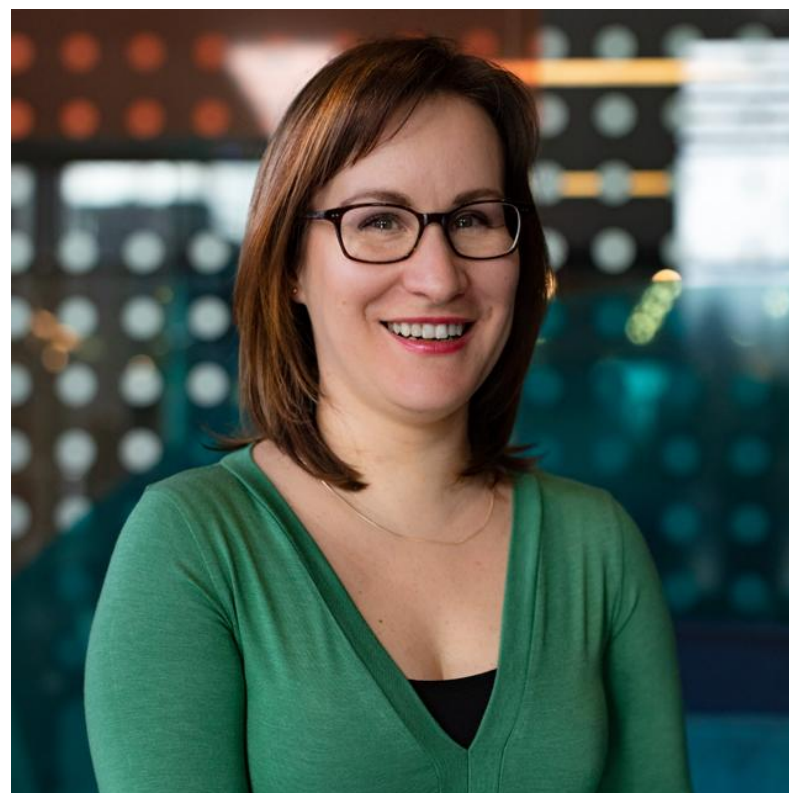




BASE CONFERENCE 2019
Sponsorship Opportunities

About Us

Veronica Guguan and Lana Jelenjev are two international entrepreneurs that joined forces and networks to found BASE in 2018. They created an international based conference platform that enables businesses to scale up and grow while staying ahead of the market.



Veronica Guguan
Marketing Strategist
SPIN Ideas



Lana Kristine Jelenjev
Learning Experience Designer & Community Builder
Dream See Do



What is **BASE** about?

BASE stands for **B**uild, **A**dvance, **S**ustain, **E**levate

BASE is an exclusive boutique conference dedicated to businesses wanting to scale up in a sustainable way. Our mission is to bring together entrepreneurs, managers and experts who want to build relationships, grow smartly and learn to BASE their businesses.



The 4 Pillars to SCALE-UP Successfully

A business strategy based on a system that is built on relationships and managing resources; increasing knowledge in terms of marketing & sales; growing in a sustainable way; and elevating businesses through innovation are the bases of the conference.



Relationships and Manage Resources



Growth on Profitability



Knowledge on Marketing and Sales



Businesses through Innovation





BUILD

Relationship & Resource Management – the foundation for building a prosperous business

We believe in building systems and managing resources in a way that brings the best out of people and supports businesses to scale up. Resource management should be aimed at creating a diverse team, integrated at all levels of talents and backgrounds. Next to a great team, you need the right systems and infrastructures that save time and energy while contributing to a smoother consistent growth.





ADVANCE

Marketing & Sales – the core activities to Advance your business

Without sales & marketing, there can be no business or high-volume of sales. We believe that Marketing & Sales are the core activities to position a business in the global market to create brand-awareness, loyal customers, an increase of the turnover, enter new markets, and increase your overall profitability.





SUSTAIN

Profitability – the only way to Sustain growth within a business

Sustainable growth comes from a combination of factors that include: smart accounting, accurate administration, cooperate with local and international authorities, investments and growth of capital and much more. Only by knowing your numbers and how to interpret them, can you actually have a realistic and clear target that enables you to steer your team and lead your business to a sustainable growth.





ELEVATE

Innovation – the key to Elevate any business to the next level

A successful business, even more so one scaling up, is the one that never stops innovating and taking advantage of the latest technologies. The surge of blockchain, AI, VR have become the standard tools for both big corporations and SMEs. We believe constant innovation is the key to elevate a business to the next level, while leaving a legacy.



Not just a conference, but a community

We are not just a conference, we are a community aimed at professionals who want to scale up their businesses. Within this community, we facilitate business interactions, share of knowledge and resources, and support the building of a better business environment.

Who is BASE for?

