



2024 WORLD ENGINEERING DAY

SPONSORSHIP PROPOSAL



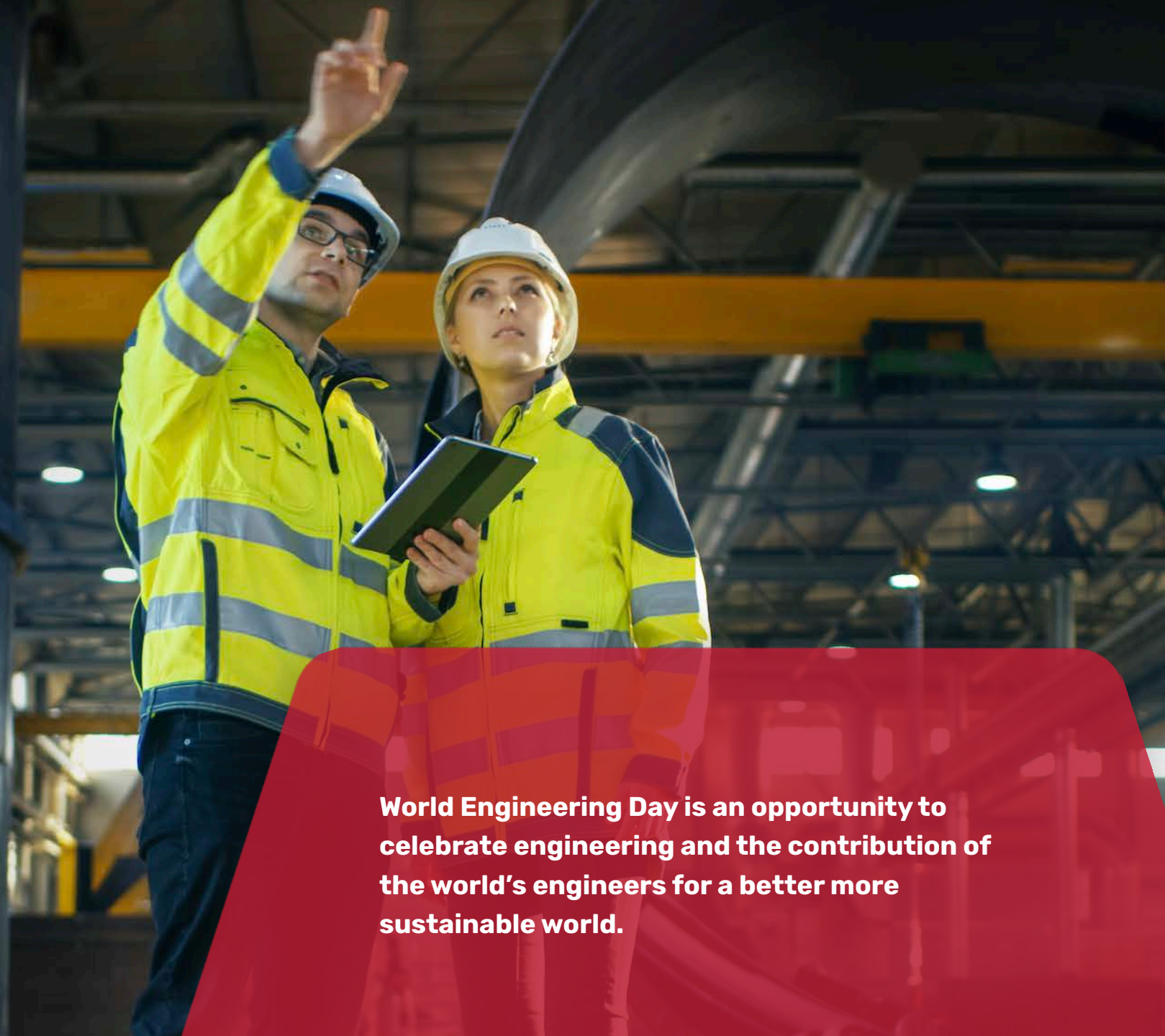
**WORLD
ENGINEERING
DAY** FOR SUSTAINABLE
DEVELOPMENT




**WORLD
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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 more sustainable world.





