

CERN OPENDAYS

- ▶ Explore the future with us
- ▶ Explorez le futur avec nous

On 14 and 15 September 2019, CERN will open its doors for the public to go to the heart of the world's largest particle physics laboratories. We want to share our endeavours to discover what is the nature of our universe, and what it is made of. We also want to show the public how we promote openness, diversity and peaceful collaboration through science.

We will give our guests the chance to discover CERN'S facilities, both underground and on the surface. There will be free admission to debates, film screenings, theatre performances, experimental workshops and around 70 visit points spread all over the site. In doing so, we invite everyone to come into direct contact with the science of today and tomorrow.

This memorable experience will be the 2019 CERN Open Days.

The last time we did this was in 2013, and there will not be an event like this again for several years, so this is a rare opportunity for our partners and not to be missed!

We will attract as much attention as possible to the event, activities and, crucially, to our partners. We will engage the media, advertise on transport networks, issue press releases, have a live broadcast and promote heavily through social media. On social media, CERN has 2.56m Twitter followers, more than 686,000 Facebook followers, 105,155 LinkedIn followers and 380,000 followers on Instagram.

We will also publicity push the 2019 CERN Open Days through the dedicated website

<https://opendays.cern/>

We invite you to take the opportunity to Come Explore the Future with Us!



SOME NUMBERS

Over the two Open Days,

- more than 3,000 physicists, engineers and staff will share how and why we work;
- approximately 3,000 will guide and assist our visitors; and
- approximately 80,000 people will come to CERN.

CERN is fascinating, and people are curious!

We are already preparing ourselves for a hive of activity surrounding the many questions about who we are, what we do and who we work with.

SPONSORSHIP OPPORTUNITY

We are offering you a unique opportunity to partner with CERN at this high visibility event.

There are multiple benefits.

- You will be associated with CERN and its prestigious reputation.
- You will also be engaged in a worthy cause by championing scientific outreach. All support received for the 2019 CERN Open Days will be a contribution to the CERN & Society Foundation, and you will be recognised as a valued sponsor.
- Finally, your company name and brand will receive immense exposure to a concentrated and very large number of people in connection with a positive event about science, learning, innovation, collaboration and peace.

Your company name and logo will be showcased in many prominent places to a local and international audience. For further details of the recognition being offered, please review the sponsorship packages below.

▲ CHF 300'000 Fundamental Sponsor

- Most prominent visibility of name/logo on TPG and other transport publicity;
- Most prominent visibility of name/logo in Open Days App and on location screens;
- Most prominent visibility of name/logo on Open Days website, positioned on a separate Sponsors tab;
- Most prominent visibility of name in all CERN press releases relating to the Open Days;
- Most prominent mention as the “Fundamental Sponsor” by media partners;
- Most prominent mention as the “Fundamental Sponsor” in the press pack given to media outlets about the event;
- Representative of Sponsor interviewed in live broadcast during Open Days, possibility for Facebook Lives;
- Most prominent visibility of name/logo on uniforms of 3,000 volunteers - t-shirts, hat, fleece;
- Most prominent visibility of name/logo on tote bags that will be sold (and in months leading up to the Open Days);
- Most prominent visibility of name/logo on all the cups that will be made available to the public;
- Most prominent visibility of name/logo on any CERN social media branding options (including articles and stories on the event page);
- VIP visit on Friday, 13 September for up to 12 invitees;
- Use of the Globe for your private event; and
- CERN & Society Foundation recognition,
 - Use of CERN & Society Foundation Logo in a non-commercial for 3 years;
 - Mention/Article in the CERN Bulletin and/or CERN Courier;
 - Mention in the Sponsors section of the Foundation e-Newsletter;
 - Subject of an Article in the Foundation e-Newsletter;
 - Visibility on the Foundation’s Sponsors page;
 - Mention in the Updates section on the Foundation website;
 - Visibility in the Slide Show on the Foundation homepage (minimum 3 months);
 - Mention in the Sponsors list in the Foundation Annual Report; and
 - Article in the Foundation Annual Report.

