

stars Partnerships: Sponsoring Opportunities

- **Platform Partners**
- **Symposium Partners**
- **Scholarship Partners**
- **Friends of stars**
- **Donors**

Platform Partners

(industry exclusive)

Benefits

Event participation

- Opportunity to delegate a speaker per year to any Symposium during the sponsoring term to contribute to a topic of the programme
- Two of the limited number of participants' seats are reserved for the Platform Partner's nominees at each Symposium (regular nomination criteria and registration fee apply)
- One of the limited number of participants' seats are reserved for a Platform Partner's clients or prospects at each Symposium (regular nomination criteria and registration fee apply)
- Attendance of one Platform Partner's representatives as day guests at each Symposium
- Attendance of one Platform Partner's representatives at each alumni chapter meeting.
- Opportunity to participate at the stars alumni study tour (regular registration fee apply)
- Access to any additional programmes and activities organized by stars (e.g. stars study tours, stars alumni chapter meetings)

Exclusive network

- Opportunity to directly reach an elite circle of possible clients
- Outstanding networking opportunities at high level and access to global key decision and opinion makers
- Access to the stars alumni network (chapter meetings, study tours, alumni newsletters, other projects)
- Recommendation and facilitation of top speakers for Platform Partner's own events

Branding platform

- Logo on all stars printed and electronic communication (website, stars insights, newsletters, conference documentation of symposia in Switzerland, Singapore and China, and stars study tours as well as alumni chapters and Friends of stars meetings)

- Creating, enhancing and broadening brand awareness at a cutting-edge and innovative platform
- Opportunity to include own material (e.g. research studies, articles) as stars insights, or in the stars alumni newsletter and on the website
- Additional advertising opportunities during the Symposium, including a separate company flyer in the conference documentation, the display of brochures or setting up an unmanned company booth at the Symposium venue (at own cost)
- Regular updates on the developments of stars and exchange with Executive Chairman and Board Members

Financial contribution

- Sponsorship fee: CHF 150'000 per year (The Tax Commission of the Canton of Schaffhausen, Switzerland, has recognized the stars foundation as a non-profit organization. Contributions to stars are, therefore, fully deductible from the income.)
- Duration of contract: 3 years

Symposium Partners

(for each symposium e.g. Switzerland, Singapore, China)

Benefits

Event participation

- Opportunity to delegate a speaker to one Symposium during the sponsoring term to contribute to a topic of the programme
- One of the limited number of participants' seats are reserved for the Symposium Partner's nominees at each sponsored Symposium (regular nomination criteria and registration fee apply)
- One of the limited number of participants' seats is reserved for a Symposium Partner's client at each sponsored Symposium (regular nomination criteria and registration fee apply)
- Attendance of one Sponsor's representative at each alumni chapter meeting.
- Attendance of a Sponsor's representative as day guest at any Event during the sponsoring term
- Opportunity to participate at the stars alumni study tour (regular registration fee apply)
- Access to any additional programmes and activities organized by stars (e.g. stars study tours, stars alumni chapter meetings), incl. opportunity for Sponsor to host

Exclusive network

- Exclusive occasion to directly reach an elite circle of possible clients
- Outstanding networking opportunities at high level and access to global key decision and opinion makers
- Recommendation and facilitation of top speakers for Symposium Partner's own events

Branding platform

- Creating, enhancing and broadening brand awareness at a cutting-edge and innovative platform
- Logo on the stars website as well as on the Symposium's printed and electronic conference documentation and on roll-up banners at the Symposium venue
- Opportunity to include own material (e.g. research studies, articles) as stars insights, or in the stars alumni newsletter and on the website
- Additional advertising opportunities during the Symposium, including a separate company flyer in the conference documentation, the display of brochures or setting up an unmanned company booth at the Symposium venue (at own cost)
- Regular updates on the developments of stars

Financial contribution

- Sponsorship fee: CHF 35'000 per year
(The Tax Commission of the Canton of Schaffhausen, Switzerland, has recognized the stars foundation as a non-profit organization. Contributions to stars are, therefore, fully deductible from the income.)
- Duration of contract: 3 years

