

Sponsoring Options for Partners of the Swiss IPv6 Council

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1 About the Swiss IPv6 Council

The Swiss IPv6 Council was founded in 2010 as the Swiss Chapter of the International IPv6 Forum with Silvia Hagen as the chair. The Swiss IPv6 Council supports and promotes the use and integration of the new Internet Protocol version 6 (IPv6) in all networks, public and private, consolidating single-source knowledge, support and various activities.

The provision of suitable communication platforms, the active exchange of information at national and international level and the various activities and events assist companies, IT officers and public administrations in planning and implementing IPv6 projects in an optimal manner.

The Swiss IPv6 Council closely cooperates with Swiss industry, educational institutions and research establishments enabling open and equal access to technology and knowledge through the networking of resources.

2 Communication Platforms

The Swiss IPv6 Council operates a website, which informs about news, events, presentations, white papers, articles and case studies about the introduction of IPv6. The website is regularly updated and acts as a central communication platform for all interested parties.

For the communication with the members newsletters, press articles, Twitter, Facebook, and Xing are used. These communication channels are also available to the sponsors for their own communication according to the listed sponsoring options.

3 Members

As per November 2015 around 600 users were registered, growing fast, the number increasing by approximately 20 users per month. We expect the number to rise up to about 700 members by the end of 2016. With this foundation, an active communication within the community is possible.

Target Groups for members and partners:

- Technical institutions
- Economy
- Politics
- Media
- Education and Research
- International Organizations

4 Activities

The member events and conferences in the last two years found an interested filling. The statistics for the website are well visited and increasing. More and more members register their dual-stack website on our dashboard (dashboard.swissipv6council.ch). In 2016 we want to increase the mode for events.

- Extension and optimization of the professional website (dual-stack since the beginning)
- Active communication in all social media channels
- Increase number of members through partnerships and media work
- Fostering of the relations to politics, media and organizations
- Public press releases to increase public awareness
- Regular newsletter to members
 - Council-Newsletter (1 per month)
 - Event-Newsletter (invitation, reminder, conclusions and feedback)
- Events in a monthly interval
- One or two IPv6 business conferences per year
- Offering Certification activities
- Building a Swiss marketplace with products and services for IPv6
- Building a platform for special offers by Council members
- Establishing of coporate memberships

The Swiss IPv6 Council invites sponsors and partners to initiate further projects.

5 Sponsoring Packages

Overview of sponsoring options

Leistung Swiss IPv6 Council	Werber	Event	Bronze	Silver	Gold	Platinum
Logo in monthly Newsletter Headline						x
Logo in monthly NL Footline					x	
Event-Newsletter Headline						x
Event-Sponsor, incl. mentioning in 3 NL		1x		1 per year	1 per year	2 per year
Free event participation		2 per Event	1 per Event	1 per Event	2 per Event	3 per Event
Portrait in market place	500.-/year		1 per year	1 per year	1 per year	1 per year
Entry in Service/product Overview	500.-/year		1 per year	1 per year	2 per year	4 per year
Product or Service-Presentation in NL	500.-		1 per year	1 per year	2 per year	4 per year
Special offers for members(Web+NL)	1000.-		1 per year	1 per year	2 per year	4 per year
Logo and Link on Webseite			sub-page	sub-page	sub-page	Each page
Logo on Twitter and Facebook						x
List of event participants		x		x	x	x
Presserelease about sponsoring					x	x
Technical article						1 per year
Whitepapers on www.swissipv6council.ch				1 per year	2 per year	4 per year
Cost per year	individual	3000	2'500	5'000	10'000	20'000

5.1 Platinum-Sponsor

As a Platinum Sponsor you have the biggest visibility und the most extensive options to connect with the members of the IPv6 Council. The following is a list of the benefits you get with the Platinum package:

- Your logo is placed in all newsletters in the head-line including a link of your choice. There are approx. 40 newsletters a year. The link is defined at the beginning of the sponsoring period.
- Your logo and you name is placed on each page of swissipv6council.ch and specifically on the Platinum Sponsor page with a link of your choice.
- You can act as a sponsor at two events per year. An event sponsoring includes a 30 minute technical presentation or a 10 minute corporate presentation. The presentations have to be approved by the Council board. Location, administration and catering are inclusive. The events are advertised with newsletters. There is a maximum of two sponsors per event. You receive the participant list.
- You can send three participants per event free of cost (customers or employees)
- Your corporate portrait is placed on the market place at swissipv6council.ch. The market place provides an overview of IPv6 service providers in Switzerland.
- You can place up to four products or services on the service page at swissipv6council.ch. They are also published in the newsletter.
- Four times a year you can present special offers to the council members.
- Your logo is placed on the Swiss IPv6 Council Twitter and Xing Page.
- Upon signing a Platinum sponsoring contract, the Swiss IPv6 Council sends out a press release which is approved by you before publishing.
- Once per year you can publish a technical article with one of our media partners. The article has to be approved by the board of the Swiss IPv6 Council.
- You can publish four whitepapers or guest articles per year on swissipv6council.ch. The papers have to be approved by the board of the Swiss IPv6 Council.

The cost for the Platinum Package are CHF 20'000 per year, excl. VAT.

The duration of the contract is one year and the fee has to be paid at the beginning of the year. The package includes the option to be extended for another year. There can only be up to five Platinum sponsors.