**NOW, MILLIONS OF PEOPLE
FROM ACROSS THE GLOBAL
CELEBRATE WORLD
ENGINEERING DAY**



**WORLD
ENGINEERING
DAY** FOR SUSTAINABLE
DEVELOPMENT

2023 SOCIAL MEDIA



650K
CLICKS
TO SITE



\$2,5K
SPENT



24M
IMPRESSIONS



CAMPAIGN HASHTAG USE



27,530

IN 2023

WORLD ENGINEERING DAY VIDEO

1,3 MILLION

VIDEO VIEWS



**WORLD
ENGINEERING
DAY** FOR SUSTAINABLE
DEVELOPMENT

HOLISTIC POTENTIAL REACH

58,400,000

IN 2023



CAMPAIGN AUDIENCE NUMBERS



34,000

FANS, FOLLOWERS & LIKES

SOCIAL MEDIA POST STATS



82K



17M



278K



437K

ACTUAL IMPRESSIONS



**WORLD
ENGINEERING
DAY LIVE**

**31,538
VIEWS**

2022

The background screen displays a grid of images and social media posts. The posts include:

- A post with the text: "Give Us The Tools And We Will Finish The Job- Winston Churchill. Do You Have The Tools? Visit Toolz.ng Today." and hashtags #WeTalkTools and #WeLiveTools...
- A post from "Instagram User" dated "51 weeks ago".
- A post with the text: "Worldengineeringday science is about knowing, engineering is about solving. value you 🧐💡🔥".
- A post with the text: "re_safe_mfa_tanzania machmixmachinery machinetomachinery...".
- A post from "Instagram User".

The desk in the foreground features the **WORLD ENGINEERING DAY LIVE** logo.



MULTIPLE AVAILABLE

2 adverts across 24 hours
Logo placement on World
Engineering Day Website
2 social media mentions

GOLD

EUR
5,000

LIMITED AVAILABLE

4 global adverts across 24 hours
4 Social media mentions
World Engineering Day stream
video interview
Logo placement on World
Engineering Day Website

PLATINUM

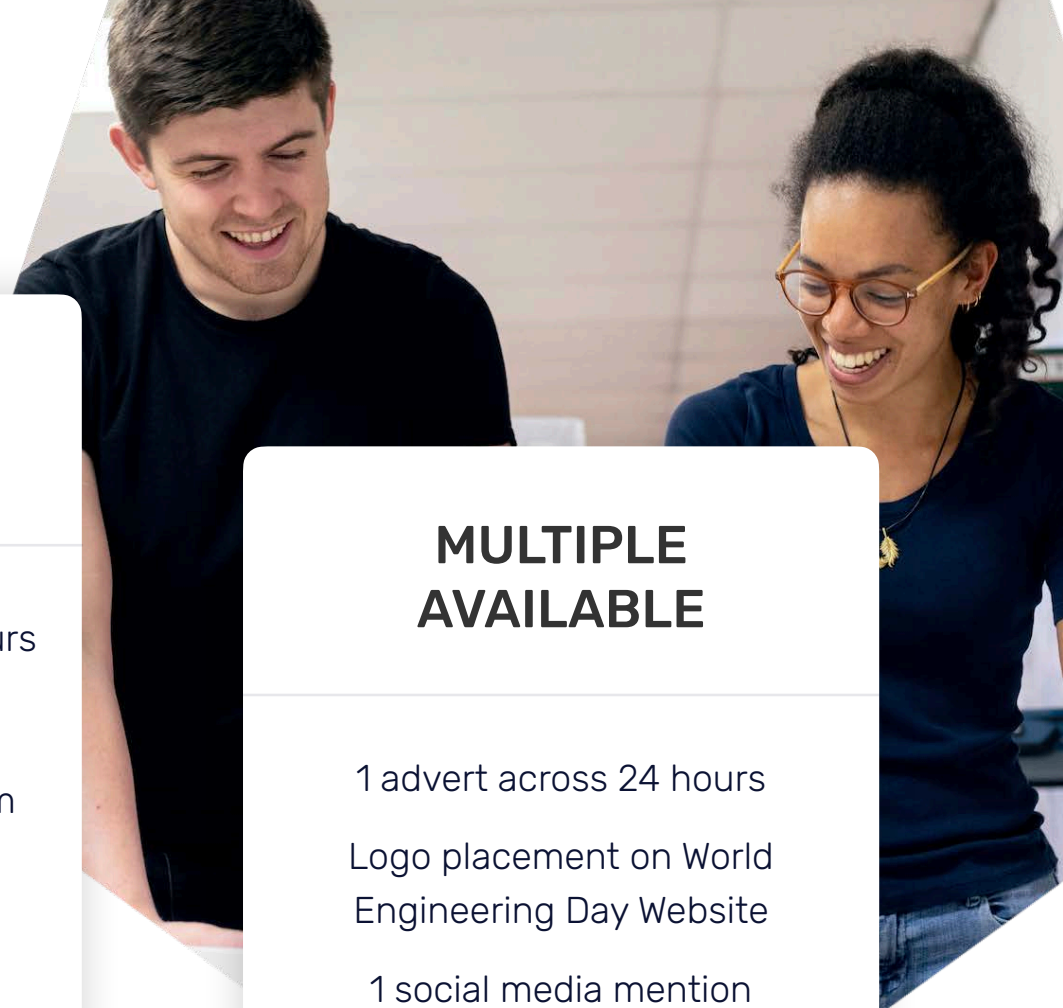
EUR
15,000

MULTIPLE AVAILABLE

1 advert across 24 hours
Logo placement on World
Engineering Day Website
1 social media mention