Scholarship Partners

Benefits

- Possibility to attend as a day guest at the annual symposia in Switzerland/Stein am Rhein, Singapore, China
- Possibility to attend the whole symposia in Switzerland/Stein am Rhein, Singapore and China, reduced price for friends of stars
- Possibility to attend the stars alumni study tours
- Possibility to attend any stars alumni chapter meetings
- Regular updates on the developments of stars via the stars alumni newsletter
- Regular mailing of stars insights: exclusive contributions by business leaders and experts who scan the horizon to discuss geopolitical, economic, technological and further trends and developments which will impact society and business in the next few years.

Financial contribution

- **The donor (individual, company, foundation etc.) financing a scholar coming from an NGO, science or culture can either nominate him/her directly or instruct stars to find a scholar** who meets certain criteria (e.g. field of activity, geography, gender). In both cases, the following criteria have to be met: the scholar holds a senior leadership role within his/her organization, is 35-45 years old and speaks English fluently
- Scholarship fee: CHF 5'000
(The Tax Commission of the Canton of Schaffhausen, Switzerland, has recognized the stars foundation as a non-profit organization. Contributions to stars are, therefore, fully deductible from the income.)

Friends of stars

Benefits

- Exclusive **friends of stars meetings** (free of charge)
- Possibility to attend as a day guest at the annual symposia in **Switzerland/Stein am Rhein, Singapore** and **China** (free of charge)
- Possibility to attend the whole symposia in **Switzerland/Stein am Rhein, Singapore** and **China** (20% discount)
- Possibility to attend the stars alumni **study tours** (regular fee apply)
- Possibility to attend any stars **alumni chapter meetings** (free of charge)
- Regular updates on the developments of stars via the stars alumni newsletter
- Regular mailing of **stars insights** and **webinars** exclusive contributions by business leaders and experts who scan the horizon to discuss geopolitical, economic, technological and further trends and developments which will impact society and business in the next few years.

Contribution

- Membership fee: CHF 5'000 per year
(The Tax Commission of the Canton of Schaffhausen, Switzerland, has recognized the stars foundation as a non-profit organization. **Contributions to stars are, therefore, fully deductible from the income.**)
- Invitation to open doors to speakers and companies/participants
- Invitation to open doors to potential friends of stars, partners

Donors

Benefits

- Possibility to attend as a day guest at the annual symposia in **Switzerland/Stein am Rhein, Singapore** and **China** (free of charge)
- Possibility to attend the whole symposia in **Switzerland/Stein am Rhein, Singapore** and **China**
- Possibility to attend the stars alumni **study tours** (regular fee apply)
- Possibility to attend any stars **alumni chapter meetings** (free of charge)
- Regular updates on the developments of stars via the stars alumni newsletter
- Regular mailing of **stars insights** and **webinars** exclusive contributions by business leaders and experts who scan the horizon to discuss geopolitical, economic, technological and further trends and developments which will impact society and business in the next few years.

Contribution

- Membership fee: CHF 1'000 per year
(The Tax Commission of the Canton of Schaffhausen, Switzerland, has recognized the stars foundation as a non-profit organization. **Contributions to stars are, therefore, fully deductible from the income.**)
- Invitation to open doors to speakers and companies/participants
- Invitation to open doors to potential donors, partners

