

# Sponsoring 2025

 Nürnberg  
DIGITAL  
FESTIVAL



# NUEDIGITAL and the region



The Nuremberg region is one of Europe's strongest economic areas, with 2 million employees and 150,000 companies, including global players and hidden champions, as well as countless innovative tech startups.

The region's innovative spirit is evident not only in its research landscape of 21 universities and 53 research institutions. The economic momentum is particularly driven by future-oriented industries such as medicine, high-tech, and especially the digital economy.

In Nuremberg, the proportion of employees in the IT and communications sector is twice the national average. At the same time, companies from other sectors are leaders in implementing digital technologies.

The recipe for success of this unique digital ecosystem - comprising research, politics, startups, innovation labs, communities, and companies of various sizes - is living cooperation and openness.

**These are the values that the Nuremberg Digital Festival brings to life.**

[Become a sponsor](#)

# NUEDIGITAL at a glance

**Nürnberg Digital Festival (NUEDIGITAL)** has been bringing together stakeholders from business, research, education and culture every year since 2012 to discuss and actively shape the digital transformation. The numerous events create an inspiring space for exchange and innovation.

**NUEDIGITAL** offers companies an ideal platform to increase their visibility, strengthen their image and target skilled workers. As a partner in this future-oriented environment, they are perceived as an innovative player, which also allows them to benefit from amplified employer branding and effective recruitment. Ideal for companies that value innovation and networking.

**NUEDIGITAL 2025:**

**30.6. – 9.7.**

[Contact Infos](#)

## NUEDIGITAL 2024 in numbers

**10**

Days

**85**

Locations in  
6 cities of the area

**195**

Involved  
Institutions and  
Companies

**223**

Events in  
10 Tracks

**375**

Speaker from fields of  
business, research,  
education and culture

**~18,000**

Participants from  
diverse backgrounds

# Why sponsor **NUEDIGITAL**?



**The Nürnberg Digital Festival is not just an usual event – it is a platform for innovation, networking and inspiration.**

**As sponsors of this festival, you have the opportunity to actively contribute your ideas and present yourselves as an integral element of a dynamic and growing community that shapes the digital future.**

## **Access to the Digital Community**

**NUEDIGITAL** attracts creative minds from the digital community. You have the opportunity to connect yourselves directly with these talents. You can expand your network, establish partnerships and benefit from the latest trends and innovations.

## **Authenticity and Visibility**

Your company will be inseparably linked with **NUEDIGITAL** - online, on social media, on ad spaces in the city and region and – thanks to many partnerships – also at key locations of public life.

## **Shared Values**

The festival has a strong focus on innovation, education and community. You strengthen the image of your company by showing your commitment to these values and contributing to a positive future beyond financial success.

## **Flexibility**

In addition to the sponsorship packages, **NUEDIGITAL** offers further options to suit your needs and objectives. You have the choice of how you want to present your company. As an attractive employer, patron of the community or host of exclusive events.

# Sponsorship Packages

## eSponsor

With the **eSponsorship**, you can show that you care about the digital community. Even with the smallest of the sponsorship packages, your logo will be visible online and at every **NUEDIGITAL** event. You get access to exclusive events for sponsors as well as guest list spots for the **Opening Event**. Bring in your voice to the festival to draw attention to you and the topics you are passionate about!

## Gold Sponsor

The **Gold Sponsorship** puts your company in the spotlight: your logo adorns the outdoor advertising and attractive festival decoration. The partnership is bespoke and can be adapted to your specific goals. You can present yourselves as regional innovators and enjoy a comprehensive presence. If you are looking for a versatile and impactful sponsorship package, **Gold** is the right choice. Become part of **NUEDIGITAL** and take your brand to the next level!

