

LIST OF SERVICES	PARTNER FÜR	BERLIN	
------------------	-------------	--------	--

# Berlin-Partner-Network. Decisive for decision-makers.


Show commitment to the capital city. Benefit from the image of the Berlin brand.

	W*	S*	A	B	C	D
	5.300 €	2.5k   4k   6k €	14.000 €	23.000 €	46.000 €	92.000 €
 <b>USE OF THE LOGO</b> # Be part of the Berlin brand						
<b>L1.</b> Right to use the official Berlin-Partner logo for your corporate communications	■	■	■	■	■	■
 <b>EVENTS I NETWORKS</b> # Be an active part of a strong and exclusive business network in Berlin # Participation in exclusive events with Berlin's commerce, politics, media, sport, culture, startups and science						
<b>V1.</b> Support in networking with Berlin-Partners at events and in targeted networking activities	■	■	■	■	■	■
<b>V2.</b> ONE personal invitation at Board or Management level to the Welcome Reception in the Berlin-Partner-Network for new Partners	■	■	■	■	■	■
<b>V3.</b> Presentation as a new Berlin-Partner at a Berlin-Partner-Network-Event	■	■	■	■	■	■
<b>V4.</b> ONE personal invitation at Board or Management level to regular exclusive Berlin-Partner-Network-Events	■	■	■	■	■	■
<b>V5.</b> ONE personal invitation at Board or Management level with an accompanying person to the Berlin Courtyard Festival of the Governing Mayor – subject to the approval of the Berlin Senate Chancellery	■	■	■	■	■	■
<b>V6.</b> ONE personal invitation at Board or Management level to the Season Opener of the Sports Metropolis Berlin	■	■	■	■	■	■
<b>V7.</b> ONE personal invitation at Board or Management level to a “Women-only” Berlin-Partner-Network-Event	■	■	■	■	■	■
<b>V8.</b> Independent networking with all contacts in the Berlin-Partner-Network via personal contact details, available in the Partner Portal	■	■	■	■	■	■
<b>V9.</b> ONE personal invitation at Board or Management level with one accompanying person to the Gala-Diner of the Berlin Master Chefs				■	■	■
<b>V10.</b> One FURTHER personal invitation at Board or Management level from your own company to regular exclusive Berlin-Partner-Network-Events					■	■
<b>V11.</b> ONE personal invitation at Board or Management level to exclusive working dinners with multipliers and political decision-makers					■	■
<b>V12.</b> ONE personal invitation at Board or Management level to selected Berlin sporting highlights in an exclusive atmosphere					■	■
<b>V13.</b> ONE personal invitation at Board or Management level to events of other networks as well as to events of other Berlin-Partners					■	■
<b>V14.</b> Proactive, individual support in networking with Berlin-Partners after personal consultation					■	■
<b>V15.</b> Short self-presentation as a new Berlin-Partner at a Berlin-Partner-Network-Event						■
<b>V16.</b> One FURTHER personal invitation at Board or Management level with one accompanying person to the Berlin Courtyard Festival of the Governing Mayor – subject to the approval of the Senate Chancellery of Berlin						■
<b>V17.</b> Integration and presentation of your company at thematically appropriate Berlin-Partner-Network-Events						■
<b>V18.</b> Exclusive location and speaker tips for your events in Berlin						■
<b>V19.</b> Keynote speech by our Managing Directors at an event of your company						■
<b>V20.</b> ONE invitation at Management level to a network meeting of the scientific partners	■					

LIST OF SERVICES	PARTNER FÜR	BERLIN	
------------------	-------------	--------	--

**Berlin-Partner-Network. Decisive for decision-makers.**



Show commitment to the capital city. Benefit from the image of the Berlin brand.

