

ProSiebenSat.1 PULS 4

 **GAMECHANGERS**

**FESTIVAL 2022**

**APRIL 5TH – 7TH**

**THE POWER OF COOPERATION**

# THE 4GAMECHANGERS YEAR 2022

## 4GAMECHANGERS 365 DAYS

- » Our Mission & Hard Facts
- » 4Gamechangers Festival
- » 4Gamechangers Studio
- » Customized Events with our 4Gamechangers spirit

# THE MISSION



# THE MISSION: *CHANGE THE GAME*



A platform for game changing personalities to connect and create roadmaps to use the digital transformation for the greater good

A flagship social responsibility initiative of Austria's leading private television company, ProSiebenSat.1 PULS 4

A conference, an entertainment & innovation court and a music festival, all in one. Work hard, play hard!

The hub of a wide network with huge social responsibility  
– SDGs at the top of the agenda

**Let's keep humanity at the heart of the digital revolution!**

# THE MOTTO: THE POWER OF COOPERATION

Since the COVID-19 outbreak, **"THE POWER OF COOPERATION"** has become important than ever before. All 2021 happenings are about how cooperation should be leveraged to...

Make sure that digital transformation is a force for global good

Achieve the 17 Sustainable Development Goals

Restore a fact-based democratic discourse

Tackle global crises, e.g. climate change, pandemics & economic depression

We will focus in particular on the role of private enterprises and public-private partnerships in achieving global goals!



Days with controversial  
keynotes, panels & events

365

Opinion leaders,  
politicians & CEOs

>2,000

Gamechanging speakers

>600

Mio. contacts // TV Social  
Media & PR reach

over  
300

over  
250

Sponsors &  
cooperation partners

3

Festival Days 2022

Over Min.  
2,000

Minutes on air

25

Artists & live acts

SINCE 2016 WE ARE  
**THE DIGITAL FESTIVAL**  
IN THE HEART OF  
EUROPE

# OUR USP<sub>s</sub>

The brand to position  
sponsors and partners as  
forerunners in the green  
digital revolution



strong CEO network



strong  
startup/entrepreneur  
network



strong public value  
format, strong b2b & b2c  
connection -  
attracts next generation



The core topics: SDGs,  
entrepreneurship, R&D,  
education, next  
generation, jobs & skills,  
health, future of media,  
democratic discourse,  
post corona world

strong policy maker  
network



Is distributed via all  
channels of the P7S1P4  
group as well as national  
and international PR

ProSiebenSat.1 PULS 4

**4GAMECHANGERS**

As an official partner of 4Gamechangers you can profit from our strong brand and media reach. In addition, as a sponsor you can adress yourself as „official partner of 4Gamechangers“



# THE FESTIVAL

# THE KICK-OFF DAYS 2022



Felix Oswald

- Entrepreneurship
- Research & Development
- Sustainable innovation in Austria



Daan Roosegaarde

- Education & Equality
- Health
- Responsible Consumption
- Life after Covid-19



Naomi Klein

- The power of cooperation in Europe?
- Post Corona world & global crisis

# 4PIONEERS DAY 2022



June Cohen



Edith Yeung



Ansousheh Ansari



Uli Grabenwarter



Dhiraj Mukherjee

## Topics + Target Audience

### Entrepreneurship

- » Austria & Europe – becoming competitive and innovative
- » Banking disruption
- » Purpose-driven entrepreneurship

### Research & Development

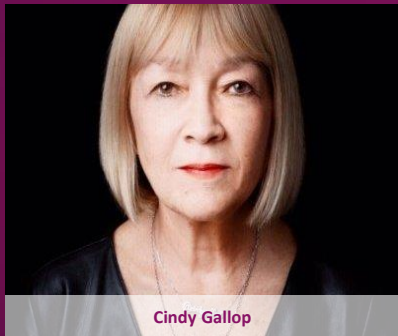
- » Austria & Europe – becoming competitive and innovative
- » Health & Science
- » Technology
- » Covid Stories - The startup experience
- » Startup's funding & acceleration
- » E-commerce
- » Purpose-driven start-ups (17 SDGs)
- » Pitch Sessions & Open Mic Sessions