SILVER

EUR
2,000





WORLD ENGINEERING DAY HACKATHON

IN PROUD
PARTNERSHIP WITH
**ENGINEERS
WITHOUT
BORDERS**
INTERNATIONAL

13 CLIMATE
ACTION



THIS YEAR, WE GO GREEN





**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
- Ad played on LIVE stream
- Graphic on Hackathon Page
- 4 x Social Media Mentions
- Logo placement on World Engineering Day Website

PLATINUM

EUR
15,000

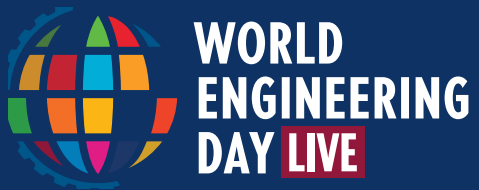
**MULTIPLE
AVAILABLE**

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

SILVER

EUR
2,000





LIMITED AVAILABLE

DOUBLE PACKAGE

Judging seat on panel

2 x Ad played on LIVE stream

Ad posted on our social media accounts

Graphic on Hackathon Page

Graphic on Events Page

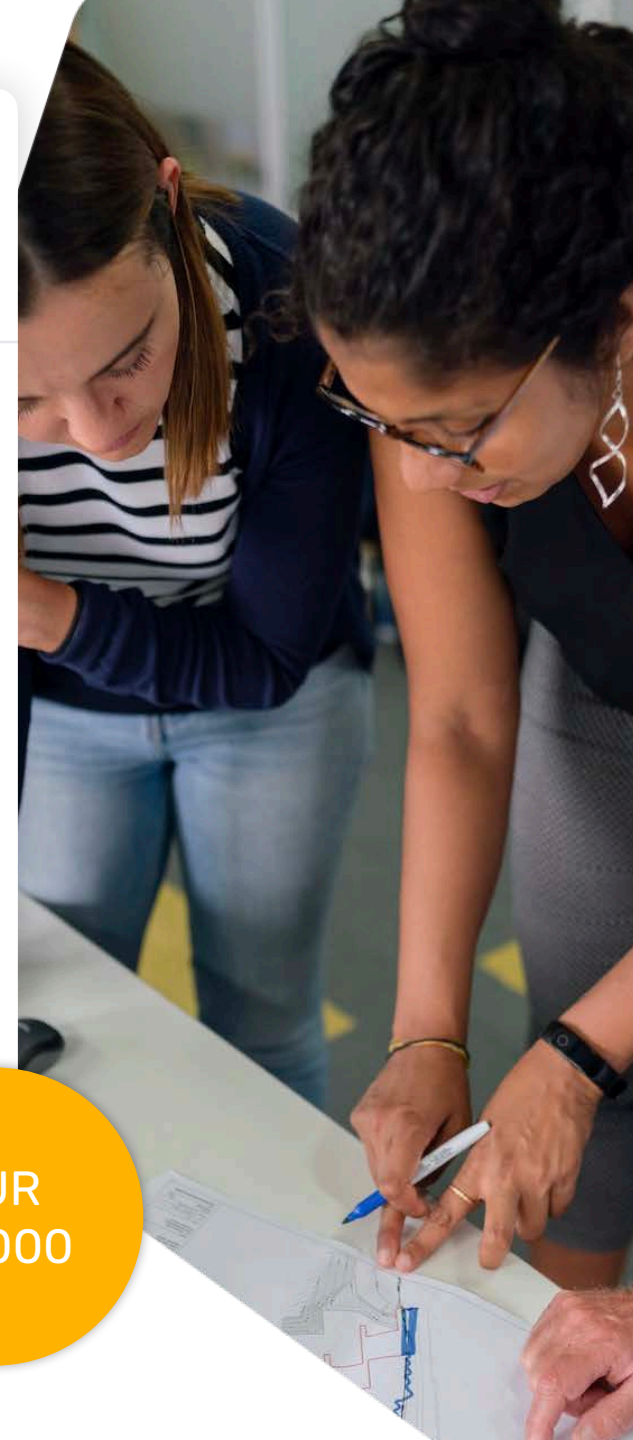
4 x Social Media Mentions

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 Mentions

Logo placement on World
Engineering Day Website

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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DEVELOPMENT





**WORLD
ENGINEERING
DAY** FOR SUSTAINABLE
DEVELOPMENT

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



FIND OUT MORE TODAY!
SECRETARIAT@WFE0.ORG



**WORLD
ENGINEERING
DAY** FOR SUSTAINABLE
DEVELOPMENT