

Zenith Global Events 2021

# Sponsorship opportunities

▶ Global Water Drinks



# 2021 Event Programme

23 March	UK Water Drinks Conference	Virtual
11 May	UK Soft Drinks Conference <i>featuring 2021 InnoBev Awards</i>	Virtual
22-24 June	Global Dairy Congress	Virtual
20-22 September	Vertical Farming World Congress <i>featuring 2021 Vertical Farming Awards</i>	Virtual
19-21 October	Global Water Drinks Congress <i>featuring 2021 Global Water Drinks Awards</i>	Virtual

# Overview

## Zenith Global



- Zenith Global has 30 years of experience in consultancy, research and event management for the global food and beverage industry.
- We work with a broad range of clients in over 50 countries, ranging from start-ups to multinationals.
- Our **Commercial team** helps clients plan their business, develop and launch new products, understand and enter new markets, benchmark competitors and acquire companies.
- Our reports are seen as the benchmark for accurate market intelligence. Every year, we issue a series of national and international market reports across a range of beverage, dairy and food sectors.
- Our **Operations Consulting team** can design and build factories, find co-packers, consolidate production, improve factory efficiency, enhance quality and food safety, and lower costs. Our sustainability consultants advise on waste, energy and water reduction.
- Our **Water & Environment team** are experts in delivering high quality advice in water supply, management and treatment of high value groundwater sources used for bottled water and beverages.
- Our **Transaction Services team** provides mentoring and advice on mergers, acquisitions and divestments, including extensive due diligence, offering a unique mix of market intelligence, commercial strategy and technical engineering consultants.
- Our **Events team** organises a programme of established and innovative industry conferences and awards schemes across water, soft drinks, dairy and vertical farming.

Zenith Global events provide detailed market insights and explore future market trends. They cover a range of key themes and provide networking opportunities for industry leaders, suppliers, customers, entrepreneurs and analysts to gain strategic insight essential for business planning.

Our event **sponsorship packages** offer unique and effective opportunities to showcase your brand and services to a highly relevant audience.

All event sponsorship opportunities with rate card costs are outlined in this proposal. Please note that costs will be subject to VAT.

We can also create bespoke packages to better meet specific requirements and budgets or to include multiple event sponsorship.



# Event Sponsors

Past sponsors include



# Global Water Drinks Congress 2021

19-21 October, Virtual event



- Zenith Global's annual Global Water Drinks Congress is regarded as the highest level and most influential forum for the global water drinks industry.
- The event is designed for industry leaders, suppliers, customers and advisers to gain a complete overview of the latest market trends, developments, innovations and issues alongside networking with key industry figures.
- The online Congress will feature two days of conference sessions, extensive networking opportunities and presentation of the 2021 Global Water Drinks Awards.
- The event attracts 180-200 business leaders, producers, suppliers, entrepreneurs, retailers, industry advisers and media worldwide.
- For more details, visit the event webpage [here](#).

2020 speakers included:

- Chief Executive Officer of **Nestlé Waters**
- Executive Vice President – Waters & Africa for **Groupe Danone**
- President and Chief Marketing Officer – Global Foods at **PepsiCo**
- Senior Director of Environmental Policy for **The Coca-Cola Company**
- Executive Vice President – International for **Niagara Bottling**



# Global Water Drinks Congress 2021

19-21 October, Virtual event



Opportunities	Platinum	Gold	Silver	Bronze
Exclusivity in sector	✓			
Priority placement on sponsorship landing page	✓			
Sponsored workshop or roundtable hosted by you	✓			
Sponsored communication to all attendees prior to or post event	✓			
Presentation within main event programme	✓	✓		
Number of delegate registrations	5	4	2	1
Logo on Zenith Global's event website and all event marketing material	✓	✓	✓	✓
Regular mentions in Zenith Global's social media posts and press releases	✓	✓	✓	✓
Sponsored tweet and LinkedIn post on Zenith Global's accounts	2	1	1	1
Customisable sponsor page with downloadable multimedia content (videos, GIFS, PDFS), 1-1 video calling facility and messaging	✓	✓	✓	✓
Interactive poll	✓	✓	✓	✓
Lead generation: capture real-time valuable data through analytics that show you who has visited your page	✓	✓	✓	✓
View all event attendees, access instant messaging and 1-1 video networking with delegates	✓	✓	✓	✓
Discount on Zenith Global market reports and discounted access to our Globaldrinks.com database	20%	15%	10%	10%
Price	£14,500	£8,750	£4,000	£2,500

# Testimonials

“This event has a lot of value to stay updated in the Global water market and to peek into the future. Even virtually, the content and the live Q&A sessions were really interesting and worth the time. I am based in the USA, and needed to start working at 1:00 AM every day to attend and I don't regret it for one second. I was able to make some good connections and learn about what is coming ahead and the challenges for the industry.”

