



Berlin-Partner Network. Decisive for decision-makers.

Show commitment to the capital city.

Benefit from the image of the Berlin brand.

	W* 5.300 €	S* 2.5k 4k 6k €	A 14.000 €	B 23.000 €	C 46.000 €	D 92.000 €
 USE OF THE LOGO # Become part of the Berlin brand						
L1. Right to use the official Berlin-Partner logo for your corporate communications	■	■	■	■	■	■
 EVENTS NETWORKS # Be an active part of a strong and exclusive business network in Berlin # Participate in exclusive events with Berlin's commerce, politics, media, sport, culture, startups and science						
V1. Support in networking with the Berlin-Partners at events and in targeted networking activities corresponding to your Berlin partnership	■	■	■	■	■	■
V2. Exclusive invitation to the Welcome Reception in the Berlin-Partner Network for new Partners	■	■	■	■	■	■
V3. ONE personal invitation each at board and management level to regularly-held exclusive Berlin-Partner Network events	■	■	■	■	■	■
V4. One FURTHER personal invitation each at board and management level to regularly-held exclusive Berlin-Partner Network events					■	■
V5. ONE personal invitation each at board and management level with a guest to the Berlin "Hoffest" Courtyard Festival of the governing mayor	■	■	■	■	■	■
V6. ONE personal invitation each at board and management level with a guest to the Berlin Master Chefs (Berliner Meisterköche) gala diner				■	■	■
V7. ONE personal invitation each at board and management level to external networks' events					■	■
V8. ONE personal invitation each at board and management level to exclusive working lunches with multipliers and political decision-makers					■	■
V9. ONE personal invitation each at board and management level to selected Berlin sporting highlights in an exclusive atmosphere					■	■
V10. Proactive, individual networking support with the Berlin-Partners after personal consultation					■	■
V11. Integration and presentation of your company at thematically appropriate Berlin-Partner events						■
V12. Exclusive location and speaker tips for your events in Berlin						■
V13. Keynote speech of our management at one of your company's events						■
 COMMUNICATION POSITIONING # Visibility as a strong partner of Berlin # Targeted communication via Berlin Partner's channels						
K1. Presentation of your company logo on our logo board corresponding to your Berlin partnership	■	■	■	■	■	■
K2. Company entry with logo on www.berlin-partner.de	■	■	■	■	■	■
K3. One-time short company profile at the start of your Berlin partnership on Berlin Partner's various communication channels	■	■	■	■	■	■
K4. Direct networking with Berlin-Partners via personal contact details in the Partner Portal	■	■	■	■	■	■
K5. Publication of your news and event announcements in the Partner Portal corresponding to your Berlin partnership - subject to editing	■	■	■	■	■	■



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COMMUNICATION POSITIONING # Visibility as a strong partner of Berlin # Targeted communication via Berlin Partner's channels						
K6. Company presentation and personal profiles in the Partner Portal	■	■	■	■	■	■
K7. Extended presentation and presence options in the Partner Portal					■	■
K8. Publication of your news on Berlin Partner's social media channels - subject to editing	■	■	■	■	■	■
K9. Publication of your news and event announcements on Berlin Partner's communication channels (e. g. in the Berlin Partner news-letter) corresponding to your partnership - subject to editing	■	■	■	■	■	■
K10. Publication of an exclusive presentation of your company on Berlin Partner's communication channels e. g. an interview - subject to editing					■	■
K11. Support in and advice on PR and press activities					■	■
K12. Regular mailing of Berlin Partner's press review on Berlin business topics						■
K13. Access to Start Alliance's international startup network and online presence through Start Alliance's channels						■
INTEGRATION IN ACTIVITIES CAMPAIGNS # Profit from the image of the capital city						
E1. Berlin Partner provides high-quality online content, information material and publications for your corporate communications (e. g. videos, content from specialist areas, campaign elements)	■	■	■	■	■	■
E2. Discounted conditions for a company presentation at the Berlin "Hoffest" (courtyard party) of the governing mayor	■	■	■	■	■	■
E3. Involvement of your company in capital city marketing activities depending on the campaign's objectives	■	■	■	■	■	■
E4. Involvement in an annual marketing workshop					■	■
E5. Startup scouting individually tailored to your company in Start Alliance's partner cities (Berlin, Europe, International) at a discounted price					■	■
E6. Involvement in selected activities of Berlin Partner with foreign business guests/journalists in Berlin						■
E7. Annual kick-off meeting: Presentation of Berlin Partner's planned activities in the current year and coordination of individual integration options						■
TALENT MARKETING # Finding talent together - positioning Berlin as a top location for talent						
T1. First place ranking and highlighting of your job advertisement on Talent Berlin Job Board				■	■	■
T2. Prominent placement of job advertisements on the social media channels of Berlin Partner/Talent Berlin - subject to editing and availability					■	■
T3. Integration of your company's vacancies into job recruitment campaigns with the aim of recruiting talent and promoting your employer brand at a discounted price corresponding to the licence category (1x/year) and campaign objectives	■	■	■	■		
T4. Free integration of your company's vacancies into job recruitment campaigns with the aim of direct recruitment of talent and promoting your employer brand at a discounted price corresponding to the licence category (2x/year maximum) and campaign objectives					■	■
T5. Invitation to the talent marketing round table (at least 1x/year) for the joint development of activities for Berlin					■	■