As an invite only conference, we are very specific on the attendees profile. The goal is to bring 150 professionals that are:

- Middle and C level management
- Decision-makers in the company
- Start-ups in their 3rd or 4th round of investment
- Small and Medium Enterprises (SMEs) launching a new product or service
- SMEs that are entering a new market
- Be in the business for a minimum of 3 years with at least 5 employees
- Have a proven business model and revenue



Our Reach and Visibility

We put together a team of professionals to help us bring this conference to you. Besides their expertise, they also opened their networks in order to bring the right professionals together.

Our combined reach is ~ **100.000 professionals**

Our media partners are supporting us in growing our reach. Together with our media partners, our combined reach is ~ **500.000 professionals.**



SPIN Ideas

Our Partners



**THE
STUDENT
HOTEL**



Magp**eye** Photography

**FUTURIST
COLLECTIVE**



David Chislett



Our Media Partners



Who are the speakers?

We have a mix pool of 30 speakers from various fields. All of them are hand-picked experts who are ready to share their knowledge and insights of the market and the different sides of a growing business.

Here are some of the speakers that we will have for the event:



Lisa Dempsey



Charles Ruffolo



Elianne Oei



David Beckett



Blanca Guzman

The Conference PROGRAM

What To Expect from the Conference

BASE Conference is designed to make learning, connections and collaboration happen. Participants will experience a variety of sessions prior to the conference, and during the entire day, can choose from different topics:

- Plenary Sessions on the 4 Pillars
- Strategy Sessions with Leading Experts
- Roundtable Discussions on Hot Topics

After the conference, we will continue to organize online strategy sessions.

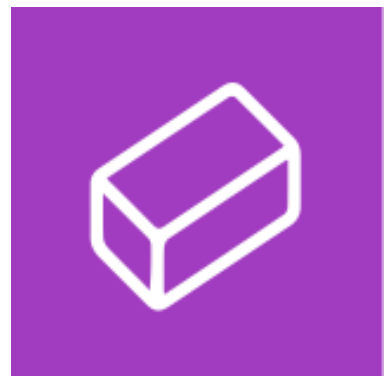


WHY PARTNER WITH US?

Besides achieving brand awareness, as one of our sponsors you will achieve increased visibility amongst your target audiences and build connecting and meaningful relationships with new prospects.

Don't miss out on being part of this first of its kind event and be seen as a pioneering, founding member of this community. We want to grow and we would like you to grow with us. Stay tuned as we plan on launching in other countries too.

Our Sponsorship Packages



BUILD Package

1500 euro + BTW

What you get:

- Your logo and a link to your business site on the conference site
- Promotion of your company on social media platforms
- Description of your business on all materials related to the conference, eg: flyers
- Ticket included in the package: 1
- Food and drinks



Our Sponsorship Packages



ADVANCE Package

2500 euro + BTW

What you get:

- Your logo and a link to your business site on the conference site
- Promotion of your company on social media platforms
- Description of your business on all materials related to the conference, eg: flyers
- ¼ page advertorial in the conference booklet
- Speaking possibilities as a panelist
- Tickets included in the package: 2



Our Sponsorship Packages



SUSTAIN Package

3500 euro + BTW

What you get:

- Your logo and a link to your business site on the conference site
- Promotion of your company on social media platforms
- Description of your business on all materials related to the conference, eg: flyers
- ½ page advertorial in the conference booklet
- Speaking possibilities as a moderator
- Tickets included in the package: 3
- Foods and drinks



Our Sponsorship Packages



ELEVATE Package

5500 euros + BTW

What you get:

- Your logo and a link to your business site on the conference site
- Promotion of your company on social media platforms
- Description of your business on all materials related to the conference, eg: flyers 1 full page advertorial in the conference booklet
- Speaking possibilities as a speaker in one of the strategy sessions (40 minutes presentation including Q&A)
- 1 Minute Interview with Broadcast Amsterdam during the event
- Visual Storytelling Sketch note Made by Kate
- Presence in the Conference Video
- Tickets includes in the package: 5
- Lunch, refreshments included
- 1 Free Parking spot



Other Sponsorship Opportunities

À la Carte Packages can be discussed and made available upon request. Please note, the manufacturing price will not be included in the sponsorship price.

- Welcome Banner x 1
- Lanyards x 1
- Attendee Bag x 1
- Cocktail Hour x1
- Notepads x1
- Pens x1



OUR MOONSHOT GOAL

We believe in creating relationships and growing together. We are building a community of professionals that are committed to advance their business to the next level. We provide the knowledge, connection and collaboration needed to sustainably scale-up the business. Only by working together, we are able to elevate our businesses.

Our goal is to bring BASE Conference in 2 other countries next year: Finland and the UK. Within 5 years, we envision BASE Conference & Community in most parts of Europe with a membership of around 500,000 entrepreneurs.

If you want us to bring BASE Conference to a specific country, let us know.



CONTACT US:

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