### 4JOBS Topics



- » College students / universities
- » Entrepreneurs / start-ups / EPU, KMUs
- » Start-up-supporting institutions
- » Business angels / investors / venture capitalists
- » Politicians
- » Corporates

# 4FUTURE DAY 2022



Cindy Gallop



Jimmy Wales



Erin Gruwell



Esther Perel



Christian Drosten

## Topics + Target Audience

### Education & Equality

- » Digital Humanism
- » Education 2021 f.
- » The Future of News & Entertainment

### Health

- » Digital Patients, Future Health
- » Young Lives on Fast Forward
- » Digital Literacy & Ethics
- » Responsible Consumption
- » Fashion, Nutrition, Travelling / Tourist Regions
- » Poetry Slam
- » Science Slam
- » School Projects

### 4JOBS Topics



- » Teenagers aged 10 to 18 / next gen
- » College students
- » Adults/Parents
- » Educational institutions
- » Entrepreneurs/Start-ups
- » Corporates
- » Health, education & society
- » Politicians



# 4GAMECHANGERS DAY 2022



Scott Galloway



Jane Fonda



George Clooney



Marc Elsberg



Rachel Botsman

## Topics + Target Audience

### Media / Fake News / Journalism / Data Security

- » The Power of Cooperation in the (post) Corona World
- » Justice & Press Freedom
- » Terms and Conditions: Surveillance capitalism and the right to privacy

### SDGs / Global Crisis, Democracy & Climate

- » Pandemic & In-Equality
- » Changing Global Power Structures
- » Climate Action vs. Democracy
- » Is Capitalism the Enemy of Life on Earth?
- » Green Mobility, Resources & Energy
- » Smart City Revolution & Building of the Future

### 4JOBS Topics



- » Opinion leaders & game changing personalities of all ages
- » Top executives from economy & industry, politicians, scientists, futurists
- » Media & entertainment industry, arts & culture
- » Start-ups & College students

# 4JOBS TOPICS – OVERALL 3 DAYS



June Cohen



Alex Pointner



Lucie Greene



Jon Burkhart



Florian Gschwandtner

## Topics + Target Audience

- » Future Jobs & Skills - Curriculum 4Gamechangers
- » My Big, Fat, Diverse Office
- » Covid-19 Challenges for individual companies
- » The Future is Feminine Leadership
- » Women in Tech / STEM
- » All in, Burned Out. Is my Job my Life?
- » When Gen Z Gets a Job
- » Unleashing the Companies of Tomorrow
- » The System is Lagging Behind: From apprentices to top managers
- » Solving the job market problems
- » Solutions for Industries that suffer the most (tourism, events, culture)



- » Corporations and Entrepreneurs pitching career opportunities
- » Job seekers
- » Schools & Universities
- » Human Resources executives



