



MUNDOS DIGITALES

INTERNATIONAL CONFERENCE
ON ANIMATION, VFX & NEW MEDIA

XIX EDITION | JULY 9 - 11, 2020 | A CORUÑA - SPAIN

Mundos Digitales

Mundos Digitales is an International Conference on Animation, VFX & New Media where **professionals of digital content industry**, artists, students and people from the most diverse fields interested in computer graphics **meet to discover, discuss and network**.

Mundos Digitales has been held for 18 years in A Coruña (Spain). Every year its ambitious program brings together **leading professionals** in animation and FX, as well as **experts** in video games, VR and, in general, in digital content creation, to present their most avant-garde achievements, the state of the art of the tools and pipelines they use, real-time technologies, immersive experiences, new and creative business models; and to **share their projects and professional experiences** through lectures, workshops and other sessions and activities in which close to **1,500 participants** meet.

Mundos Digitales is **one of the events of reference in Europe in its sector**, where you can meet with the most influential industry agents. It offers professionals and students a space to interact and share their visions.

Through its activities, Mundos Digitales **promotes synergies** among the different industry players, **boosts creativity and debate**, fosters **job creation** and becomes a **meeting point for talented people**, creative and innovative projects and digital content.

Why should I participate in Mundos Digitales?

- Increase the visibility of your brand, project or company
- Networking with investors, entrepreneurs, delegates and decision-makers
- Obtain perspective, knowledge and guidance from industry experts
- Contact other industry agents, institutions and companies
- Find talent for your company and your future projects
- Share your proposals and practices for improving the industry

Do not miss the opportunity to become a sponsor and become part of Mundos Digitales, the meeting point of digital creation in Spain and one of the reference networking events in Europe!