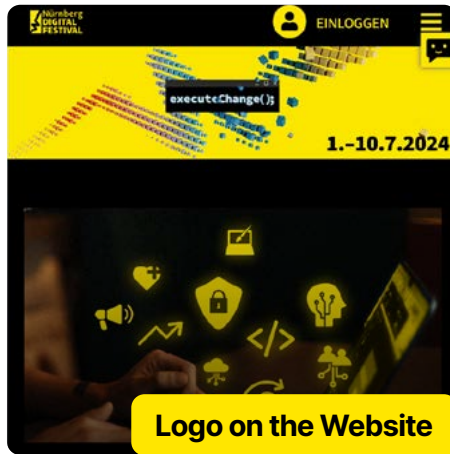
## Main Sponsor

As a **Main Sponsor**, you can not be overlooked. Your logo appears everywhere, from merchandise to large-scale advertising and numerous additional advertising spaces. If desired, you can also exclusively act as host for events or locations, deepening your connection to the community. The partnership is interactive and open to design. You can contribute your ideas and actively help develop the festival.

The **Main Sponsorship Package** offers the ultimate presence for your company at the **Nürnberg Digital Festival**. Your brand will be inextricably linked with **NUEDIGITAL** - and vice versa.

# Visibility: Digital Channels

## All Sponsors:

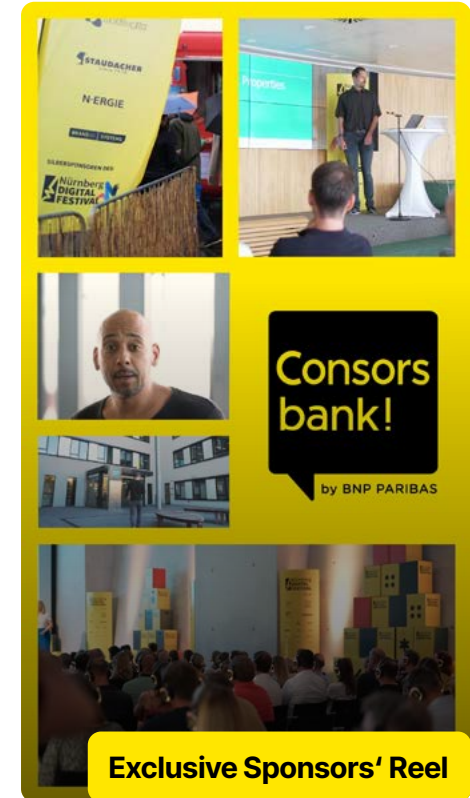


## Gold Sponsors:



▶ View Example

## Main Sponsors:



▶ View Example

# Visibility: OOH Ads

## Main & Gold Sponsor:



City Light Posters



Advertising Columns

## Main Sponsors only:



City Light Boards



Roadside Screens



Billboards



Public Video Stations

# Visibility: Ads With Partners

## All Sponsors:

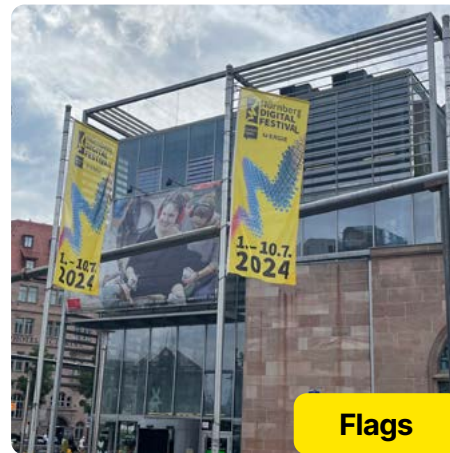


Partners' Stand-up Displays

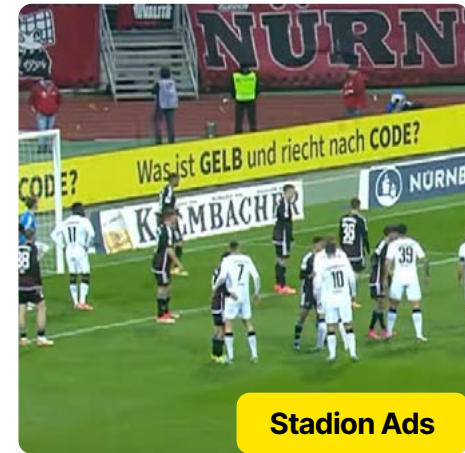


A1 + A2 Posters

## Specials for Main Sponsors\*:



Flags



Stadion Ads



Fassades



Digital Ads in the Airport

\*Examples from last season, specials may vary



# Visibility: Decoration and Ad Material

## All Sponsoren:



Stand-up Displays

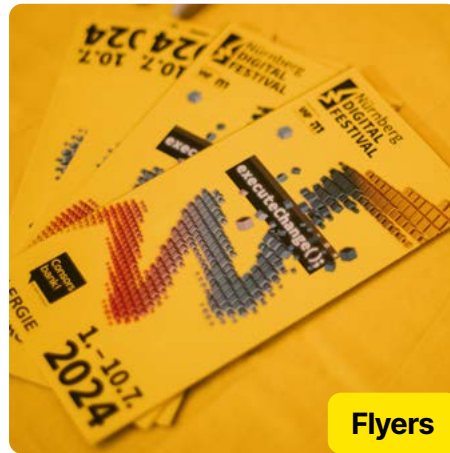


Exhibition Wall

## Gold & Main Sponsors:

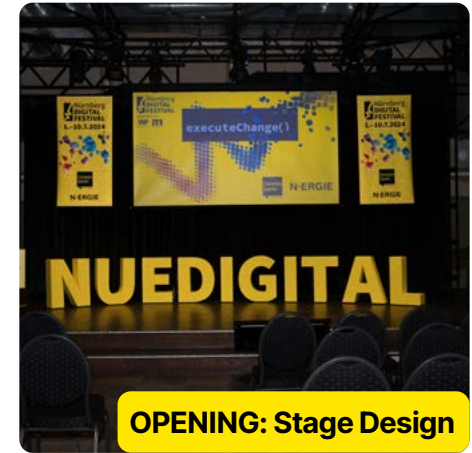


Feather Flags



Flyers

## Main Sponsors:



OPENING: Stage Design



A0 Posters

