



2023 WORLD ENGINEERING DAY

# SPONSORSHIP PROPOSAL



**WORLD  
ENGINEERING  
DAY** FOR SUSTAINABLE  
DEVELOPMENT



**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).

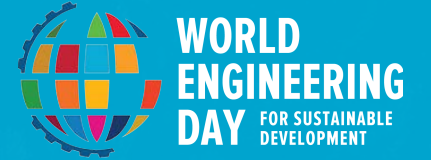
World Engineering Day is an opportunity to celebrate engineering and the contribution of the world's engineers for a better, sustainable world.



# 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 humankind.

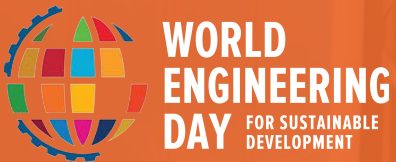
ENGINEERING IS AT THE HEART OF OUR  
MODERN WORLD AND WILL SHAPE  
THE FUTURE FOR CENTURIES





# 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 in 2019 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.







# WORLD ENGINEERING DAY HACKATHON



We are excited this year to welcome back the **World Engineering Day Hackathon.**

Aligned with 2023 Theme:

**Engineering Innovation for a more resilient World,**

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.







## MULTIPLE AVAILABLE

Graphic on Hackathon Page

4 x Social Media Mention

Logo placement on World  
Engineering Day Website

# GOLD

EUR  
5,000

## LIMITED AVAILABLE

Judging seat on panel

Ad played on LIVE stream

Graphic on Hackathon Page

4 x Social Media Mention

Logo placement on World  
Engineering Day Website

# PLATINUM

EUR  
15,000

## MULTIPLE AVAILABLE

4 x Social Media Mention

Logo placement on World  
Engineering Day Website

# SILVER

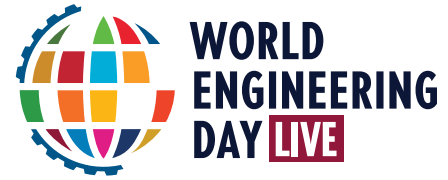
EUR  
2,000





**WORLD  
ENGINEERING  
DAY LIVE**





**World Engineering Day LIVE is BACK** in 2023 and bigger and better than ever! This year's World Engineering Day LIVE Global Stream will showcase some of the biggest global celebrations right to your computer.

Catch this international broadcast of a global UNESCO day. This studio-produced LIVE broadcast will drop into key countries of interest to see how people are celebrating World Engineering Day 2023 around the globe.

The World Engineering Day Live stream will showcase high-profile local events, interviews with ambassadors and discussions on key engineering topics.





## MULTIPLE AVAILABLE

2 x Ad played on LIVE stream  
Logo placement on World  
Engineering Day Website  
2 x Social media mention

# GOLD

EUR  
5,000

## LIMITED AVAILABLE

4 x Ad played on LIVE stream  
4 x Social media mention  
World Engineering Day stream  
video interview  
Logo placement on World  
Engineering Day Website

