



BON SUCRO GLOBAL WEEK

Brazil
17-20 October
2022



The flagship event for
sustainable sugarcane

 Ribeirão Preto,
Brazil



17-20 October
2022

Sponsorship Brochure



> Information and register at:

BGW.bonsucro.com

 www.bonsucro.com



[@bonsucro](https://twitter.com/bonsucro)

[#BonsucroWeek](https://twitter.com/bonsucro)



Overview

Bonsucro Global Week is the leading global event for sugarcane sustainability and is the flagship event of Bonsucro, the leading global sustainability platform for sugarcane. The event has previously been held in New Orleans, the Philippines, Brazil, the UK, and Nicaragua, and in October 2022, we return to Brazil.

Bonsucro Global Week will be held from 17 to 20 March 2022.

Bonsucro convenes over 280 members from 50+ countries to collectively accelerate the sustainable production and uses of sugarcane. Bonsucro Global Week provides members and non-members with the opportunity to connect with a unique network, and learn about the latest developments in sustainable sugarcane, and share experiences and insights.

Why Sponsor Bonsucro Global Week?

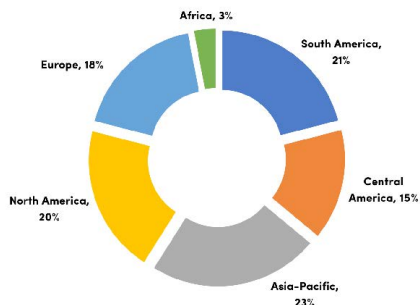
Contribute to the leading global event for sustainable sugarcane while promoting your brand

- ✓ Expose your brand to hundreds of global participants from all parts of the sugarcane industry
- ✓ Reach new sectors and regions through Bonsucro's extensive stakeholder network
- ✓ Promote your name in one of the world's key sugarcane producing, sourcing and consumer regions
- ✓ Demonstrate your regional or global leadership in the industry
- ✓ Show your brand's strength to your competitors
- ✓ Showcase your unique contribution to performance improvement in the sugarcane sector
- ✓ Brazil is a spectacular country and ideal venue for Bonsucro Global Week, and is set to attract a record number of participants

Participant Profile

- Global sugar buyers
- Procurement leaders
- Sugarcane mills and refineries
- Milling associations
- Supply chain coordinators
- Development banks
- Sustainability consultants
- Sustainability/CSR managers
- Traders
- Civil society organisations
- Agronomists and sugarcane technologists
- Traders and intermediaries
- National and regional government
- Certification bodies
- Farmers and farm associations
- Investors
- Universities

Geographic Reach



Sponsorship opportunities

	SPONSORSHIP LEVEL		
	Premier	Executive	Collaborative
Includes:	USD \$25,000 (2 available)	USD \$10,000	USD \$4,000
Delegate passes	4	2	1
Logo with link on the Bonsucro Global Week website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Promotional materials in conference bag	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo in the delegate guide	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on backdrop and banners in conference rooms	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Announcement of sponsorship on social media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Exhibition booth	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Profile in delegate guide	<input checked="" type="checkbox"/>		
Profile on the Bonsucro Global Week website	<input checked="" type="checkbox"/>		
Audience keynote speech	<input checked="" type="checkbox"/>		

Welcome drinks reception

The welcome drinks reception provides sponsors with an excellent environment in which to network with delegates and new contacts and showcase their organisation to the Bonsucro Global Week participants.

USD \$5,000
Sponsorship of the welcome drinks reception
Space for branding at the welcome drinks reception
1 delegate pass
5 minute welcome speech at reception

Materials

Delegate Bag Sponsor
(1 available)

USD \$5,000





Lanyard Sponsor
(1 available)

USD \$3,000

Other sponsorship opportunities

In-kind sponsorship

Donation of drinks for drinks reception on Monday 17 October.

Media sponsor

As a media sponsor, you will provide coverage of Bonsucro Global Week before, during, and after the event. Your media organisation will be prominently featured in Bonsucro Global Week promotional materials and throughout the event.

Bonsucro Inspire Awards Dinner

Wednesday 19 October – Royal Tulip JP Hotel – Ribeirão Preto, SP

Showcase your organisation at the Bonsucro Inspire Awards Dinner.

Bonsucro's Inspire Awards recognise organisations that have made significant contributions towards achieving Bonsucro's purpose to collectively accelerate the sustainable production and uses of sugarcane.

The winners of awards will be announced at the **Inspire Awards Dinner on** the evening of Wednesday 19 October.

This is a unique opportunity for an organisation to align itself with the values of the awards and promote itself to Bonsucro's diverse and powerful network.

The sponsor will raise awareness of their brand by addressing the guests at the beginning of the evening. Branding will also be included in a variety of communications before and during the event. The delegate pass for the entire Bonsucro Global Week provides you with the chance to follow up with participants during the four-day event.



USD \$8,000

Sponsorship of the Bonsucro Inspire Awards Dinner includes:

Branding at the dinner

2 delegate passes

10 minute address at the dinner

Logo and company profile on the Bonsucro Global Week website sponsor page

Social media announcement of sponsorship

Logo in Bonsucro Global Week delegate guide



Sponsorship conditions

- If you are interested in one of the sponsorship opportunities, please contact Miguel Hernandez – miguel@bonsucro.com.
- Once the sponsorship package is agreed upon, a Sponsorship Agreement will be sent for approval and signature. The sponsorship agreement will include the terms of payment.
- After the Sponsorship Agreement has been signed and approved, Bonsucro will send an invoice to the sponsor. Proof of payment is to be provided to Bonsucro as soon as the payment has been made. Once the sponsor's payment has reached the designated account, the sponsor will be sent a payment receipt.
- The sponsor is responsible for sending their logo in .eps or .ai format or in high resolution 300dpi .jpeg, .png, .tiff to Bonsucro.
- Bonsucro can only guarantee that logos will be printed on conference room backdrop, banners and in the delegate guide, if the sponsorship agreement is signed before 19 September 2022.

Contact

Miguel Hernandez
miguel@bonsucro.com

Liz Foggitt
liz@bonsucro.com

BGW.bonsucro.com