Sponsorship plan for the
"International Workshop on Data-Driven Computational and Theoretical Materials Design"
(DCTMD2024) in Shanghai, China

Event Overview

- **Event Name:** International Workshop on Data-Driven Computational and Theoretical Materials Design (DCTMD2024)
- **Location:** Shanghai, China
- **Date:** October 9-13, 2024
- **Audience:** Academics, researchers, industry professionals, and students in materials science, artificial intelligence, data analytics, computational modeling, and experiments.

Objective

To foster collaboration, share cutting-edge research, and accelerate advancements in materials design through data-driven methodologies.

1. Sponsorship Packages

- **Platinum Package (15,000 US$, 100,000RMB)**
  - ➢ Logo placement in all event materials, website, social media, and promotional videos
  - ➢ Speaking opportunity as an invited talk
  - ➢ Prime exhibition space for the duration of the workshop
  - ➢ 10 all-access passes
  - ➢ Invitation to networking events
  - ➢ Banquet (speech), dinners, lunches, coffee breaks, and tour
- **Gold Package (7,000 US$, 50,000RMB)**
  - ➢ Logo placement in selected event materials, website, and social media
  - ➢ Speaking opportunity as a contributed talk
  - ➢ Exhibition space
  - ➢ 5 all-access passes
  - ➢ Invitation to networking events

- Banquet (no speech), dinners, lunches, and coffee breaks
- **Silver Package (5,000 US$, 30,000RMB)**
- Logo placement on the website and selected event materials
- Exhibition space
- 3 all-access passes
- Invitation to networking events
- Dinners, lunches, and coffee breaks

Add-On Opportunities
- Title awards for excellent poster presentation **(2,000 US$, 15,000RMB)**
- Branding on attendee badges and lanyards **(2,000 US$, 15,000RMB)**
- Branding on program and abstract book **(2,000 US$, 15,000RMB)**

2. Promotional Opportunities
- **Pre-Event:** Highlight sponsors in digital marketing campaigns, including email newsletters, event website features, and social media shoutouts.
- **During the Event:** Feature sponsors' logos prominently during sessions, on signage around the venue, and in the official event app.
- **Post-Event:** Acknowledge sponsors in a post-event report distributed to all attendees and partners, and feature them in thank-you posts across social media platforms.

3. Sponsor Outreach
- **Target Sponsors:** Leading companies in materials science, computational design software, tech firms with a focus on AI for scientific research, and academic publishers.
- **Personalized Proposals:** Tailor proposals to highlight the alignment between the sponsor's objectives and the workshop's focus on innovation in materials design.
- **Follow-Up Strategy:** Begin with an introductory email, followed by personalized presentations or meetings to discuss the sponsorship in detail.

4. Value Proposition
- **ROI for Sponsors:** Direct engagement with a highly specialized audience of decision-makers and influencers in the field of materials science and computational design.
- **Unique Selling Points:** DCTMD2024 is a leading international forum for sharing the latest developments in data-driven materials science, offering sponsors unparalleled access to potential collaborators, customers, and top talent.

5. Sponsorship Agreement
Detailed agreements covering benefits, payment terms, cancellation policies, and logistical arrangements, ensuring clear expectations on both sides.

6. Evaluation and Feedback
Compile engagement metrics and feedback from attendees and sponsors to assess the impact of sponsorship and identify areas for improvement. Provide sponsors with a detailed report on their visibility and engagement metrics during the event.