



# AI for Good

Digital Sponsorship Pack

[aiforgood.itu.int](https://aiforgood.itu.int)





**AI for Good**

## Accelerating the Sustainable Development Goals – less than 10 years to go!



“AI for Good can help ensure that Artificial Intelligence charts the course that benefits humanity and bolsters our shared values. The United Nations stands ready to be a universal platform for discussion together let us make sure we use AI to enhance human dignity and serve the global goods.”

António Guterres  
Secretary-General, United Nations



“It's in our collective interest that we can shape AI faster than it is shaping us. This summit, as the UN's primary platform for AI, will bring to the table leading voices representing a diversity of interests to ensure that AI can be a powerful catalyst for progress in our race to rescue the SDGs.”

Doreen Bogdan-Martin  
ITU Secretary-General

# Your window of opportunity to shape the future of #AIforGood



## Global audience reach

We bring together 1000s of influential and inclusive audience of leaders, innovators, and problem solvers

- AI pioneers
- C-level industry executives
- High-level government officials
- United Nations decision-makers
- Start-up founders
- Non-profit organizations
- Creative technologists
- The next generation of changemakers





# AI for Good 'All Year, Always Online' Growth

## Total programming days



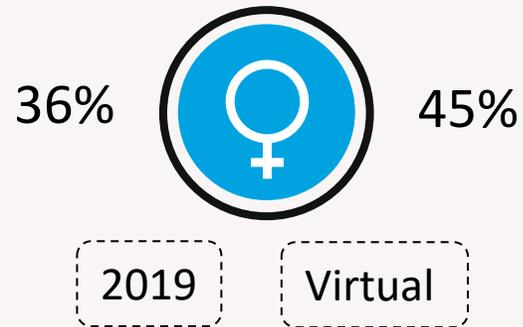