# Visibility: Goodies and Merchandise

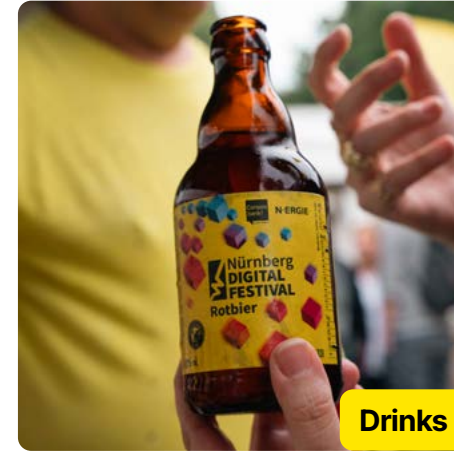
Exclusive for Main Sponsors:



T-Shirts



Postcards



Drinks



Goody Boxes



Goody Bags



Wristbands

# Visibility: Overview

	<b>eSPONSOR</b>		<b>GOLD SPONSOR</b>		<b>MAIN SPONSOR</b>
<b>NUEDIGITAL Website</b>	Logo		Logo		Logo
<b>Social Media Channels</b>	Testimonial	+	shared Sponsors' Reel		exclusive Sponsors' Reel
<b>OOH Ads</b>	Posters(*) Partners' Stand-up Displays(*)	+	City Light Posters Advertising Columns	+	City Light Boards Billboards Flags & Fassades(*)
<b>Digital OOH Ads</b>	—	+	Public Video Stations	+	Roadside Screens
<b>Werbematerialien &amp; Merchandise</b>	Posters A1 Posters A2	+	Flyers	+	Postcards T-Shirts Drinks and more
<b>Dekomaterialien</b>	Stand-up Displays	+	Beachflags	+	Posters A0
<b>Opening Event</b>	Exhibition Wall	+	Screens	+	Stage Design

# Additional Benefits

	<b>eSPONSOR</b>	<b>GOLD SPONSOR</b>	<b>MAIN SPONSOR</b>
<b>Number of events included</b>	2	4	unlimited
<b><u>NUEDIGITAL Jobwall</u></b>	4 Job Ads	8 Job Ads	16 Job Ads
<b>Invitation to Events for Sponsors</b>	✓	✓	✓
<b>Guestlist Spots Opening Event</b>	2	5	10
<b>Exhibition Slot Opening Event</b>	upon request	upon request	included
<b>Contribution to Goodie Box &amp; Bag</b>	upon request	upon request	included

# Flexible Add-ons

Opening Event



Image & Event Spots



CommunityHub



# Opening Event

## The spectacular kickoff of the Nürnberg Digital Festival 2025!

The **Opening Event** is one of THE highlights for the digital community every year. The who's who of city and state politics, business, culture, and the festival community come together here to listen to inspiring keynotes, network, and raise a glass to the next nine days!

