie GmbH as well as  
Partner für Berlin Holding-Gesellschaft für Hauptstadt-Marketing mbH

Managing Director CEO

After World War and division, a unique success story began with the fall of the Berlin Wall: Berlin, the come-back city. For more than 25 years, the Berlin-Partner Network has been a part of this history. It is a story of longing, diversity, and inventiveness, with ups and downs, with many heroes and few villains, sometimes science fiction, sometimes thriller, and never boring.

This story has a very special appeal for people all over the world. People from more than 170 countries live and work here. Our network is an image of the diversity of this city – of everything that makes this city so lovable and worth living in. Together with the political leadership and the administration, we work for this place to live and do business. Berlin's popularity with start-ups, investors, and talent also reflects the success of our economic development work.





Its benefits are obvious:

## **BERLIN-PARTNER NETWORK**

- ✓ A unique public-private partnership model since 1994
- ✓ 17 founding partners – today the network comprises over 230 partners from business, science, media, culture, and sports
- ✓ USP: The Partners for Berlin are committed to Berlin as a business location and at the same time they are part of a unique business network.
- ✓ Exclusive event formats for the Partners for Berlin
  - Interaction with the authoritative stakeholders of the capital
- ✓ Targeted international marketing campaigns for Berlin – with the involvement of the Partners for Berlin



# OVER 230 PARTNERS...

KATEGORIE D-PARTNER															
KATEGORIE C-PARTNER															
KATEGORIE B-PARTNER															
KATEGORIE A-PARTNER															
WISSENSCHAFTSPARTNER															
STARTUP-PARTNER															

...joint commitment  
to Berlin for more  
than 25 years.



# YOUR ADVANTAGES OF THE BERLIN-PARTNERSHIP AT A GLANCE

## NETWORK

with the  
decision makers of the city

- + Access to more than 230 Berlin partners at the decision-maker level, to political decision-makers, representatives from science, culture, and sports
- + Exclusive event platforms for networking
- + Initiation of collaborations and new projects

## SHAPE

the future  
of the German capital

- + Be part of our regional, national, and international events and activities
- + Place your topics and visions and shape the future of the capital together with us.

## PROFIT

from Berlin's  
radiant power

- + We provide visibility for you and your brand
- + We communicate your selected B2B news and thus increase your reach
- + We support you in the search for talents





## BERLIN-PARTNER NETWORK: Decisive for decision-makers.

List of Services and Prices

[Click here for our List of Services](#)



### Use of the Logo

- ☒ Become part of the brand

### Events/Networks

- ☒ Be an active part of a strong and exclusive business network in Berlin
- ☒ Participate in exclusive events with Berlin's commerce, politics, media, sport, culture, startups, and science

### Communication/Positioning

- ☒ Visibility as a strong partner of Berlin
- ☒ Targeted communication via Berlin Partner's channels

### Integration in Activities/Campaigns

- ☒ Profit from the image of the capital and show your presence
- ☒ Integration of your business in capital city marketing activities

### Talent Marketing

- ☒ Finding talent together
- ☒ Position Berlin as a top location for talent

### Categories

#### STARTUP

2k | 3.5k | 5k  
EUR

#### A

12,000 EUR

#### B

20,000 EUR

#### C

40,000 EUR

#### D

80,000 EUR



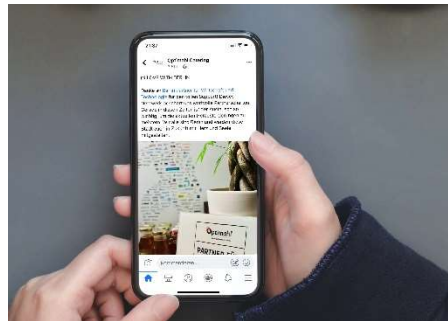


# USE OF THE LOGO

Use the official Partner for Berlin logo for your external communication.

Be an ambassador for the capital, because your success stories are the success stories of Berlin.