		<b>W*</b> 5.300 €	<b>S*</b> 2.5k   4k   6k €	<b>A</b> 14.000 €	<b>B</b> 23.000 €	<b>C</b> 46.000 €	<b>D</b> 92.000 €
	<b>COMMUNICATION I POSITIONING</b> # Visibility as a strong partner of Berlin # Targeted communication via Berlin Partner channels						
<b>K1.</b>	Presentation of your company logo on our logo presentations corresponding to your licence category	■	■	■	■	■	■
<b>K2.</b>	Use of a co-branding logo consisting of your company logo and the official Berlin-Partner-Logo	■	■	■	■	■	■
<b>K3.</b>	Receive a personalised door sign with a co-branded logo consisting of your company logo and the official Berlin-Partner-Logo	■	■	■	■	■	■
<b>K4.</b>	Receipt of an individual digital asset, e.g. MS Teams background with co-branded logo consisting of your company logo and the official Berlin-Partner-Logo	■	■	■	■	■	■
<b>K5.</b>	Company entry with logo display on our company website (www.berlin-partner.de)	■	■	■	■	■	■
<b>K6.</b>	Publication of your news via Berlin Partner's social media channels – subject to editorial approval	■	■	■	■	■	■
<b>K7.</b>	One-off publication of your company profile at the start of the Berlin-Partnership on various Berlin Partner communication channels	■	■	■	■	■	■
<b>K8.</b>	Publication of your news and event announcements in the Partner Portal – subject to editorial approval	■	■	■	■	■	■
<b>K9.</b>	Visibility through your company presentation and personal profiles with your contact details in the Partner Portal	■	■	■	■	■	■
<b>K10.</b>	Publication of your news and event announcements in the Berlin-Partner-Newsletter (in every second issue) – subject to editorial approval	■	■	■	■	■	■
<b>K11.</b>	Regular delivery of the Berlin Partner press review on topics relating to Berlin's economy				■	■	■
<b>K12.</b>	Publication of your news and event announcements in the Berlin-Partner-Newsletter (in all issues) – subject to editorial approval					■	■
<b>K13.</b>	Extended presentation and presence options for your company in the Partner Portal					■	■
<b>K14.</b>	Extended presentation and presence options on our company website (www.berlin-partner.de)					■	■
<b>K15.</b>	Advice on PR- and press activities					■	■
<b>K16.</b>	Publication of an exclusive self-presentation via Berlin Partner's communication channels with e.g. an interview – subject to editorial approval						■

LIST OF SERVICES	PARTNER FÜR	BERLIN	
------------------	-------------	--------	--

**Berlin-Partner-Network. Decisive for decision-makers.**

Show commitment to the capital city. Benefit from the image of the Berlin brand.

	<b>W*</b> 5.300 €	<b>S*</b> 2.5k   4k   6k €	<b>A</b> 14.000 €	<b>B</b> 23.000 €	<b>C</b> 46.000 €	<b>D</b> 92.000 €
 <b>INTEGRATION IN ACTIVITIES   CAMPAIGNS</b> # Profit from the image of the capital city						
<b>E1.</b> Berlin Partner provides digital marketing materials for Berlin advertising campaigns (e.g. existing image films, advertising motifs, film raw material, photos)	■	■	■	■	■	■
<b>E2.</b> Discounted conditions for a company presentation at the Berlin Courtyard Festival of the Governing Mayor	■	■	■	■	■	■
<b>E3.</b> Integration of your company in capital city marketing activities depending on the campaign objectives	■	■	■	■	■	■
<b>E4.</b> Involvement of your company in CSR activities of Berlin Partner	■	■	■	■	■	■
<b>E5.</b> Invitation to regular Marketing Round Tables regarding activities about Capital City Marketing				■	■	■
<b>E6.</b> Involvement in selected Berlin Partner activities with foreign business guests/journalists in Berlin						■
<b>E7.</b> Annual Meeting: Presentation of Berlin Partner's planned activities for the current year and coordination of individual integration options						■
<b>E8.</b> Involvement in our national and international delegation trips (subject to planning)						■
 <b>TALENT MARKETING</b> # Increase the visibility of the employer brand - positioning Berlin as a cosmopolitan metropolis for top talent!						
<b>T1.</b> Employer-Branding: Presentation as an attractive employer with an editorial article with image and text in the online magazine on talent.berlin plus application on the associated social media channels (subject to editorial approval)	■	■	■	■	■	■
<b>T2.</b> Placement and highlighting of your already published job adverts in the Job Portal on talent.berlin plus application on the associated social media channels (subject to editorial approval)				■	■	■
<b>T3.</b> ONE invitation to the HR-Round-Table				■	■	■
<b>T4.</b> Employer Branding: Presentation as an attractive employer with an editorial contribution in the form of video formats in the online magazine on talent.berlin plus application on the associated social media channels (subject to editorial approval)					■	■