**Alonso Prado, Director – Global Business Development (Water), Ball Corporation**

▶ “This is one of my best investments for value. Receiving the opportunity to speak with high level speakers is priceless for a company.”

**Olivier Van Migem, Reflective Shopper Worldwide Ltd**

“The virtual Zenith Global Water Drinks 2020 conference ticked all the engagement boxes.” **Peter Quinn, Director, Anu Irish Mineral Water**

“The Global Water Drinks Conference this year was incredible! I learned a lot from the other speakers and loved seeing the innovation in the industry.. The platform was incredibly easy to use and the networking was great; I already scheduled 3 follow up meetings to learn from other industry leaders!”

**Megan Riggs, CEO & Founder, Crunchy Hydration**

A unique opportunity to meet the key industry players and learn about the most relevant topics shaping the industry.” **Niclas Diesen, K Hartwall Invest**

“In my 27 years in business I have attended numerous conferences. This definitely was one of the best in terms of content, organisation and networking opportunities. I highly recommend to any professional in the water business wanting to get the latest update and high-level exchange.” **Dr. Eva Wuellner, Spengler Fox**

“Simply professional from end to end with relevant content and a good information/knowledge platform about the industry. A masterclass in event management.”

**John Pugh, National Mineral Water Company**

“Because of Zenith's outstanding reputation, events I have attended have always produced great opportunities for discussion and for gathering the most up to date market information, which proves invaluable.”

**Michael Cervin, Senior Editor, Bottled Water Web**

“It's certainly an event worth experiencing.”

**Adam Leja, Co-Founder, ÈSSE water**

“My first time joining this event and to my surprise, I really enjoyed all the programmes and great speakers indeed. A most enjoyable event and I will sure be a fan club of Zenith Global.” **Vorachand Thiengham, Alka Plus Co Ltd**

“Relevant content and the speakers were highly competent. The facilitation by Zenith Global was excellent too.” **Helen Too, Tetra Pak**

# Global Water Drinks Awards 2021

Open 18 May – 3 September



- The awards celebrate successful innovation in water drink worldwide, with 17 categories for the best new concepts, packaging, marketing, branding and sustainability. The awards are open for entry to early stage start-ups and entrepreneurs as well as established brands from any country.
- The winners will be announced during the 2021 Global Water Drinks Congress.
- For full details and entry guidelines, visit the awards webpage [here](#).
- Each category is open to sponsorship. There is also a headline sponsorship for the awards scheme.

## Categories:

- Best Natural Still Water
- Best Natural Sparkling Water
- Best Flavoured Water
- Best Functional Water
- Best CBD
- Best New Brand
- Best New Brand Extension
- Best New Water Concept
- Best Can
- Best Carton
- Best Glass
- Best PET
- Best Packaging/ Label Design
- Best Cap/ Closure
- Best Technology Innovation
- Best Marketing/ Social Media Campaign
- Best CSR Initiative





# Global Water Drinks Awards 2021

Presentation 20 October

Opportunities	Headline	Category
Exclusive sponsorship of the awards	✓	
One complimentary entry into the awards	✓	
Logo on the awards stage back drop	✓	
Sponsorship of one category of your choice	✓	✓
Logo on Zenith Global's awards website and all awards marketing material	✓	✓
Logo featured in the awards ceremony presentation	✓	✓
Regular mentions in Zenith Global's social media posts and press releases relating to the awards	✓	✓
One sponsored tweet on Zenith Global's account	✓	✓
Discount on Zenith Global market reports and discounted access to our Globaldrinks.com database	10%	10%
Price	£3,500	£400

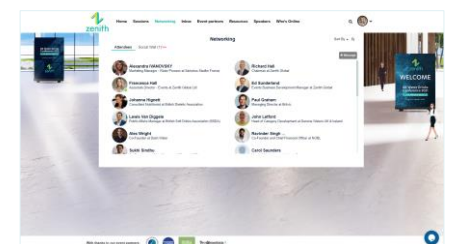
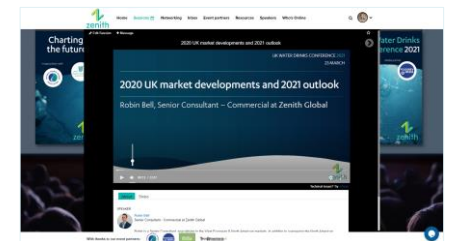
# Overview