Possibility to use co-branding with your own company logo







## EVENTS

### Format descriptions

With you as an ambassador, we design exclusive live communication platforms on current topics in Berlin. In doing so, we actively support you in matchmaking at the decision-maker level with Berlin's business community, political stakeholders, startups, science partners, sports, and culture. Here are a few example formats

Additional event formats



### LET'S TALK

#### BERLIN-PARTNER-JOUR FIXE

At the Berlin-Partner-Jour Fixe, decision-makers from the Berlin-Partner network and other exciting companies based in Berlin meet live, hybrid, or digitally for an exclusive networking event. Together with and at partners, a special emphasis is placed on a current Berlin topic in each case. In the digital format, content is streamed to a platform and participants are interactively engaged via various tools.

#### BERLIN-PARTNER-SPEED DATING

After a keynote speech by a Berlin Partner on a current Berlin topic, the Partners come together for networking in several successive rounds of discussions, which are randomly generated for 15 minutes each.

#### SEASON OPENER OF THE SPORTS METROPOLIS BERLIN

The season opener of the Sports Metropolis Berlin is the annual highlight event of the association of Berlin's top sports. Around 400 decision-makers from business, politics, sports, science, media, and culture will come together to highlight the importance of sports and further strengthen cohesion within Berlin as a Sports Metropolis.

#### BERLIN MAYOR'S HOFFEST

The Governing Mayor of Berlin and Partners for Berlin invite representatives from politics, business, science, media, sports, and culture to a matchmaking event at the highest level in the courtyards of Berlin City Hall.

#### PARTICIPATION IN OTHER NETWORKS

Over the course of a year, we offer a variety of events for special occasions. These formats allow people to get to know one another and to exchange with members of other networks.



## EXCLUSIVE

### WORKING LUNCH WITH BERLIN POLITICIANS

This event format promotes exchange between companies, science, and politics at the highest levels in a small and exclusive setting with approx. 12 individuals.

### EXCLUSIVE SPORTS BOXES

The Berlin-Partners are invited to exclusive sports and entertainment experiences to see the image factors of sports and entertainment live and to network in small groups.



## AWARDS + ENGAGEMENT

### BERLIN MASTER CHEFS

The Berlin Master Chefs are awarded annually by Berlin Partner. Various event formats take place throughout the year. Its goal is to position the upscale restaurant scene as an important pillar of the Berlin brand by means of the ambassadors of Berlin's Master Chefs.

### BERLIN AGAINST ANTISEMITISM

Together, we want to take action and, in particular, establish addressing the issue as a natural part of Berlin's corporate culture. The Berlin-Partner Network has been operating as a platform for the initiative "Berlin against Antisemitism" since May 2021, and stands for a diverse society as well as communal togetherness.

## INTERNATIONAL + MISCELLANEOUS

### PRESENCE AT INTERNATIONAL TRADE FAIRS

At international trade fairs, we promote Berlin as an attractive business, technology, and investment location. In cooperation with the Berlin Chamber of Industry and Commerce (IHK) and supported by the state of Berlin, we organize information and joint stands for small and medium-sized enterprises and scientific institutions from the capital region.



### INTERNATIONAL HIGHLIGHT-EVENTS

At international highlight events, we promote Berlin as a captivating business, technology, and investment location, but also as a city worth living in for talents from all over the world. Partner participation is mostly content-related, with the goal of presenting the Partners as employers, technology partners, etc.



# COMMUNICATION CHANNELS

Use the various communication channels to be visible, exchange with other Partners, and place your topics and events.



## Partner Portal

Digital matching and information platform for Partners for Berlin

- ✓ Announce your daily news and events
- ✓ Network with other Partners via direct access to contact details at decision-maker level
- ✓ Introduce your company and yourself
- ✓ Gain visibility



## Berlin-Partner-Newsletter

- ✓ Place your news or event announcements in the Berlin-Partner-Newsletter
- ✓ Be informed about the topics of the Partners, Berlin Partner, as well as Berlin itself
- ✓ Publication: six times a year, each time to more than 1,000 decision-makers from the Berlin-Partner-Network