5.2 Gold-Sponsor

With a Gold-Sponsor package you receive a high visibility in the IPv6 community. The following is a list of the benefits you get als a Gold sponsor:

- Your logo is placed in the monthly newsletters including a link of your choice in the footline. The link is defined at the beginning of the sponsoring period.
- Your logo and you name is placed on the Gold-Sponsor page including a link of your choice.
- You can act as a sponsor at one event per year. An event sponsoring includes a 30 minute technical presentation or a 10 minute corporate presentation. The presentations have to be approved by the Council board. Location, administration and catering are inclusive. The events are advertised with newsletters. There is a maximum of two sponsors per event. You receive the participant list.
- You can send two participants per event free of cost (customers or employees)
- Your corporate portrait is placed on the market place at swissipv6council.ch. The market place provides an overview of IPv6 service providers in Switzerland.
- You can place up to two products or services on the service page at swissipv6council.ch. They are also published in the newsletter.
- Two times a year you can present special offers to the council members.
- Upon signing a Gold sponsoring contract, the Swiss IPv6 Council sends out a press release which you can be approved by you before publishing.
- You can publish two whitepapers or guest articles per year on swissipv6council.ch. The papers have to be approved by the board of the Swiss IPv6 Council.

The costs for the Gold-Package are CHF 10'000 per year, excl. VAT.

The duration of the contract is one year and the fee has to be paid at the beginning of the year. The package includes the option to be extended for another year. There can only be up to 10 Gold sponsors.

5.3 Silver-Sponsor

The Silver Sponsoring Package offers a great platform to IPv6 Service Providers or Vendors. With minimal financial effort you reach a well-defined target group. The Silver package offers the following benefits:

- Your logo and you name is placed on the Silver-Sponsor page including a link of your choice.
- You can act as a sponsor at one event per year. An event sponsoring includes a 30 minute technical presentation or a 10 minute corporate presentation. The presentations have to be approved by the Council board. Location, administration and catering are inclusive. The events are advertised with newsletters. There is a maximum of two sponsors per event. You receive the participant list.
- You can send one participant per event free of cost (customers or employee)
- Your corporate portrait is placed on the market place at swissipv6council.ch. The market place provides an overview of IPv6 service providers in Switzerland.
- You can place one product or service on the service page at swissipv6council.ch. It is also published in the newsletter.
- Once per year you can present a special offer to the council members.
- You can publish one whitepaper or guest article per year on swissipv6council.ch. The paper has to be approved by the board of the Swiss IPv6 Council.

The cost for the Silver-Package is CHF 5'000 per year, excl. VAT.

The duration of the contract is one year. The fee has to be paid at the beginning of the sponsoring period.

5.4 Bronze-Sponsor

The Bronze-Sponsor package is designed for smaller organizations who offer IPv6 services or products and wish to present them to a highly specific target group of IPv6 interested customers. Additionally it offers the possibility to get in touch with potential customers through networking events and presence on our website. The Bronze Package offers the following benefits:

- Your logo and your name is placed on the Bronze-Sponsor page including a link of your choice.
- You can send one participant per event free of cost (customers or employee)
- Your corporate portrait is placed on the market place at swissipv6council.ch. The market place provides an overview of IPv6 service providers in Switzerland.
- You can place one product or service on the service page at swissipv6council.ch. It is also published in the newsletter.
- Once per year you can present a special offer to the council members.

The cost for the Bronze-Package is CHF 2'500 per year, excl. VAT.

The duration of the contract is one year. The fee has to be paid at the beginning of the sponsoring period.



Sponsoring registration for the Swiss IPv6 Council

- Yes, we would like to be **Platinum Sponsor** (CHF 20'000.-)
- Yes, we would like to be **Gold-Sponsor** (CHF 10'000.-)
- Yes, we would like to be **Silber-Sponsor** (CHF 5'000.-)
- Yes, we would like to be **Bronze-Sponsor** (CHF 2'500.-)

Place, Date

Company: _____

Title: _____

First/Lade Name: _____

Adress bar 1: _____

Adress bar 2: _____

Zip and location: _____

Phone: _____

E-Mail: _____

Signature and company stamp

5.5 Event-Sponsor

The Swiss IPv6 Council offers about 6 technical events per year. These events can be sponsored and these are the benefits:

- You can become an event sponsor for one event. An event sponsoring includes a 30 minute technical presentation or a 10 minute corporate presentation. The presentations have to be approved by the Council board. Location, administration and catering are inclusive. Marketing slides will not be accepted.
- Location, administration and catering are included.
- Events are advertised to the members with newsletters.
- There is a max of two events sponsors per event.
- The presentation is offered on the slideshare channel of the Swiss IPv6 Council and linked from the website.
- You receive the participant list of the event.
- You can send two participants per event free of cost (customers or employees)

The cost for an event sponsoring are CHF 3'000.- per event, excl. VAT.

The Swiss IPv6 Council has a list with planned topics and dates.

5.6 General Advertising Options

We offer the following general advertising options on our website:

- Your corporate portrait is placed on the market place at swissipv6council.ch. The market place provides an overview of IPv6 service providers in Switzerland.
Cost: CHF 500.- / year
- You can publish a product or service on our service page at swissipv6council.ch. On this page we present IPv6 products or services, case studies or customer success stories.
Cost: CHF 500.- / year
- You can publish a product or service in our newsletter.
Cost: CHF 500.- per product and newsletter
- You can publish a special offer to members of the Council through our newsletter and on our website.
Cost: CHF 1'000.- per offer

All prices excl. VAT.



6 Special provisions

The agreements are subject to Swiss law. Jurisdiction is Zurich.

7 Contact

Prospectives for the sponsorship packages listed above are pleased to contact the president of the Swiss IPv6 Council, Silvia Hagen.

Swiss IPv6 Council

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