## Zenith Global virtual events

The advantages of online sponsorship include:

- Increased participation due to remote accessibility enables you to reach a larger audience.
- Networking functions enable you to contact all event attendees through instant chat and video calls.
- Stay relevant and connected to your existing clients and reach new audiences.
- Brand presence across the complete virtual event platform, with logo, custom boards and virtual sponsorship booth.
- Access to event analytics that capture real-time valuable data and insights, promoting lead generation.
- Provide attendees with immediate virtual connectivity to your social media pages, website and staff
- Use your time more effectively, as you no longer need to worry about logistics, travel, accommodation etc.
- Reduce your impact on the environment as you lower your carbon footprint by going digital.
- Raise your brand awareness and learn from your industry peers.

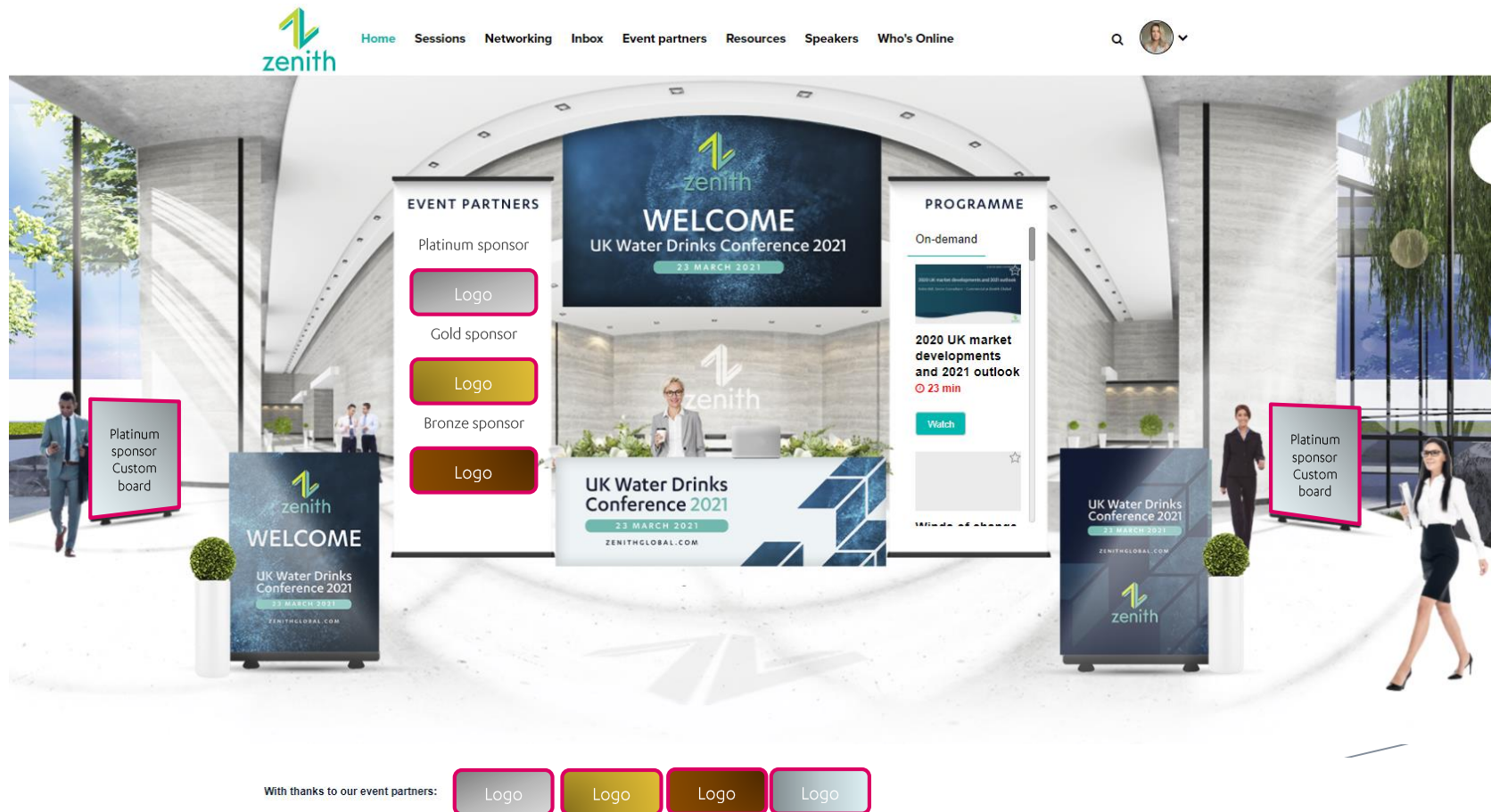
For a guided tour of Zenith Global's 2021 virtual event platform, please [view our preview video](#).