## Social Media

- ✓ Publish your news and event announcements on Berlin Partner's social media channels (Twitter/Facebook)
- ✓ Increase your Berlin-related reach beyond the network as well
- ✓ Exclusive Berlin-Partner-Interview via Berlin Partner's social media channels



# GUIDING THEMES FOR CAPITAL CITY MARKETING

Integration into our capital city marketing campaigns and activities

- ☑ Drive the city's issues with us and we will actively involve you in the activities/campaign
- ☑ Communicate the topics of the city
- ☑ Get involved in the topics of the capital and gain visibility
- ☑ Show your social engagement and benefit from the campaigns



THE NEW  
FACE OF  
THE CITY



INNOVATION/  
DIGITALIZATION

INTERNATIONAL



SUSTAINABILITY



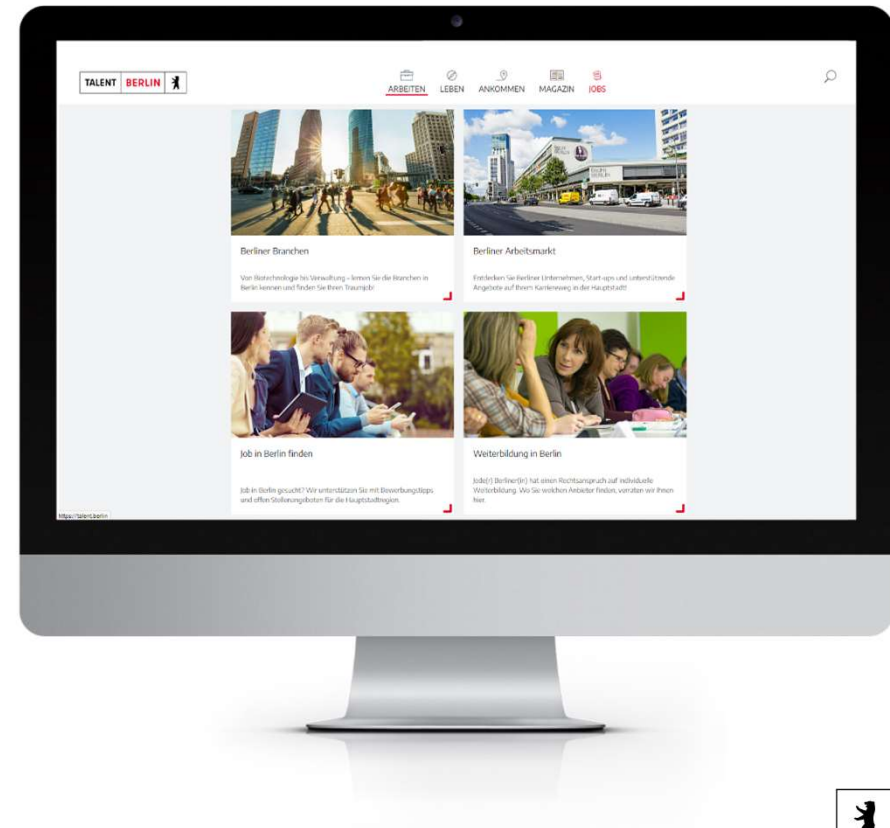
COOPERATION



# TALENT-MARKETING

Position Berlin as a top location for talent

- We support you in talent recruiting and marketing
- Support for visibility as an employer in Berlin
- Visibility via our social media channels





## YOUR INTRODUCTION TO THE BERLIN-PARTNER NETWORK UPON ENTRY

### **Receive a custom door plate**

with your logo and the official  
Berlin-Partner-Logo

### **Partner Portal and Newsletter**

Presentation of your company  
with integration of your logo

### **Event**

Presentation of your company at a  
Berlin-Partner-Event

### **Logo board**

Integration of your  
company logo

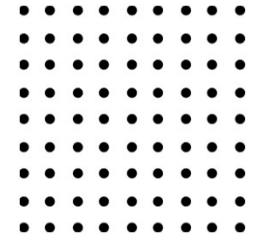
### **Brief social media profile**

Publication on the  
website and social media





## YOUR CONTACTS



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