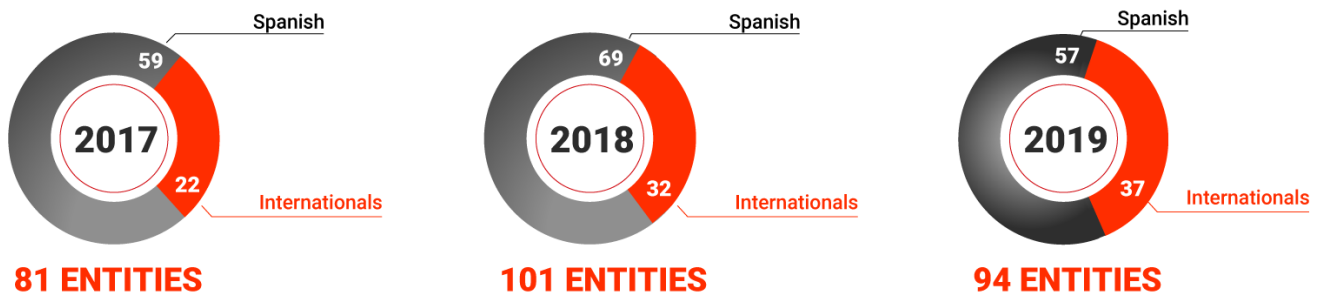
Our numbers in MD2019



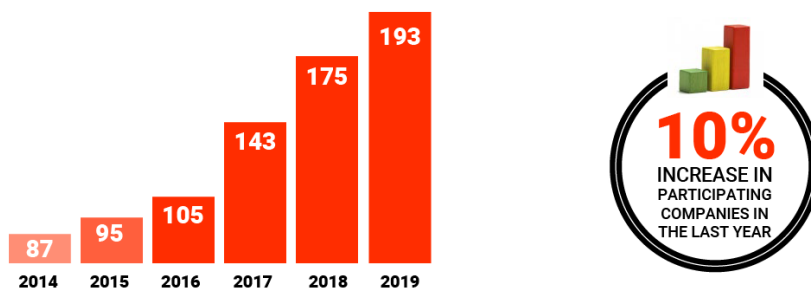
2019 Figures

Our evolution

PARTNERS & COLLABORATORS



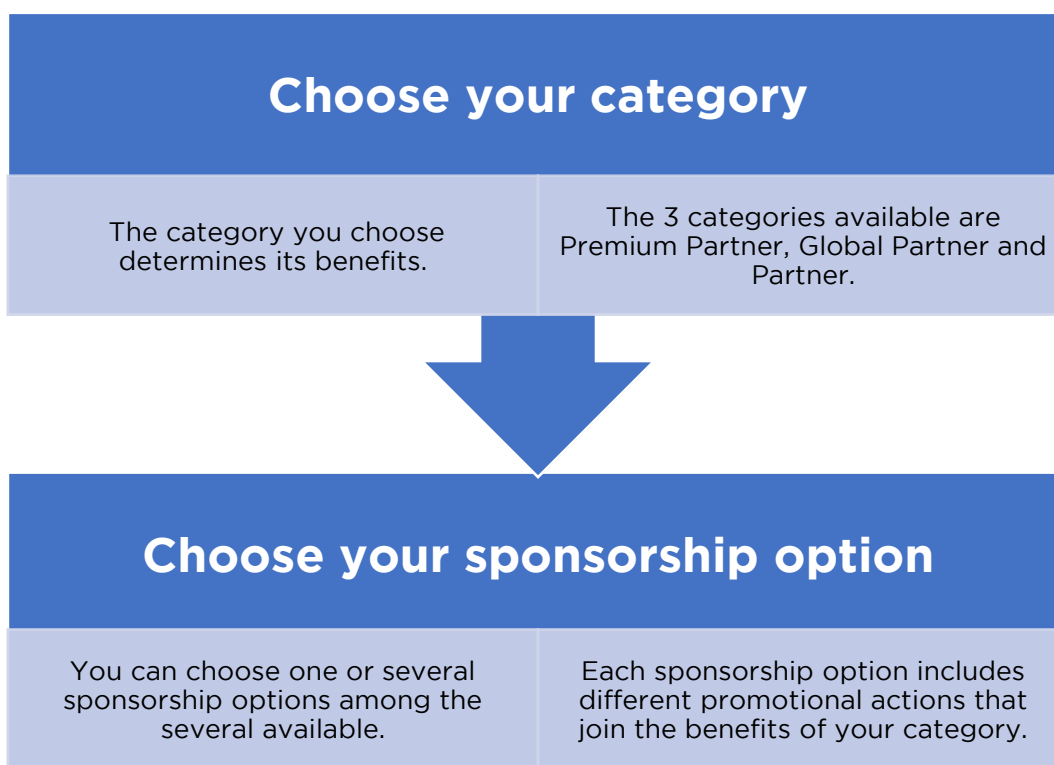
PARTICIPATING COMPANIES



Sponsorships MD2020

If you want to promote and give visibility to your brand or project, at Mundos Digitales we will help you find the most suitable option for you. Select one of the different participation options and make the most of the benefits we offer you. Contact us and we will help you choose the best option for you.

How do I participate in Mundos Digitales?



To be sponsor of Mundos Digitales 2020 edition you must:

1. Choose the **category** in which your entity is more comfortable: Premium Partner, Global Partner or Partner. Each category has different benefits and a participation fee associated to it¹.
2. Choose at least one **sponsorship option** that fits your interests and better aligns with your marketing strategy. Each option includes different promotional actions and therefore each of them has a different rate².

Choosing **more than one sponsorship option** implies a **reduction in their rates**, which is incremental the more options are chosen.

The total sponsorship amount will be the result of adding the participation fee and the selected sponsorship options rates.

The categories and sponsorship options are assigned by **strict order of formalization** of the sponsorship. The categories and sponsorship options are **subject to availability**, which is updated daily on the Mundos Digitales website.

¹ Check page 5.

² Check page 6.

Categories

Each sponsor can select the level of visibility that it wishes to have in Mundos Digitales. The category selected by each sponsor determines its benefits and the services it has.

The **3 categories** available are **Premium Partner, Global Partner and Partner** and each of them has an associated participation fee. The Premium Partner and Global Partner categories are those that benefit from greater and better advantages, and are subject to availability.