# Virtual event opportunities

## Event landing page

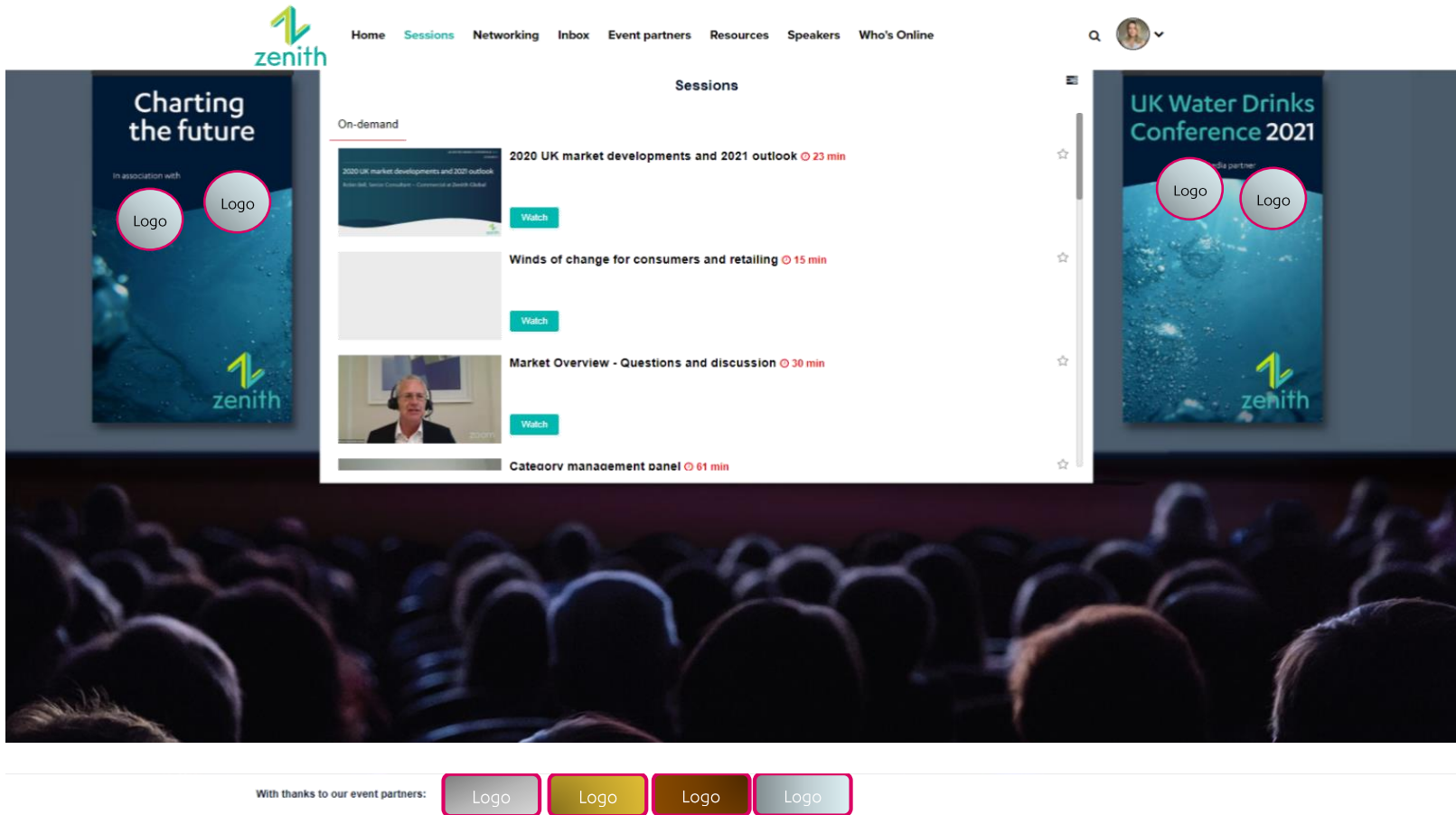
- ▶ As a virtual event sponsor you will benefit from significant brand visibility across the virtual event platform.
- ▶ In the main virtual event lobby, your sponsor logo will feature in the “Event partners” banner, under your respective sponsorship title.
- ▶ Your logo will also feature in the footer of the webpage, with a direct link to your virtual sponsorship booth.
- ▶ Platinum sponsors are offered a custom branded board in the virtual event lobby.