About stars

- stars Vision: Founded in 2008, **stars develops better leaders of the next generation and wants to be the premier platform for these future leaders.**
- stars brings together renowned global experts and business leaders with **talents who are typically 1-2 levels below C-level, nominated by their top management and have the potential to move up to C-level in the next few years.** The participants come from all over the world and from different sectors, mainly from business but also from science, politics, culture, NGOs and the media.
- stars organizes **three annual symposia** in **Switzerland, Singapore** and **China**. For a complete overview of upcoming symposia click **here**.
- During the highly interactive events, participants team up to **scan the horizon** and explore trends and challenges that will inevitably impact society and business in the next few years.
- As of 2020, the **stars alumni network** comprises over **2'300 former stars participants from over 100 countries** and it grows by 200 alumni every year. Over **800 alumni** have moved up to **C-level** or **similar position**. There are **15 regional stars alumni chapters** all over the world and **stars alumni study tours** explore particularly interesting countries and regions.
- stars regularly hosts **stars webinars** and publishes **stars insights**, which are exclusive contributions by business leaders and experts who scan the horizon to discuss geopolitical, economic, technological and further trends and developments which will impact society and business in the next few years.
- Globally leading companies and institutions are our **partners: Evonik, GIC, Hilti, JT, LafargeHolcim, Novartis, PSA, PwC, Roche, Sika, Swiss Re** as well as **Thomas Abegg Foundation** and **Jakob and Emma Windler Foundation**.
- A **study of the University of St. Gallen** found that **stars is unique worldwide regarding the target group, i.e. participants of 1-2 levels below C-level, and strategic focus, i.e. horizon scanning.**
- stars is a neutral, independent, not-for-profit organization registered in Switzerland. More information about stars can be found in our brochure **stars at a glance** or on **www.the-stars.ch**.

20.08.2020

stars partnerships: rights and opportunities

| | Platform Partners | Symposium Partners | Scholarship Partners* | Friends of stars | Donors (corp., individ.) |
|----|--|--------------------|-----------------------|------------------|--------------------------|
| 1 | Industry exclusive partner per symposium (e.g. Switzerland, Singapore, China) | √ | -- | -- | -- |
| 2 | Opportunity to delegate a speaker during sponsoring term of three years | 3 | 1 | -- | -- |
| 3 | Recommendation of speakers for own events | √ | √ | √ | -- |
| 4 | Number of guaranteed participants seats at each symposium (regular registration fee applies) | 2 | 1 | 1 | 1 |
| 5 | Number of participants' seats are reserved for the Partner's clients or prospects at each symposium (regular nomination criteria and registration fee apply) | 1 | 1 | -- | -- |
| 6 | Number of company representatives who can attend as day guest at any symposium | 1 | 1 | 1 | 1 |
| 7 | Number of company representatives who can attend at each alumni chapter meeting | 1 | 1 | 1 | 1 |
| 8 | Opportunity to participate at the stars alumni study tour (regular registration fee applies) | 1 | 1 | 1 | 1 |
| 9 | Opportunity to participate at exclusiv Friends of stars Events | -- | -- | √ | -- |
| 10 | Logo on all symposium-related stars communication incl. pull-up banners at conference venue. Enhance and broaden own brand awareness at symposium, incl. possibility to set up company booth at sponsored symposium and to display and distribute print material in conference documentation | √ | √ | -- | -- |
| 11 | Mentioning of name (corporate, individual) on stars website | √ | √ | √ | √ |
| 12 | Opportunity to directly reach an elite circle of possible clients, e.g. by distributing exclusive content via stars alumni newsletter, stars insights and star webinars | √ | √ | -- | -- |
| 13 | Online access to stars alumni network of key global opinion- and decision-makers (over 2500 alumni as of 2020, of which 1000 at C-Level, adding 200 alumni every year) | √ | √ | √ | -- |
| 14 | Regular updates on the developments of stars via stars alumni newsletter and exchange with Executive Chairman and Board Members | √ | √ | √ | √ |

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|-----------------------------------|-----------------------------------|----------------------------------|-------------------------------|----------------------------|----------------------------|
| Financial contribution (in CHF)** | 150'000 (per symposium) | 35'000 (per symposium) | 5'000 (per scholar) | 5'000 (per year) | 1'000 (per year) |
| Duration of contract (in years) | 3 | 3 | 1 | 1 | 1 |

*The scholarship partner (individual, company, foundation etc.) covers the regular registration fee for a scholar who meets the nomination criteria (senior leadership role or similar, 35-45 years old and speaks English fluently). The donor can either nominate him/her directly or instruct stars to find a scholar who meets certain criteria (e.g. field of activity, geography, gender).

**The Tax Commission of the Canton of Schaffhausen has recognized the foundation "stars – the Stein am Rhein Symposium" as a non-profit organization. Contributions to stars are therefore fully deductible from the income declared in the year.

25.06.20