## Audience views



## Number of countries



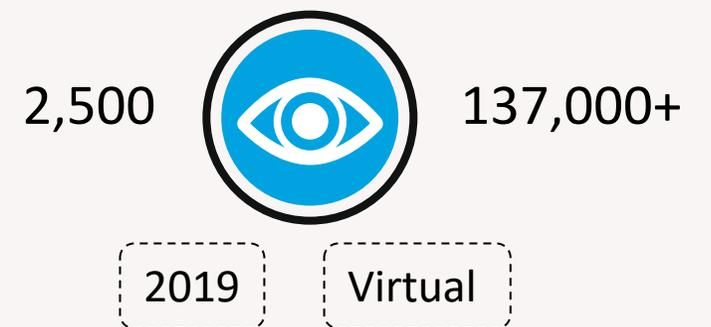
## Women speakers



## Number of developing countries



## Subscriber base





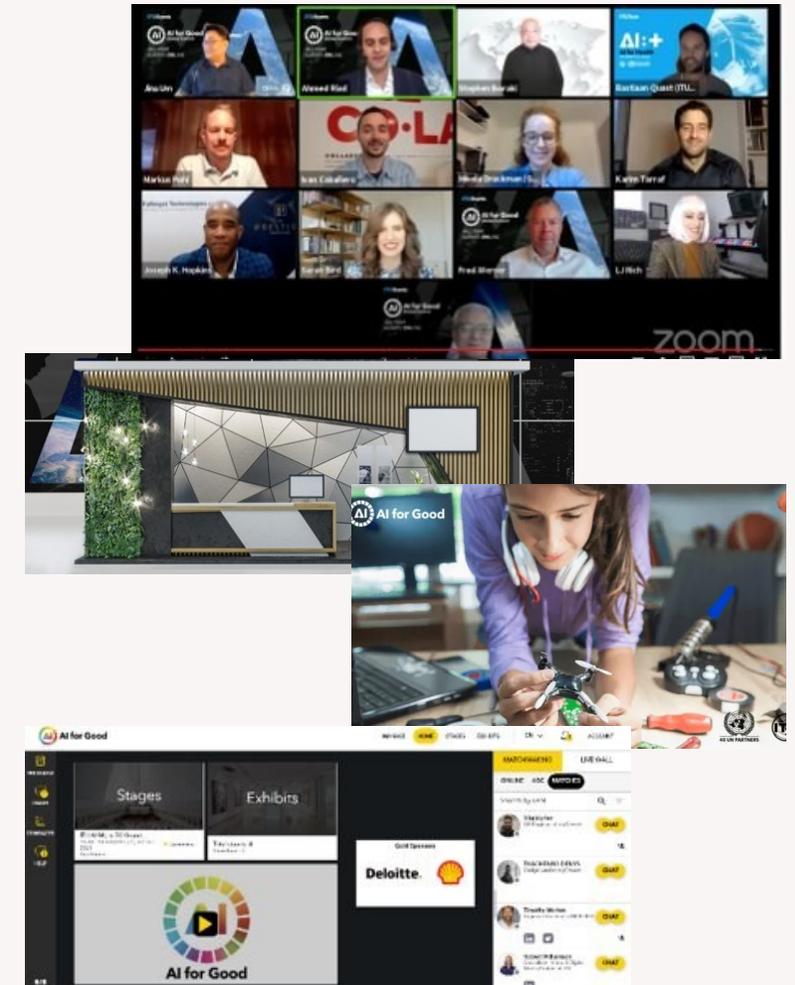
# AI for Good Global Media Coverage



# AI for Good Your 365-day participation

At the leading action-oriented, global & inclusive UN platform on AI

- **Position** your AI for good expertise advancing the SDGs
- **Align your brand** with the UN & the SDGs
- **Boost** credibility to stand out from competitors
- **Network** with a persistently growing influential audience
- **Explore** new business & partnerships
- **Showcase** AI SDG-related solutions
- **Solve** your challenges through cutting-edge AI innovations
- **Gain insight & understanding** on AI solving critical world issues
- **Amplify brand awareness** across multiple channels
- **Extend your reach** to a global and diverse audience



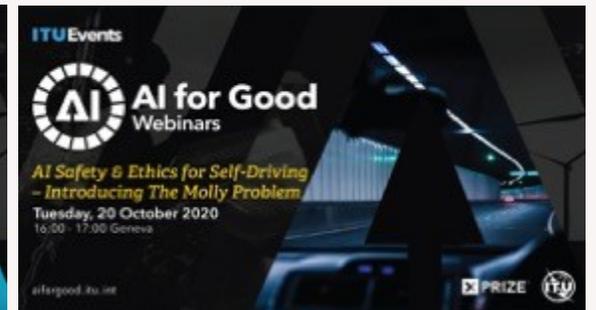
# AI for Good **Leverage your AI expertise**

## Partner Spotlight virtual live session:

- AI for good topic of your choice
- Flexible session format (keynote, panel...)
- Moderated Q&A with audience
- Presented live with replays

## Perspectives interview (Euronews/BBC):

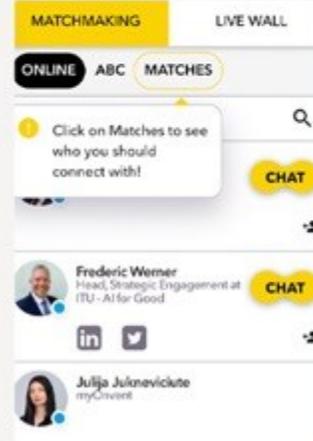
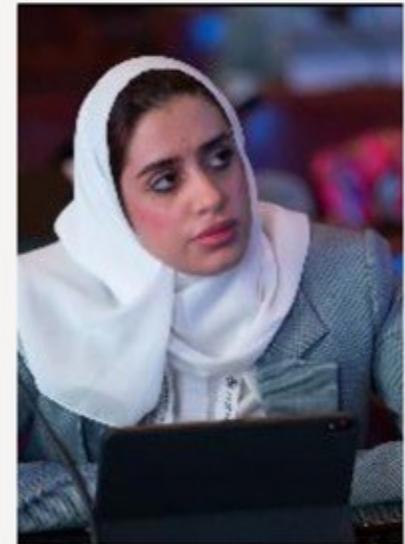
- AI for good topic of your choice
- Matched with a professional journalist
- Highly produced news-programme format
- Available as on-demand video
- Promoted on social media