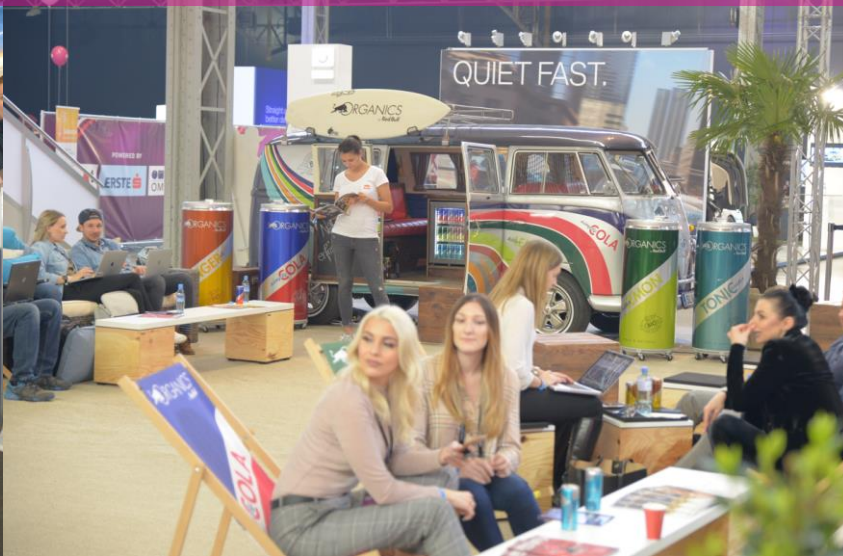


# FAMOUS & UP-AND-COMING ARTISTS





# ENTERTAINMENT & INNOVATION COURT







# DETOX AREA

Ernährung – Bewegung – Erholung - Bewusstsein



# 24/7 LIVE ON PULS24

## FESTIVAL DISTRIBUTION

**322.000**

Erreichte Personen pro Tag\*

**REKORD  
START  
PULS24  
2020**

**1,7 MIO.**

Reichweite im Monat\*\*\*

**73 %**

Technische Reichweite\*\*

**780.000**

App Installationen







# SPONSORING PACKAGES 2022



# PLATINUM PACKAGE 2022

## TV

Trailer sponsoring  
Cross-promotion in Café Puls & 4GameChangers TV  
incl. section sponsoring  
3x integration in a feature story

## Digital

Logo integration on Addressable TV  
Logo integration in all advertising materials & on 4gamechangers.io  
Social media content postings

## Follow-up

Highlight cut of festival presence  
Pictures and videos of festival presence – delivered one hour after on stage presence

## On Location

1x co-creation of panel\*  
3x 10 minutes of innovation or panel participation\*  
1x special slot\*  
150m<sup>2</sup> booth at the entertainment & innovation court (incl. 12 crew tickets, 2 parking slots & on-the-ground service worth € 3,000)  
Logo integration in all advertising materials

## Tickets

120x 3-day-tickets  
8x speaker area passes



# SPONSORINGBAUSTEINE FESTIVAL 2022

## KEYNOTE SPEECH

5 or 10 minutes  
keynote speech

## PANEL PARTICIPATION

Take part in a panel  
discussion

## PANEL CO-CREATION

Co-create a panel  
discussion about one of  
your core topics

## BOOTH

Starts from 7 sqm  
up to 150 sqm

## 3-DAYS TICKETS

Buy your 3-day festival  
ticket  
(4Pioneers, 4Future and  
4Gamechangers)

## SPEAKER AREA TICKETS

Get access to the speaker  
area on every festival day

## SAMPLING

Classic sampling via  
product placement

## SAMPLING WITH HOSTESSES

Sampling of your products  
at the innovation &  
entertainment court

## 4GAMECHANGERS TV

A featured report about  
economic and innovative  
topics within the Austrian  
business & start-up scene

## SOCIAL MEDIA POSTINGS

Postings on Facebook and  
Instagram

# STARTUP PACKAGE

	Price per unit	Package
Floor space 2m x 3,5m = 7m <sup>2</sup> à 750 €	5,250 €	<b>€ 1,800*</b> + the chance to participate in the Pitch Sessions + booth either in the entertainment court or in the detox area + the chance to participate in the PPP Open Mics *early bird deal: € 900 for booking until 31.12.2021 (all prices are net, excl. UST)
Backdrop 3,5m x 2m	123 €	
Wifi access	198 €	
Power connection 230V	184 €	
4 x 3-day-tickets à 270 €	1,080 €	
Total:	6,835 €	

# STARTUP PITCH SESSIONS

Your startup is already introduced to the market and you've registered initial successes. Maybe you developed a revolutionary prototype. Now you are looking for an investor to boost your venture.

The Pitch Sessions are your place to be! Take the stage and introduce a selected jury to your startup with a 3 minute pitch. This might just be the chance you need to win a renowned investor for your business.







CHANGE THE GAME FOR THE GREATER GOOD &  
GO OUT TO MAKE THIS WORLD A LOVING WORLD!  
BE PART OF IT.