# PLATINUM

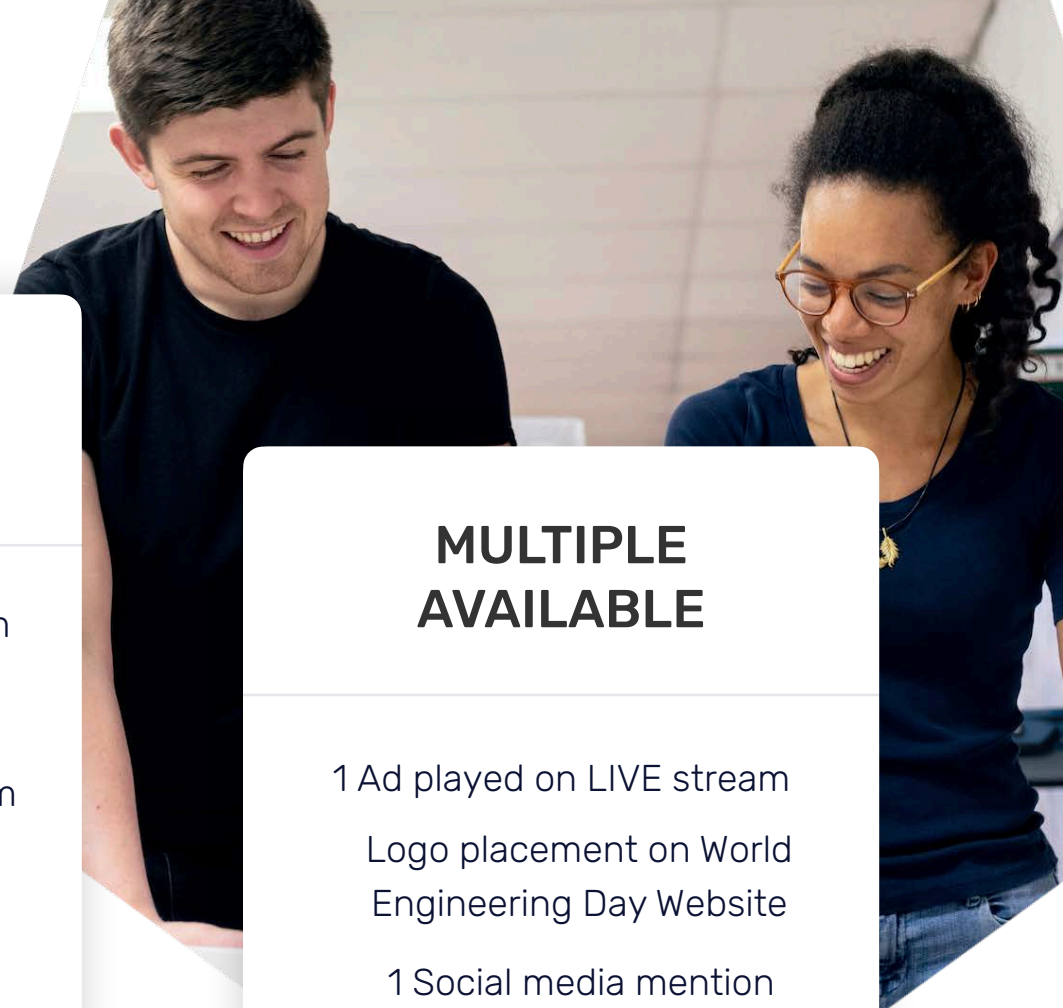
EUR  
15,000

## MULTIPLE AVAILABLE

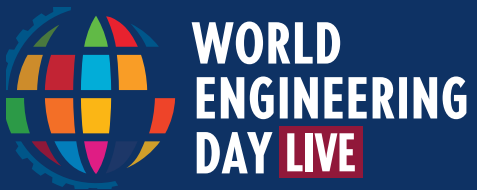
1 Ad played on LIVE stream  
Logo placement on World  
Engineering Day Website  
1 Social media mention