## The Neural Network

### Your AI powered match-making community platform

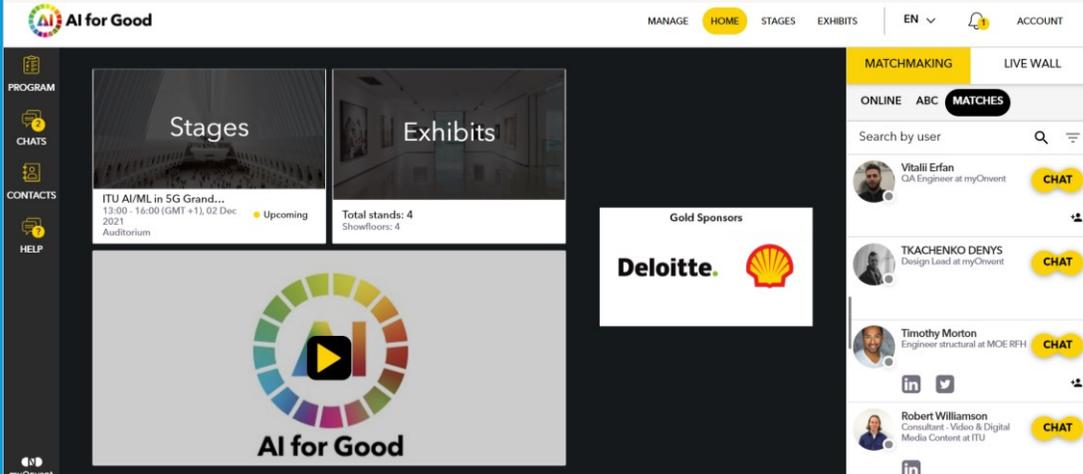
- Smart matching of people to people, needs and content
- Secure face to face virtual networking and networking events
- Virtual exhibits, poster boards and galleries
- Personalized programme of past, current and future content
- Additional session resources, slides, transcripts, polls and more



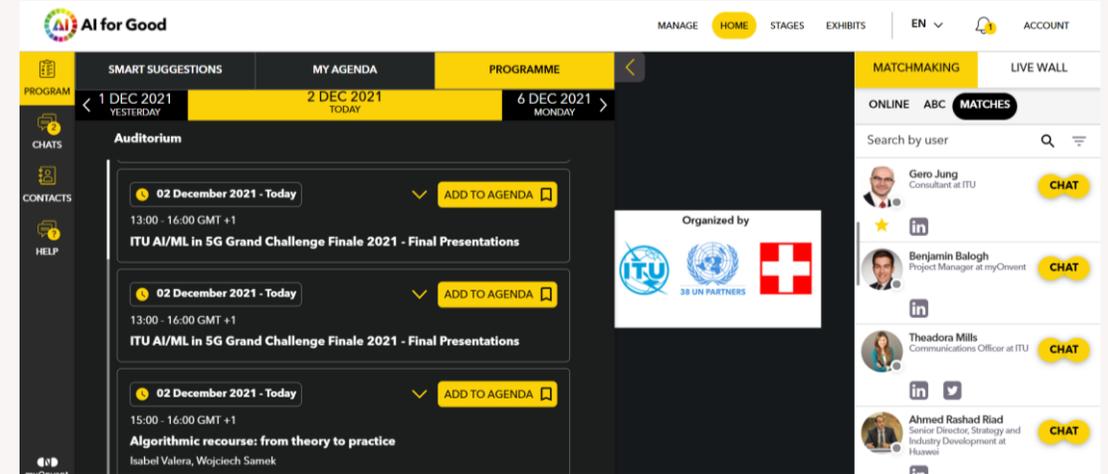


# AI for Good

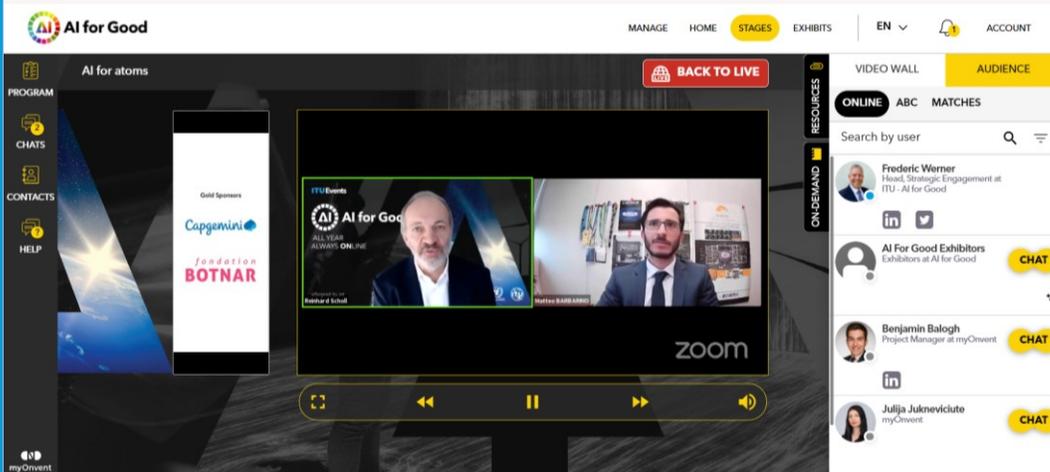
# 365-day showcasing, networking, insights & visibility in the Neural Network