Sponsor benefits included according to their category

	Premium Partner	Global Partner	Partner
Inclusion of logo in the Premium Partners section	✓		
50-seat private presentations room during 4 hours	✓		
One seat reserved in each MD2020 "Coffee with ..."	✓		
Brochure or other promotional material in the welcome pack	✓		
Access to all sponsorship options	✓	✓	
Support for press and marketing staff before and during MD2020	✓	✓	
Attendance to networking dinners for speakers	3 dinners	1 dinner	
Full page ad on the official MD2020 guide	✓	✓	
Additional promotional actions in collaboration with MD (contests, gifts, prizes...)	5	2	
Accommodation management ³	✓	✓	
Free full passes for MD2020	3	2	
Free passes to the MD2020 exhibition area for staff	4	2	
Visibility during/in sponsored activities	✓	✓	✓
Placement of brochures in the MD2020 common areas	✓	✓	✓
Placement of roll-ups in the MD2020 common areas	3 units	2 units	1 unit
Projection of audiovisual material in the common areas of MD2020	✓	✓	✓
Discount on additional passes (general category) ⁴	-50%	-25%	-15%
Inclusion of logo in the Global Partners section		✓	
Inclusion of logo in the Partners section			✓

³ Ask for included services.

⁴ Five maximum.

Sponsorship options

Once you have selected a category, you must **choose one or several sponsorship options**. Each sponsorship option includes different promotional actions that will be added to your category benefits.

Sponsorship options available by category

	Premium Partner	Global Partner	Partner
Keynote session sponsorship	✓	✓	
MD2020 Special Award session sponsorship	✓	✓	
Auditorium 1 sponsorship	✓	✓	
Auditorium 2 sponsorship	✓	✓	
MD2020 welcome pack element customization. Speakers lanyard	✓	✓	
MD2020 welcome pack element customization. Attendees lanyard	✓	✓	
MD2020 welcome pack element customization. Wristband	✓	✓	
MD2020 welcome pack element customization. Speakers bag	✓	✓	
MD2020 welcome pack element customization. Attendees bag	✓	✓	
Corporate image on MD2020 staff shirts	✓	✓	
Networking dinner sponsorship	✓	✓	
Full page ad on the official MD2020 guide. Back cover	✓	✓	
Type 1 session sponsorship	✓	✓	✓
Type 2 session sponsorship	✓	✓	✓
Rental of a presentations room ≥ 150 seats to give a session	✓	✓	✓
Rental of a presentations/private meetings room ≥ 50 seats	✓	✓	✓
Presenting an award at the Animation Festival Awards Ceremony	✓	✓	✓
Auditorium 3 sponsorship	✓	✓	✓
MD2020 welcome pack element customization. Notebook	✓	✓	✓
MD2020 welcome pack element customization. Pen	✓	✓	✓
Bagging brochure or other promotional material in the welcome pack	Inc.	✓	✓
Full page ad on the official MD2020 guide	Inc.	Inc.	✓
Full page ad on the official MD2020 guide. Inside front cover	✓	✓	✓
Stand at the exhibition area	zone 1	zone 2	zone 3
<i>MD face to face</i> . Private meeting with speaker	✓	✓	✓
Cocktail Party sponsorship	✓	✓	✓

Rate reduction by number of selected sponsorship options

Number of sponsorship options	1	2	3 or 4	5 or more
Rate reduction	--	5%	10%	20%

Keynote session sponsorship

It is an option for sponsors who like to have a **very remarkable visibility** supporting to carry out of **one of the most relevant lectures** in Mundos Digitales, a session that generates a greater expectation. The Keynote session is one of the most important lectures of the event and takes place in the auditorium with more capacity of Mundos Digitales with at least 900 seats and at a **preferential time**.

This sponsorship option guarantees presence as sponsoring entity of the Official Program of presentations of the XIX International Conference of Animation, VFX and New Media.