# SILVER

EUR  
2,000







## LIMITED AVAILABLE

### DOUBLE PACKAGE

Judging seat on panel

4 x Ad played on LIVE stream

Ad posted on our social media accounts

Graphic on Hackathon Page

Graphic on Events Page

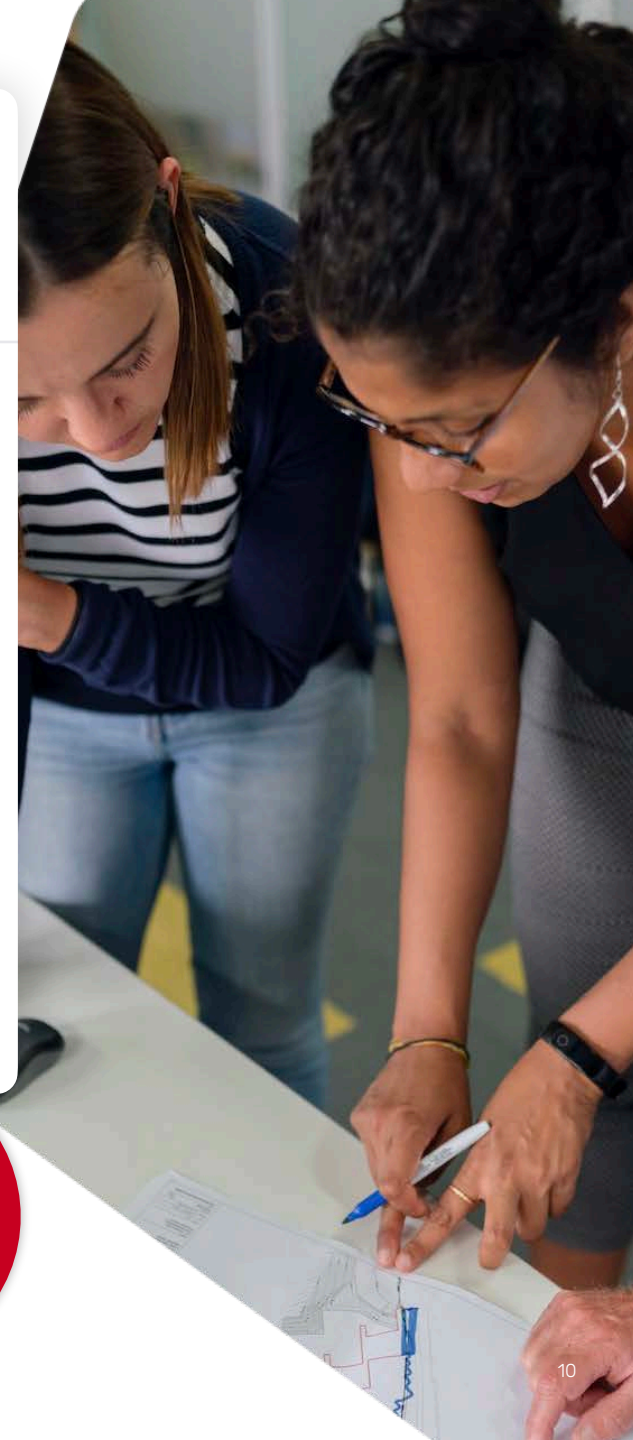
4 x Social Media Mention

Logo placement on World Engineering Day Website

A prize named after you

# MAJOR SPONSOR

EUR  
25,000







# WORLD ENGINEERING DAY GLOBAL EVENTS

Get your event in front of people!  
Priority placement on our site and social  
media mentions to our global audience

## MULTIPLE AVAILABLE

Priority placement on  
events page

4 x Social Media Mention

Logo placement on World  
Engineering Day Website

# GOLD

EUR  
5,000

# INTERESTED IN SHOWING YOUR BRAND?

Logo placement on World  
Engineering Day Website

**LOGO ONLY**

EUR  
1,000



**WORLD  
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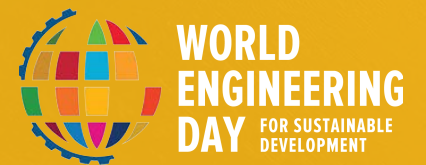
**WORLD  
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**TALK TO US ABOUT  
MULTI-YEAR OR CUSTOMISE  
SPONSORSHIP OPTIONS**







WHAT TYPE OF REACH  
CAN YOU EXPECT?





### 2022 AD SPEND RESULTS

 **410K**  
CLICKS  
TO WED

 **\$2,5K**  
SPENT

 **17M**  
AD  
IMPRESSIONS



### CAMPAIGN HASHTAG USE



**25,640**

IN 2022

### WORLD ENGINEERING DAY VIDEO

**1,3 MILLION**

VIDEO VIEWS



**WORLD  
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### CAMPAIGN AUDIENCE NUMBERS

**14,000**

FANS, FOLLOWERS & LIKES



### HOLISTIC POTENTIAL REACH

**56,100,000**

IN 2022



### SOCIAL MEDIA POST STATS



82K



17M



278K



437K

ACTUAL IMPRESSIONS





On the 4th of March, the teamscoro Engineering Team celebrated World Engineering Day 🌍 along with engineers across the globe.

Our engineers here at Scoro are the...

Instagram User  
12 hours ago

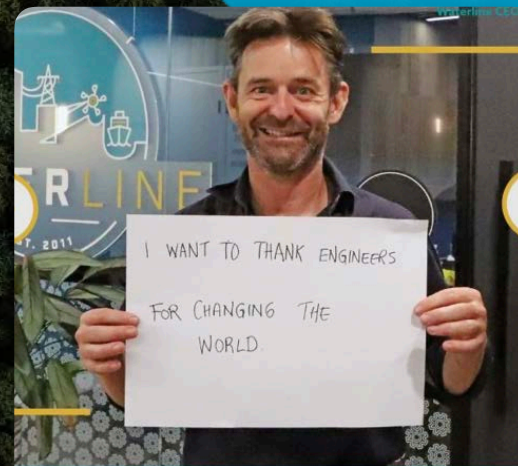


#EDUCATION: Teaching #students about the importance of #engineering gives them the skills required to be the problem solvers of tomorrow

#WorldEngineeringDay...



Education News (@educ..  
4 hours ago



This World Engineering Day, 4th March 2022, join us in thanking engineers for their contribution and help raise awareness of the role of engineering in our modern lives. From clean drinking water, Wi-Fi and l...



Apparently March 4th was both #WorldEngineeringDay and #NationalSonsDay, which I missed, because I was kinda doing both. Welcome to the world my latest project, which I tissue engineered...

## HOW OTHERS CELEBRATED IN 2022





# SUSTAINABLE DEVELOPMENT GOALS



**FIND OUT MORE TODAY!**  
**SECRETARIAT@WFE0.ORG**



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