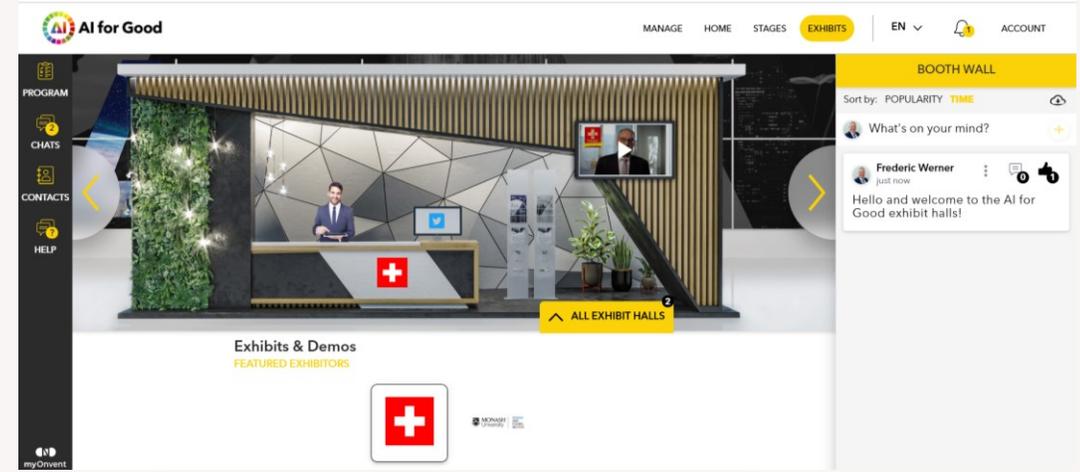
Lobby & Smart Matching



Personalized Programme



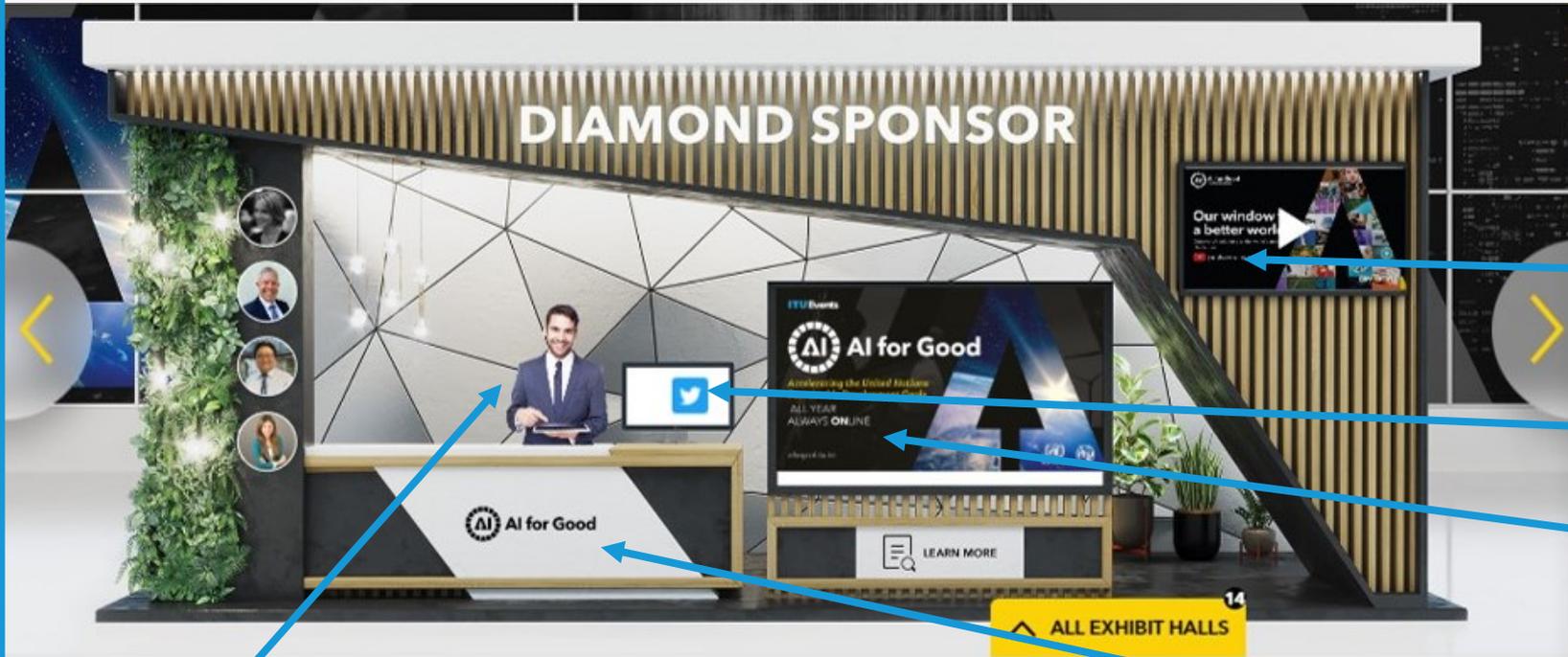
Interactive Live Stages & 100s replays



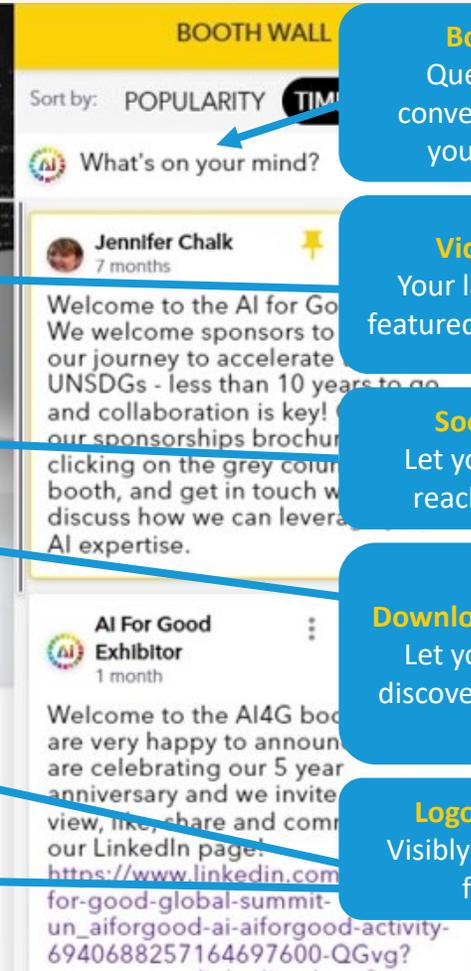
Virtual Exhibits & Demos



# AI for Good Neural Network – Virtual Exhibits functionalities



Exhibits & Demos  
FEATURED EXHIBITORS



**Live Avatars**  
Chat or video call with your representatives

**Booth Wall**  
Questions and conversations with your audience

**Video Player**  
Your latest content featured and on display

**Social Media**  
Let your audience reach out to you

**Download Documents**  
Let your audience discover your product

**Logo Placement**  
Visibly branded at AI for Good



[MANAGE](#)[HOME](#)[STAGES](#)[EXHIBITS](#)[EN](#)[ACCOUNT](#)[SETUP](#)[EVENT INFO](#)[AUDITORIUMS](#)[PROGRAM](#)[EXHIBIT HALLS](#)[USERS](#)[STATISTICS](#)[EMAILS](#)[ARCHIVE](#)

- PROGRAM
- CHATS
- CONTACTS
- HELP

### CURRENT STATISTICS

[OVERALL](#)[WALLS](#)[AUDITORIUMS](#)[EXHIBITORS](#)[POSTER / STUDY](#)