In the evening, the event location invites around 800 guests to network in a relaxed atmosphere with cool drinks and music. Alongside the yellow festival decorations, your logo will, of course, be visible throughout the entire event venue. As a Main Sponsor, your brand will also be showcased on stage and on the big screen during the stage program.

Main Sponsors will also receive an exhibition slot to present their topics and products, interact with the audience, and spark interest in their brand. For eSponsors and Gold Sponsors, this option can be booked as an additional add-on. The **NUEDIGITAL** team will be at your side with expertise, supporting you in the planning and execution.

**SAVE THE DATE: 30.6.2025**



# Image & Event Spots

## Event Trailer

Make your event a highlight!  
A 30-60 second trailer delivers the key information and grabs attention.

- Perfect for announcing your event and sparking curiosity
- Bookable until: **April 25, 2025**
- Limited to 5 slots
- Including: distribution via **NUEDIGITAL** channels
- Optional: Expandable with targeted ads



▶ View Example

## Employer Spot

Present your company in a short, documentary-style video, produced by **NUEDIGITAL**.

- Not a traditional commercial – the focus is on innovations, your company culture, and the people behind it
- 3 slots available
- Bookable until: **March 23, 2025**
- Including: 3 social shorts for your own channels
- Optional: Royalty-free version and additional ads via **NUEDIGITAL** channels



▶ View Example

## Event Recap

Highlight the best moments of your event – a 60-120 second recap leaves a lasting impression.

- Perfect for a lasting impression, positioning your company as an attractive employer, and/or showcasing your products and services in action.
- Bookable until: **May 16, 2025**
- 3 Slots available
- Including: distribution via **NUEDIGITAL** channels
- Optional: Additional reach through social media ads



▶ View Example

# CommunityHub



**The CommunityHub – the place where innovation meets creativity, and you’re right in the middle of it!**

What started in 2012 as the **Nürnberg Web Week** has evolved, thanks to numerous supporters and sponsors, into the **Nürnberg Digital Festival**, which brings the digital community together once a year.

Now you have the chance to host the **CommunityHub!** Over 3 days with at least 5 meetups, the Hub offers flexible spaces, inspiring talks, and valuable networking opportunities – all in a relaxed atmosphere with great people. Cocode this central meeting point and become part of a growing network! Take the opportunity to help shape the future of the digital scene!



Shape the future and  
become a sponsor of

# NÜRNBERG DIGITAL FESTIVAL!

# Contact



**Ingo Di Bella**  
Founder & CEO  
0151 22628307

[ingo@nuernberg.digital](mailto:ingo@nuernberg.digital)

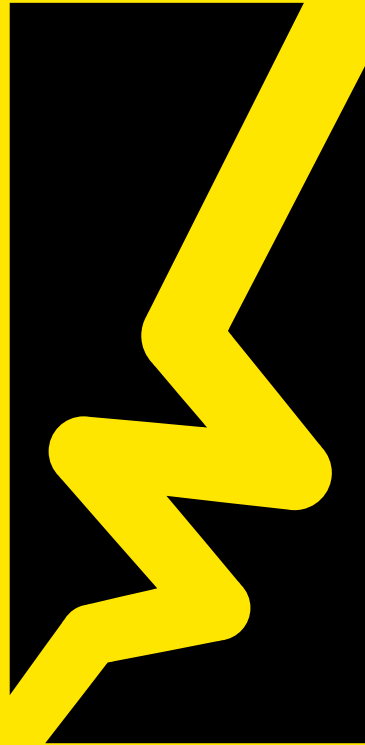
 Appointment  
via Calendly



**Manuel Siegel**  
Head of Festival  
0160 6152380

[manuel@nuernberg.digital](mailto:manuel@nuernberg.digital)

 Appointment  
via Calendly



**SAVE THE DATE**

**30.6. – 9.7.2025**

Photos by: Julia Bischoff, Jolanta Dworczyk, Andreas Fischer,  
Jurij Münster, Sanja Schreiner, endlosMedia