▲ CHF 200'000 Accelerator Sponsor

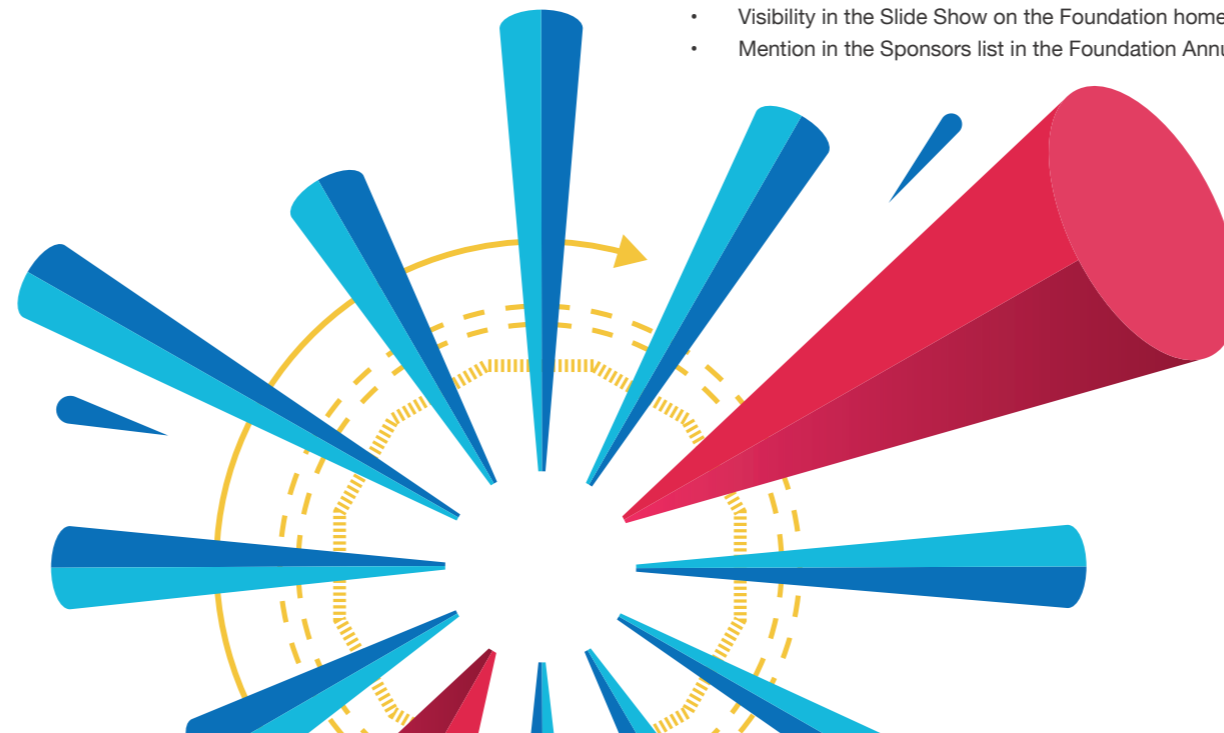
- Prominent visibility of name/logo in TPG and other transport publicity;
- Prominent visibility of name/logo in Open Days App and on location screens;
- Prominent visibility of name/logo on Open Days website, positioned on a separate Sponsors tab;
- Prominent visibility of name in all CERN press releases relating to the Open Days;
- Prominent mention as an “Accelerator Sponsor” by media partners;
- Prominent mention as an “Accelerator Sponsor” in the press pack given to media outlets about the event;
- Prominent visibility of name/logo on uniforms of 3,000 volunteers - t-shirts, hat, fleece;
- Prominent visibility of name/logo on tote bags that will be sold (and in months leading up to the Open Days);
- Prominent visibility of name/logo on cups that will be made available to the public;
- Prominent visibility of name/logo on any CERN social media branding options (including articles and stories on the event page);
- VIP visit on Friday, 13 September for up to 9 invitees;
- Use of the Globe for your private event; and
- CERN & Society Foundation recognition,
 - Use of CERN & Society Logo in a non-commercial manner for 3 years;
 - Mention/Article in the CERN Bulletin and/or CERN Courier;
 - Mention in the Sponsors section of the Foundation e-Newsletter;
 - Subject of an Article in the Foundation e-Newsletter;
 - Visibility on the Foundation’s Sponsors page;
 - Mention in the Updates section on the Foundation website;
 - Visibility in the Slide Show on the Foundation homepage (minimum 3 months);
 - Mention in the Sponsors list in the Foundation Annual Report; and
 - Article in the Foundation Annual Report.