Actions included in this sponsorship option:

- Visibility as sole sponsor in the communications that Mundos Digitales makes of the session and during it
- Inclusion of logo on the descriptive page of the session on the MD2020 website
- Inclusion of logo or name of the sponsor on the descriptive page of the session in the official MD2020 guide
- Inclusion of logo or name of the sponsor on the presentation image of the Keynote session in the auditorium
- Three minutes audiovisual material or demo reel projection in the auditorium just before the Keynote session
- Space enabled, exclusively, for the placement of brochures or small merchandising⁵ at the entrance or end of the session

+ **sponsor benefits** by category

Available for:	Premium Partner	Global Partner	Partner
	✓	✓	X

⁵ Expenses and production are borne by the sponsor.

Sponsorship terms and Conditions apply to all sponsorships. You can find them in https://www.mundosdigitales.org/2020/files/descargas/patrocinios/Form_Terms_MD2020.pdf
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MD2020 Special Award session sponsorship

It is an option for sponsors who like to have a **very remarkable visibility** supporting to carry out the presentation given by the Special Award MD2020. The Special Award is awarded in **recognition of the professional career** and contributions to the field of animation, VFX, digital creation or new media and, therefore, this lecture **generates great excitement among the attendees** of Mundos Digitales. The session given by the Special Award takes place in the auditorium with more capacity Mundos Digitales with a capacity of at least 900 seats.

This sponsorship option guarantees presence as sponsoring entity of the Official Program of presentations of the XIX International Conference of Animation, VFX and New Media.

Actions included in this sponsorship option:

- Visibility as sole sponsor in the communications that Mundos Digitales makes of the session and during it
- Inclusion of logo on the descriptive page of the session on the MD2020 website
- Inclusion of logo or name of the sponsor on the descriptive page of the session in the official MD2020 guide
- Inclusion of logo or name of the sponsor on the presentation image of the Special Award session in the auditorium
- Three minutes audiovisual material or demo reel projection in the auditorium just before the Special Award session
- Space enabled, exclusively, for the placement of brochures or small merchandising⁶ at the entrance or end of the session

+ **sponsor benefits** by category

Available for:	Premium Partner	Global Partner	Partner
	✓	✓	X

⁶ Expenses and production are borne by the sponsor.

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Type 1 session sponsorship

It is an option for sponsors who like to have a **good visibility** supporting to carry out **one of the most outstanding presentations** of Mundos Digitales. This option consists of sponsoring one of the sessions with the most notoriety within the program of the Conference, either because of its theme, because of the reputation of the professional who presents it or because of the relevance of the film or project it is about. They are presentations that generate expectation and **greater impact among the audience**.

This sponsorship option guarantees presence as sponsoring entity of the Official Program of presentations of the XIX International Conference of Animation, VFX and New Media.

Actions included in this sponsorship option:

- Visibility as sole sponsor in the communications that Mundos Digitales makes of the session and during it
- Inclusion of logo on the descriptive page of the session on the MD2020 website
- Inclusion of logo or name of the sponsor on the descriptive page of the session in the official MD2020 guide
- Inclusion of logo or name of the sponsor on the presentation image of the session in the auditorium
- Three minutes audiovisual material or demo reel projection in the auditorium just before the session
- Space enabled, exclusively, for the placement of brochures or small merchandising⁷ at the entrance or end of the session

+ **sponsor benefits** by category

Available for:	Premium Partner	Global Partner	Partner
	✓	✓	✓

⁷ Expenses and production are borne by the sponsor.

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Type 2 session sponsorship

It is an option for sponsors who like to have **presence and visibility in the program of presentations** of Mundos Digitales. This option consists of sponsoring one of the sessions that are included in the event.

This sponsorship option guarantees presence as sponsoring entity of the Official Program of presentations of the XIX International Conference of Animation, VFX and New Media.

Actions included in this sponsorship option:

- Visibility as sole sponsor in the communications that Mundos Digitales makes of the session and during it
- Inclusion of logo on the descriptive page of the session on the MD2020 website
- Inclusion of logo or name of the sponsor on the descriptive page of the session in the official MD2020 guide
- Inclusion of logo or name of the sponsor on the presentation image of the session in the auditorium
- Three minutes audiovisual material or demo reel projection in the auditorium just before the session
- Space enabled, exclusively, for the placement of brochures or small merchandising⁸ at the entrance or end of the session

+ **sponsor benefits** by category

Available for:	Premium Partner	Global Partner	Partner
	✓	✓	✓

⁸ Expenses and production are borne by the sponsor.

