



4TH MARCH

SPONSORSHIP PROPOSAL



**WORLD
ENGINEERING
DAY** FOR SUSTAINABLE
DEVELOPMENT



The World Engineering Day for Sustainable Development (WED) is an official international Day proclaimed in 2019 by the United Nations Educational, Scientific and Cultural Organisation (UNESCO), based on a proposal from the World Federation of Engineering Organizations (WFEO).



World Engineering Day is an opportunity to celebrate engineering and the contribution of the world's engineers for a better, sustainable world.

UNESCO



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THE ROLE OF ENGINEERING

Engineering plays a key role in achieving the UN Sustainable Development Goals (SDGs) as it utilises the principles of science and mathematics to develop practical applications in food, water, energy, environment, sustainable cities, natural disaster resilience and other areas which are crucial to all mankind.

**ENGINEERING IS AT THE HEART OF
OUR MODERN WORLD AND WILL
SHAPE THE FUTURE FOR CENTURIES**

THE WORLD ENGINEERING DAY FOR SUSTAINABLE DEVELOPMENT

Realising the key role of engineering for humanity and its environment, UNESCO, with support of all its member countries and more than 80 engineering organisations worldwide, decided to proclaim the 4th March of each year as the World Engineering Day for Sustainable Development, to engage with governments, industries, non-governmental organisations and the public at large to address the need for engineering capacity and the quality of engineers to solve the world's most pressing problems.

INTRODUCING TWO NEW GLOBAL EVENTS



**WORLD
ENGINEERING
DAY** FOR SUSTAINABLE
DEVELOPMENT

WORLD ENGINEERING DAY HACKATHON



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WORLD ENGINEERING DAY HACKATHON

We are excited this year to launch the World Engineering Day Hackathon.

Aligned with a 2022 Theme: **Build Back Wiser. Engineering the Future**, the World Engineering Day Hackathon will encourage engineering students to work in teams towards a global real-world problem.

This competition is a fast-paced simulation of a real-world project. Teams are to work collaboratively on a problem to provide a set of deliverables within a short timeframe. Utilising their theoretical knowledge, students gain first-hand experience to develop their critical thinking, build new skill sets, push themselves out of their comfort zone and build lasting relationships.



WORLD ENGINEERING DAY 24HR LIVE



**WORLD
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DEVELOPMENT



**WORLD
ENGINEERING
DAY 24HRS LIVE**

World Engineering Day is thrilled to announce the highly anticipated launch of World Engineering Day 24HRS LIVE. The first ever 24 hour live broadcast of a Global UNESCO Day.

This studio produced broadcast will follow World Engineering Day 2022 around the globe, to see how Engineer's across the world are celebrating and being recognised for their great work.

Starting from Australia, ending in Costa Rica, featuring everything in between. Our program will hit 8 major regions over 24 hours.

The LIVE stream will showcase high-profile local events, interviews with ambassadors and discussions on key engineering topics. It will also spotlight live social media activity, events and so much more.



**WE ARE SEEKING PARTNERS
AND SPONSORS FOR THESE
AMAZING EVENTS**



**WORLD
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WORLD ENGINEERING DAY **24HRS** LIVE

MULTIPLE AVAILABLE

- 4 adverts across 24 hours
- 1 on air partner mentions
- Logo placement on World Engineering Day Website
- 2 social media mentions

GOLD

EUR
5,000

LIMITED AVAILABLE

- 8 global adverts across 24 hours
- 8 global on air partner mentions
- Selection of a panel discussion
- Panel speaker representative
- World Engineering Day published video interview
- Logo placement on World Engineering Day Website

PLATINUM

EUR
15,000

MULTIPLE AVAILABLE

- 2 adverts across 24 hours
- Logo placement on World Engineering Day Website
- 1 social media mention

SILVER

EUR
2,000



WORLD ENGINEERING DAY HACKATHON

MULTIPLE AVAILABLE

- Graphic on Hackathon Page
- 4 x Social Media Mentions
- Logo placement on World Engineering Day Website

GOLD

EUR
5,000

LIMITED AVAILABLE

- Judging seat on panel
- Prize named after you
- Graphic on Hackathon Page
- 4 x Social Media Mentions
- Logo placement on World Engineering Day Website

PLATINUM

EUR
15,000

MULTIPLE AVAILABLE

- 4 x Social Media Mentions
- Logo placement on World Engineering Day Website

SILVER

EUR
2,000





LIMITED AVAILABLE - DOUBLE EVENTS PACKAGE



**WORLD
ENGINEERING
DAY** **24HRS LIVE**



**WORLD
ENGINEERING
DAY** **HACKATHON**

- World Engineering Day published video interview
- 8 global adverts across 24 hours on WED LIVE
- 8 global on air partner mentions on WED LIVE
- Selection of a panel discussion for WED LIVE
- Panel speaker representative on WED LIVE
 - Judging seat on panel on Hackathon
 - Prize named after you on Hackathon
- Large website graphic on WED website
 - 8 x Social Media Mentions
- Logo placement on World Engineering Day Website

MAJOR SPONSOR

**EUR
25,000**

**TALK TO US ABOUT MULTI-YEAR
OR CUSTOMISED
SPONSORSHIP OPTIONS**



**WORLD
ENGINEERING
DAY** FOR SUSTAINABLE
DEVELOPMENT

WHAT TYPE OF REACH CAN YOU EXPECT?