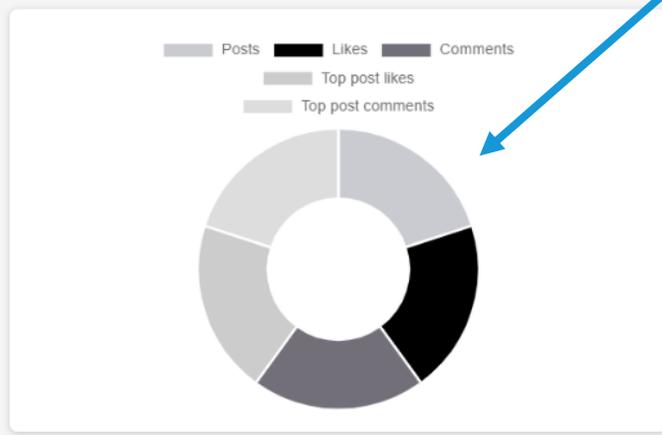
### ARCHIVED STATISTICS

Data type	Show users	Value
Unique visitors	<input checked="" type="radio"/>	11
Total number of visits	<input type="radio"/>	96
Total Document clicks	<input type="radio"/>	1
•Our presentation	<input type="radio"/>	1
Total Link clicks	<input type="radio"/>	0
Total Representatives clicks	<input type="radio"/>	1
•Katelyn Bonilla	<input type="radio"/>	1
Total Video views	<input type="radio"/>	1
Total Posts count	<input type="radio"/>	1
Total Likes count	<input type="radio"/>	1
Total Comments count	<input type="radio"/>	1

### Unique Visitors

[DOWNLOAD LIST](#)


- Frederic Werner**  
 Head, Strategic Engagement at ITU - AI for Good
- Julija Jukneviute**  
 myOnvent
- Elanthi Lumani**  
 web dev at AI For Good



**Key users**  
Discover your audience profile

**Analytics**  
Key engagement statistics





# AI for Good Branding Visibility – 365 days of the year

5M+

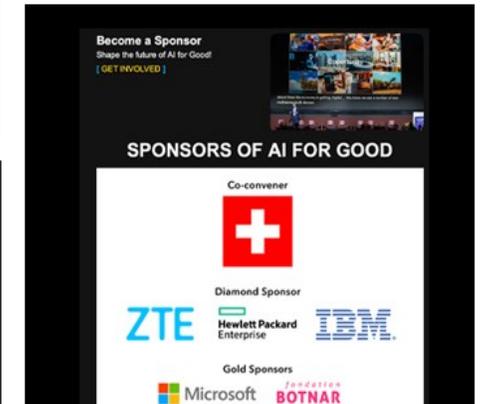
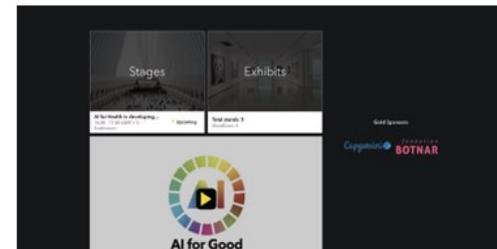
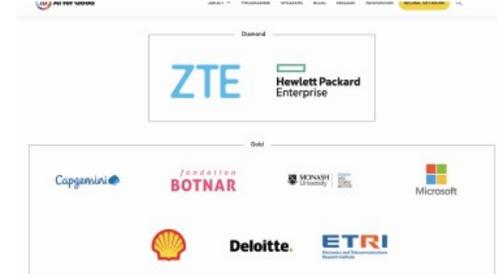
**Brand visibility**  
AI for Good Newsletter

205k

**Views for 2022**  
AI for Good Summit  
Landing Page

200k

**Impressions/year**  
Official AI for Good  
Brochure



365 Day Sponsorship Level Overview*	Diamond	Gold	Silver	
ITEMS	Strategic Partner	Sponsor	Sponsor	Supporter
Thought leadership				
AI for Good “Partner Spotlight” virtual live session (1 keynote or 1 webinar)	4x			
AI for Good Perspectives recorded interview with TV journalist (e.g. Euronews, BBC)				
Virtual networking and exhibits				
Networking activity in the auditorium	4x			
Featured smart matching profile	4x			
Promoted alerts in the Neural Network lobby during live events	4x			
Virtual booth, avatars, digital collateral (Diamond: World-class booth; Gold: Industry booth; Silver: Exhibit booth)				
Brand amplification				
Thank you video promoted on AI for Good social media channels				
White paper/report featured in an AI for Good newsletter distributed to ~70K+ subscribers				
Blog story published on AI for Good website and promoted on social media channels	2x			
Branding visibility in the Neural Network lobby (rotating banner)				
Branding visibility in the Neural Network auditorium (live and replays)				
Branding visibility on the regular AI for Good newsletter distributed to ~70K+ subscribers				
Branding visibility on the AI for Good Summit landing page				
Branding visibility in the official AI for Good brochure				
Post event demographics				
Social media analytics report				
Live session analytics				
Neural Network engagement report				
<b>FEE [CHF]</b>	<b>200,000</b>	<b>75,000</b>	<b>25,000</b>	<b>5,000</b>
*25% discount available to ITU Members for Gold package upwards				