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Presentations room rental

It is an option that allows the sponsor to **give presentations or workshops** that complement the program of Mundos Digitales or to have a **room for private sessions or meetings**.

With this sponsorship you can offer Conference attendees intensive sessions or lectures with dissemination as part of the MD2020 program and given by professionals chosen by you or organize your own meetings or private sessions.

Actions included in this sponsorship option:

- Equipped room rental at the Mundos Digitales venue⁹
- Dissemination of the presentation as part of the Mundos Digitales program on the website and official MD2020 guide, in the case of sessions open to the public
- One full pass for MD2020 for the professional who gives the session, in the case of sessions open to the public

+ **sponsor benefits** by category

Available for:	Premium Partner	Global Partner	Partner
	✓	✓	✓

⁹ Equipment included is defined for each case in the Sponsorship Terms and Conditions.

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Presenting an award at the Animation Festival

It is an option for sponsors who like to have **remarkable visibility** supporting to carry out the International Animation Festival of Mundos Digitales. The Awards Ceremony is one of the activities that **most interest creates among the attendees** and traditionally where most of them bring together.

This sponsorship option guarantees the opportunity that **a sponsor representative presents the trophy** of one of the 4 categories of the Animation Festival in its 2020 edition.

Actions included in this sponsorship option:

- Present the trophy of one of the categories of the Mundos Digitales International Animation Festival in the 2020 edition Awards Ceremony
 - Corporate words to the audience when presenting the trophy
- + **sponsor benefits** by category

Available for:

Premium Partner	Global Partner	Partner
✓	✓	✓

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Auditorium 1 sponsorship

It is an option for sponsors who like to have a **global and intrinsic visibility** to the event. With the sponsorship of one of the auditoriums of the Mundos Digitales venue, visibility is achieved both during and prior to the event, since the room receives mention in the website on the weeks prior to Mundos Digitales; in the agenda of the event and in the different signage venue.

In addition, the name of each auditorium and each room is very present for all attendees during Mundos Digitales.

Actions included in this sponsorship option:

- Name the auditorium with more capacity in which the sessions and presentations of the Official Program of Mundos Digitales are held
- Possibility of placing promotional elements as decoration in the auditorium access area¹⁰
- Place a brochure in each auditorium seat for the Mundos Digitales presentation session¹¹

+ **sponsor benefits** by category

Available for:	Premium Partner	Global Partner	Partner
	✓	✓	X

¹⁰ Check rates and possibilities.

¹¹ Expenses and production are borne by the sponsor.

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Auditorium 2 sponsorship

It is an option for sponsors who like to have a **global and intrinsic visibility** to the event. With the sponsorship of one of the auditoriums of the Mundos Digitales venue, visibility is achieved both during and prior to the event, since the room receives mention in the website on the weeks prior to Mundos Digitales; in the agenda of the event and in the different signage venue.

In addition, the name of each auditorium and each room is very present for all attendees during Mundos Digitales.

Actions included in this sponsorship option:

- Name the auditorium with intermedium capacity in which the sessions and presentations of the Official Program of Mundos Digitales are held
- Possibility of placing promotional elements as decoration in the auditorium access area¹²

+ **sponsor benefits** by category

Available for:	Premium Partner	Global Partner	Partner
	✓	✓	X

¹² Check rates and possibilities.

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Auditorium 3 sponsorship

It is an option for sponsors who like to have a **global and intrinsic visibility** to the event. With the sponsorship of one of the auditoriums of the Mundos Digitales venue, visibility is achieved both during and prior to the event, since the room receives mention in the website on the weeks prior to Mundos Digitales; in the agenda of the event and in the different signage venue.

In addition, the name of each auditorium and each room is very present for all attendees during Mundos Digitales.