**WORLD
ENGINEERING
DAY** FOR SUSTAINABLE
DEVELOPMENT

2021 AD SPEND RESULTS



124K
CLICKS
TO WED



\$1K
SPENT



5.7M
AD
IMPRESSIONS



WORLD ENGINEERING DAY VIDEO

1,000,000

VIDEO VIEWS



HOLISTIC POTENTIAL REACH

32,060,000

IN 2021



**WORLD
ENGINEERING
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DEVELOPMENT

HAVE A LOOK AT ALL OUR 2021
SOCIAL MEDIA ACTIVITY

[CLICK HERE](#)

CAMPAIGN HASHTAG USE



16,320

IN 2021

CAMPAIGN AUDIENCE NUMBERS

7,406

FANS, FOLLOWERS & LIKES



SOCIAL MEDIA POST STATS



203K



3.1M



5.8M



105K

ACTUAL IMPRESSIONS



HOW OTHERS CELEBRATED IN 2021

Abdifatah jama @fatahabdi25
9 hours ago

Today we celebrated the world engineering day at our branch headquarters in Nakuru County. It was nice celebrating this important day with colleagues at The institution of Engineers of Kenya south Rift branch. #world Engineering day. @iekouthrift @iekNorthEastern



RAEngGlobal @RAEngGlobal
Mar 4

From Colombian oceans to Thai metros, our new videos show how engineers are helping make a more sustainable, inclusive, healthy planet. Explore them now on World @engineering_day for #SustainableDevelopment: raeng.org.uk/SDGs #WorldEngineeringDay #WED2021 #SDGs



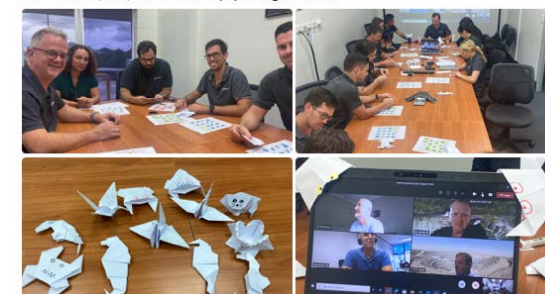
Water Security Hub @GCRFWaterHub
Mar 5

"If you want to charge the world for the better, become an engineer." #WorldEngineeringDay #SDGs #WASH #watersecurity @engineering_day



Wenco International Mining Systems Ltd. @Wencomine
Mar 5

Happy World @engineering_day! Today #WeAreWenco took time to acknowledge the great work our team does in support of #WorldEngineeringDay for a Healthy Planet. In celebration our Brisbane (WBE) office hosted a paper origami event!



Royal Academy of Engineering @RAEngNews
Mar 5

For #WorldEngineeringDay, our latest blog post takes a look back at the inaugural @engineering_day event last year. In the twelve months that followed, the UN's #SDGs have only become more crucial: raeng.org.uk/news/blog-post... #GlobalGoals #WorldEngineeringDay2021 #WED2021



E.L. Robinson Engineering @ELREngineering
Mar 5

#WorldEngineeringDay celebrates the important work that engineers do which changes the world for the better. Today, we recognize the talented engineers of #ELRENG for their dedication to their clients and communities. #WED2021 @engineering_day



Loughborough Engineering @LboroEng
Mar 5

Our Department of Materials partnered with @TrelleborgAT to research wind turbine radar interference. Their solution allows for unlocking gigawatts of new potential wind farm sites! Watch full video: buff.ly/38aDuyh #WorldEngineeringDay #WED2021 @engineering_day



Loughborough Engineering @LboroEng
Mar 4

Next up, Professor Andy Harland explains how research by @SportsTechLboro has improved the safety standards of cricket helmets. Watch here: buff.ly/3872qXs #WorldEngineeringDay #WED2021 @engineering_day



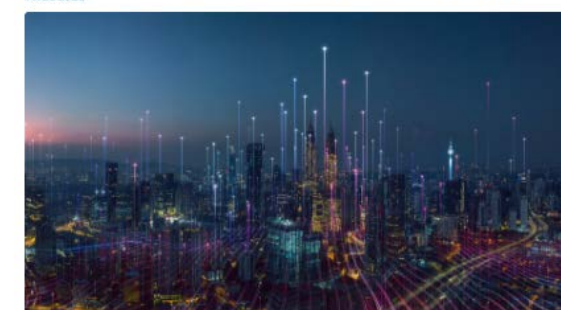
GESA/GHIE UENR @GhieUenr
1 day ago

On the 4th of March 2021; World Engineering Day. We lit the campus of @uenrofficial with our colours as we honour the day with the Vice Chancellor of the University and officials from @Newmont_Ghana



Bentley Systems, Inc @BentleySystems
3 days ago

Join Bentley SVP Bob Mankowski to learn what 167 cities said about their level of engagement in #sustainable development goals, digital advancement & more... Groundbreaking smart cities research coming March 30th bit.ly/3bTPWUd @ESIThoughtLab #WorldEngineeringDay #WED2021





SUSTAINABLE
DEVELOPMENT
GOALS



FIND OUT MORE TODAY!
SECRETARIAT@WFEO.ORG



**WORLD
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DAY** FOR SUSTAINABLE
DEVELOPMENT