# AI for Good | Diamond Sponsorship

## Thought leadership

- 4 AI for Good “Partner Spotlight” virtual live sessions (eg 2 keynotes + 2 webinars)
- AI for Good Perspectives recorded interview with TV journalist (e.g. Euronews, BBC)

## Virtual networking and exhibits

- Live networking event in the auditorium (up to 4 events after the virtual session)
- 4 featured smart matching profiles
- 4 promoted alerts in the Neural Network lobby during live events
- Virtual “World-class” booth, avatars, digital collateral



## Post-event demographics

- Social media analytics report
- Live session analytics
- Neural Network engagement report

## Brand amplification

- Thank you video promoted on AI for Good social media channels
- White paper/report featured in an AI for Good newsletter and distributed to ~70K+ subscribers
- 2 blog stories published on AI for Good website and promoted on social media channels
- Branding visibility in the Neural Network lobby (rotating banner)
- Branding visibility in the Neural Network auditorium (live and replays)
- Branding visibility on the regular AI for Good newsletter distributed to ~70K+ subscribers
- Branding visibility on the AI for Good Summit Landing page
- Branding visibility in the official AI for Good brochure



**FEE [CHF]: 200,000**



# AI for Good | Gold Sponsorship

## Thought leadership

- AI for Good “Partner Spotlight” virtual live session (1 keynote or 1 webinar)
- AI for Good Perspectives recorded interview with TV journalist (e.g. Euronews, BBC)

## Virtual networking and exhibits

- 1 networking event in the auditorium
- 1 featured smart matching profile
- 1 promoted alert in the Neural Network lobby during live events
- Virtual “Industry booth”, avatars, digital collateral



## Post-event demographics

- Social media analytics report
- Live session analytics
- Neural Network engagement report

## Brand amplification

- Blog story published on AI for Good website and promoted on social media channels
- Branding visibility in the Neural Network lobby (rotating banner)
- Branding visibility in the Neural Network auditorium (live and replays)
- Branding visibility on the regular AI for Good newsletter distributed to ~70K+ subscribers
- Branding visibility on the AI for Good Summit Landing page
- Branding visibility in the official AI for Good brochure

**FEE [CHF]: 75,000**



# AI for Good | Silver Sponsorship

## Thought leadership

- AI for Good Perspectives recorded interview with TV journalists (e.g. Euronews, BBC)

## Virtual networking and exhibits

- Virtual “Exhibit” booth, avatars, digital collateral



## Post-event demographics

- Neural Network engagement report

## Brand amplification

- Branding visibility in the Neural Network lobby (rotating banner)
- Branding visibility in the Neural Network auditorium (live and replays)
- Branding visibility on the regular AI for Good newsletter to ~70K subscribers
- Branding visibility on the AI for Good Summit Landing page
- Branding visibility in the official AI for Good brochure

**FEE [CHF]: 25,000**



### **Brand amplification**

- Branding visibility on the regular AI for Good newsletter to ~70K subscribers
- Branding visibility on the AI for Good Landing page
- Branding visibility in the official AI for Good brochure

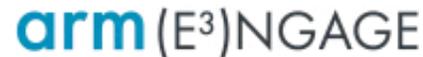
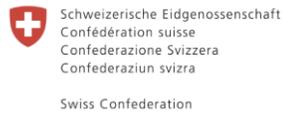
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**FEE [CHF]: 5,000**





# AI for Good AI for Good Sponsors since 2017



**Boost corporate  
visibility and attract  
new partnerships  
as a supporter of  
the UN's mission  
to solve the SDGs**



*Time to move the needle*

- ➔ less than 10 years to go
- ➔ collaboration is key
- ➔ join our journey to solve the SDGs

**#AlforGood**





# AI for Good

## Digital Sponsorship Pack



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[@itu AlforGood](#)



[Neural  
Network](#)



<https://space.bilibili.com/1855109650>



*Volunteers welcome!*

*Please reach out for details*