Actions included in this sponsorship option:

- Name the presentations room with lower capacity in which the sessions and presentations of the Official Program of Mundos Digitales are held
- Possibility of placing promotional elements as decoration in the auditorium access area¹³

+ **sponsor benefits** by category

Available for:	Premium Partner	Global Partner	Partner
	✓	✓	✓

¹³ Check rates and possibilities.

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MD2020 welcome pack elements

It is an option that allows the sponsor to personalize different elements of the MD2020 welcome pack **including its corporate image** and/or logo together with the image of Mundos Digitales 2020.

This option offers **very good visibility** since each element is delivered to all attendees and/or speakers and some of them are mandatory for accessing to Mundos Digitales.

Actions included in this sponsorship option:

- **Lanyard¹⁴**: Inclusion of the sponsor's logo along with the Mundos Digitales logo in the design of lanyards
 - **Bag¹³**: Inclusion of a sponsor corporate design along with its logo and Mundos Digitales logo in the design of the bags
 - **Wristband¹³**: Inclusion of the sponsor's logo along with the Mundos Digitales logo in the design of wristbands
 - **Notebook¹³**: Inclusion of a full-page creativity created by the sponsor on the notebook back cover
 - **Pen¹³**: Inclusion of the sponsor's logo along with the Mundos Digitales logo in the design of pens
- + **sponsor benefits** by category

Available for:

	Premium Partner	Global Partner	Partner
MD2020 speakers lanyard customization	✓	✓	X
MD2020 attendees lanyard customization	✓	✓	X
MD2020 speakers bag customization	✓	✓	X
MD2020 attendees bag customization	✓	✓	X
MD2020 wristband customization	✓	✓	X
MD2020 notebook customization	✓	✓	✓
MD2020 pen customization	✓	✓	✓

¹⁴ The design (except in notebook), production, transport, bagging and distribution of materials is exclusive responsibility of Mundos Digitales.

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Welcome pack bagging

This option consists of the inclusion of a sponsor brochure or other small promotional material in the welcome pack that Mundos Digitales gives to all attendees.

Actions included in this sponsorship option:

- Bagging and distribution of promotional material from the sponsor in the welcome pack¹⁵

+ **sponsor benefits** by category

Available for:	Premium Partner	Global Partner	Partner
Inc.		✓	✓

¹⁵ The design, production and transportation of the material is exclusive responsibility of the sponsor.

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Corporate image on MD2020 staff shirts

It is an option that allows the sponsor to **include a corporate design on the shirts** worn by MD2020 staff or collaborators during the event.

The sponsor, in agreement with Mundos Digitales, will be able to define the colour and design of the shirt.

Actions included in this sponsorship option:

- Incorporation of sponsor corporate design on MD2020 staff shirts

+ sponsor benefits by category

Available for:	Premium Partner	Global Partner	Partner
	✓	✓	X

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Networking dinner sponsorship

It is an option for sponsors who like to have **visibility** among the Mundos Digitales speakers.

Mundos Digitales invites the event speakers to participate in networking dinners during the days the Conference takes place. The sponsorship of this activity offers a series of **advantages that bring notoriety and greater impact** among those attending it.

Actions included in this sponsorship option:

- Visibility as unique sponsor during the sponsored dinner together with Mundos Digitales
- Inclusion of the sponsor's logo under the slogan "Courtesy of" on the dinner menu
- Attendance of one representative of the sponsor to the dinner
- Possibility of placing roll-ups in the restaurant
- Possibility of making a promotional gift to dinner attendees¹⁶

+ **sponsor benefits** by category

Available for:	Premium Partner	Global Partner	Partner
	✓	✓	X

¹⁶ Check rates and possibilities.

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Full page ad on the official MD2020 guide

This simple sponsorship option consists of the inclusion of a **full-page ad** in the official MD2020 guide.

Depending on your sponsorship category, you can also choose the position of the advertisement in the guide, choosing between the inside front cover, the back cover or an inner page.