# Virtual event opportunities

## Sessions

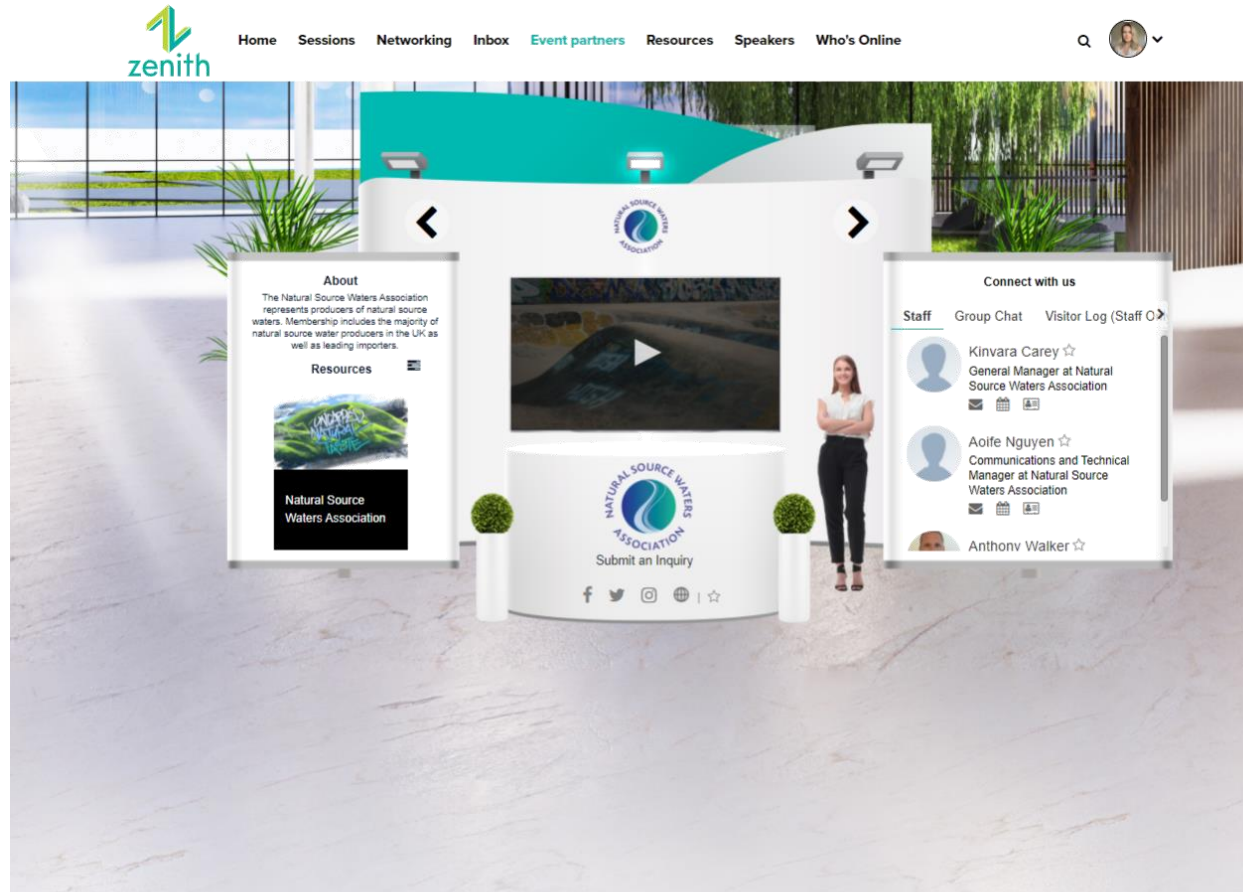
- Within the sessions page, your logo will feature in virtual banners under your respective sponsorship title
- Your logo will also feature in the footer of the webpage, with a direct link to your virtual sponsorship booth.



# Virtual event opportunities

## Custom sponsorship booth

- ▶ Sponsors will be able to create a dynamic, engaging visual presence through their virtual sponsorship booth. Sponsors can use our virtual booth design, or create a custom template. The virtual booth functionality is available as follows:



With thanks to our event partners:



- Branding – your company logo will appear in two locations on your booth page
- Hero image/video
- ‘Submit an enquiry’ field
- Link your social media pages and website
- Include a company description
- Upload documents for attendees to view and download (also uploaded to the “resources” centre)
- Staff – list delegates who are attending from your sponsor organisation, offering attendees quick access to locate and network with your team
- Include a group chat field
- Access you visitors log, where sponsor staff can view which attendees have visited the page, and when they have entered and exited it.

## Contact



- ▶ For more information and to discuss your sponsorship requirements, please contact:

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