▲ CHF100'000 Energy Sponsor *(Name/logo not as big as an Accelerator Sponsor)*

- Prominent visibility of name/logo in TPG and other transport publicity;
- Prominent visibility of name/logo in Open Days App and on location screens;
- Prominent visibility of name/logo on Open Days website, positioned on a separate Sponsors tab;
- Prominent visibility of name in all CERN press releases relating to the Open Days;
- Prominent mention as an “Energy Sponsor” by media partners;
- Prominent mention as an “Energy Sponsor” in the press pack given to media outlets about the event;
- Prominent visibility of name/logo on uniforms of 3,000 volunteers - t-shirts, hat, fleece;
- Prominent visibility of name/logo on tote bags that will be sold (and in months leading up to the Open Days);
- Prominent visibility of name/logo on cups that will be made available to the public;
- Prominent visibility of name/logo on any CERN social media branding options (including articles and stories on the event page);
- VIP visit on Friday, 13 September for up to 6 invitees;
- Use of the Globe for your private event; and
- CERN & Society Foundation recognition,
 - Use of CERN & Society Logo in a non-commercial manner for 1 year;
 - Mention/Article in the CERN Bulletin and/or CERN Courier;
 - Mention in the Sponsors section of the Foundation e-Newsletter;
 - Subject of an Article in the Foundation e-Newsletter;
 - Visibility on the Foundation’s Sponsors page;
 - Mention in the Updates section on the Foundation website;
 - Visibility in the Slide Show on the Foundation homepage (minimum 3 months);
 - Mention in the Sponsors list in the Foundation Annual Report; and
 - Article in the Foundation Annual Report.

▲ CHF 75'000 Discovery Sponsor

- Visibility of name/logo in TPG and other transport publicity;
- Visibility of name/logo in Open Days App and on location screens;
- Visibility of name/logo on Open Days website, positioned on a separate Sponsors tab;
- Visibility of name in all CERN press releases relating to the Open Days;
- Mention as a “Discovery Sponsor” by media partners;
- Mention as a “Discovery Sponsor” in the press pack given to media outlets about the event;
- Visibility of name/logo on uniforms of 3,000 volunteers - t-shirts, hat, fleece;
- Visibility of name/logo on tote bags that will be sold (and in months leading up to the Open Days);
- Visibility of name/logo on any CERN social media branding options (including articles and stories on the event page);
- VIP visit on Friday, 13 September for up to 6 invitees; and
- CERN & Society Foundation recognition,
 - Use of CERN & Society Logo in a non-commercial manner for 1 year;
 - Mention in the Sponsors section of the Foundation e-Newsletter;
 - Subject of Article in the Foundation e-Newsletter;
 - Visibility on the Foundation’s Sponsors page;
 - Mention in the Updates section on the Foundation website;
 - Visibility in the Slide Show on the Foundation homepage (minimum 3 months); and
 - Mention in the Sponsors list in the Foundation Annual Report.



▲ CHF 50'000 Magnetic Sponsor

- Visibility of name/logo in TPG and other transport publicity;
- Visibility of name/logo in Open Days App and on location screens;
- Visibility of name/logo on Open Days website, positioned on a separate Sponsors tab;
- Mention as a "Magnetic Sponsor" by media partners;
- Visibility of name/logo on tote bags that will be sold (and in months leading up to the Open Days);
- Visibility of name/logo on any social media branding options (including articles and stories on the event page);
- VIP visit on Friday, 13 September for up to 6 invitees; and
- CERN & Society Foundation recognition,
 - Mention in the Sponsors section of the Foundation e-Newsletter;
 - Subject of an article in the Foundation e-Newsletter;
 - Visibility on the Foundation's Sponsors page;
 - Mention in the Updates section on the Foundation website;
 - Visibility in the Slide Show on the Foundation Homepage (minimum 3 months); and
 - Mention in the Sponsors list in the Foundation Annual Report.

▲ CHF 25'000 Particle Sponsor *(Name/logo not as big as a Magnetic Sponsor)*

- Visibility of name/logo in Open Days App and on location screens;
- Visibility of name/logo on Open Days website, positioned on a separate Sponsors tab;
- Mention as a "Particle Sponsor" by media partners;
- Visibility of name/logo on tote bags that will be sold (and in months leading up to the Open Days);
- Visibility of name/logo on any social media branding options (including articles and stories on the event page);
- VIP visit on Friday, 13 September for up to 3 invitees; and
- CERN & Society Foundation recognition,
 - Mention in the Sponsors section of the Foundation e-Newsletter;
 - Subject of an article in the Foundation e-Newsletter;
 - Visibility on the Foundation's Sponsors page;
 - Mention in the Updates section on the Foundation website; and
 - Mention in the Sponsors list in the Foundation Annual Report.

TERMS AND CONDITIONS

You will enter into a simple standardised contract with CERN to make a sponsorship payment to the CERN & Society Foundation.

CONTACT

For any queries regarding sponsorship of the CERN Open Days, please contact Hilary Nathan at hilary.nathan@cern.ch



- ▶ Explore the future with us
- ▶ Explorez le futur avec nous