Actions included in this sponsorship option:

- Full page ad on the official MD2020 guide¹⁷
 - + **sponsor benefits** by category

Available for:

	Premium Partner	Global Partner	Partner
Full page ad on the official MD2020 guide	Inc.	Inc.	✓
Full page ad on the official MD2020 guide. Back cover	✓	✓	X
Full page ad on the official MD2020 guide. Inside front cover	✓	✓	✓

Format and size:

Size:

210 x 297 mm trim size

Additional 3mm bleed

Total: 216x303 mm

Format (with printing resolution):

.tiff or .psd (CMYK, without compression)

.eps or .ai (vector fonts and embedded images)

.pdf

Deadline: May 28th, 2020

Delivery method: email

¹⁷ Creativity provided by the sponsor before May 28th 2020.

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Stand at the exhibition area

It is an option for sponsors who like to have their **own exhibition space** to present their projects or services to those attending Mundos Digitales and making a lasting impression.

The exhibition space is customizable, so you can choose its size, furniture, design and decoration. All the exhibition spaces include exhibition-type carpet, panel with personalized and illuminated signage, electrical panel. There is the possibility to hiring additional services as cleaning, catering or Internet connection.

Actions included in this sponsorship option:

- Space for own and exclusive use
 - Fair-style carpet
 - Panel(s) with personalized and illuminated signage
 - Electrical panel with plug
 - Furniture and passes according to the selected option¹⁸
- + sponsor benefits** by category

Available for:	Premium Partner	Global Partner	Partner
	Zone 1	Zone 2	Zone 3

Options:

Gold Pack

32m² (8x4m) with fair-style carpet, three vertical panels placed together with spotlights and personalized signage, an electrical panel with plug, a round table with four chairs, two high round tables and four stools, two tables, a counter with personalized signage and two passes to the MD2020 exhibition area for staff

Silver Pack

15m² (5x3m) with fair-style carpet, two vertical panels placed together with spotlights and personalized signage, an electrical panel with plug, a round table with four chairs, a table, a counter with personalized signage and two passes to the MD2020 exhibition area for staff

Bronze Pack

6m² (3x2m) with fair-style carpet, a vertical panel with spotlights and personalized signage, an electrical panel with plug, a round table with four chairs, a counter with personalized signage and one pass to the MD2020 exhibition area for staff

Only space

Includes fair-style carpet, panel with personalized and illuminated signage an electrical panel with plug and one pass to the MD2020 exhibition area for staff for each 10m²

¹⁸ Ask for more information about furniture and services available.

MD face to face. Private meeting with speaker

MD face to face is a **private meeting with some of the speakers** participating in Mundos Digitales. The face to face meetings give the opportunity to enjoy the experience of getting to know the professionals of the sector more closely, pose questions or comment on ideas in a much more informal and close way.

Mundos Digitales offers this opportunity to the sponsoring training centres that want to gather, exclusively, a **group of their students** in a private session with some of the most brilliant professionals in the creative industries.

Actions included in this sponsorship option:

- 45 minutes private meeting with one of the speakers or personalities participating in the Conference, exclusively for a group of students from its training centre
- + sponsor benefits** by category

Available for:	Premium Partner	Global Partner	Partner
	✓	✓	✓

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Cocktail Party sponsorship¹⁹

The Cocktail Party is the closing event of Mundos Digitales. It is a party to which everyone attending Mundos Digitales is invited and where a **cocktail is served in one of the trendy venues** of A Coruña.

Undoubtedly, it is one of the activities that all the attendees of Mundos Digitales are waiting for, and the final touch to the event.

Actions included in this sponsorship option:

- Sponsorship mention on the page(s) corresponding to the Cocktail Party in the official MD2020 guide
- Possibility of placing roll-ups and/or other promotional material at the cocktail venue
- Projection of promotional audiovisual material of the sponsor in the cocktail venue
- Promotional actions during the cocktail

+ **sponsor benefits** by category

Available for:	Premium Partner	Global Partner	Partner
	✓	✓	✓

¹⁹ For the purposes of rate reduction by the number of sponsorship options selected, the Cocktail Party option counts as two options.

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