

ORF & PULS 24

4GAMECHANGERS

2022

THE POWER OF COOPERATION



ORF & PULS 24

4GAMECHANGERS

THE 4GAMECHANGERS YEAR 2022

OUR MISSION & HARD FACTS

4GAMECHANGERS FESTIVAL DAYS

4GAMECHANGERS STUDIO

ORF & PULS 24

4GAMECHANGERS

THE MISSION

ORF & PULS 24

4GAMECHANGERS

THE MISSION

CHANGE FOR A GREATER GOOD



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 MISSION

THE POWER OF COOPERATION

Since the COVID-19 outbreak, **"THE POWER OF COOPERATION"** has become important than ever before. All 2022 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 on the role of private enterprises and public-private partnerships in achieving global goals!



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

ORF & PULS 24

4GAMECHANGERS



OUR USP_s

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

ORF & **PULS 24**

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

ORF & PULS 24

4GAMECHANGERS

4GAMECHANGERS

FESTIVAL DAYS

THE 4GAMECHANGERS FESTIVAL 2022

- » Date: **June 28th – 30th 2022**
- » **Re-thinking** the festival concept due to the pandemic situation bringing us to a definite date in summertime
- » Combining two event-days on TV with one on the ground day at Marx Halle Vienna
- » Creating a **summer highlight** for all **opinion leaders** with interesting topics discussed on stage and a legendary party on June 30th
- » Building **one big stage** for discussions, keynotes and live acts
- » Together with **our powerful partners**, we also enable **smaller businesses** to bring their gamechanging topics and products on stage

SUSTAINABLE DEVELOPMENT GOALS

ORF & PULS 24

4GAMECHANGERS



As an official partner of the UN, we make reporting on all 17 SDGs (Sustainable Development Goals) one of our program priorities. With our sustainability program "4Sustainability" and the fields of action Green Production, Green Location and Green Events, we will be climate-neutral by 2030.

4PIONEERS DAY 2022

TUE | June 28, 2022

ORF & PULS 24

4GAMECHANGERS



**PURPOSE DRIVEN
STARTUPS**

GREEN FINANCE

**BANKING
DISRUPTION**

**FIGHT FOR
TALENTS**

**INNOVATION
RESEARCH &
DEVELOPMENT**

Hard facts

- » 09:00am – 07:00pm
- » Live at 4GC Studio (P7S1P4 Headquarter)
- » Stream and coverage on air and online
- » Approx. 5 panels – 45min each
- » Keynotes – 5min/10min of Innovation
- » 2 Live Acts + comedy slot

Outdoor Lounge

- » in front of 4GC Studio
- » Stream from studio
- » Food Trucks

Catering

- » Non-alcoholic drinks for free
- » Alcoholics chargeable
- » Food chargeable
- » Coffee from Nespresso

Ticketing & Guests – no sale

- » Approx. 100 studio guests per session
- » Approx. 80 next Gen & coop. partners
- » Approx. 20 B2B & sales



Targets

- » College students / universities
- » Entrepreneurs / startups / EPUs, KMUs
- » Startup-supporting institutions
- » Business angels / investors / VCs
- » Politicians
- » Corporates

4FUTURE DAY 2022

WED | June 29, 2022

ORF & PULS 24

4GAMECHANGERS



DIGITAL UPSKILLING

**YOUNG LIVES ON
FAST FORWARD**

HEALTH

**SUSTAINABLE
FASHION**

FUTURE OF FOOD

Hard facts

- » 09:00am – 07:00pm
- » Live at 4GC Studio (P7S1P4 Headquarter)
- » Stream and coverage on air and online
- » Approx. 5 panels – 45min each
- » Keynotes – 5min/10min of Innovation
- » 2 Live Acts + comedy slot

Outdoor Lounge

- » in front of 4GC Studio
- » Stream from studio
- » Food Trucks

Catering

- » Non-alcoholic drinks for free
- » Alcoholics chargeable
- » Food chargeable
- » Coffee from Nespresso

Ticketing & Guests – no sale

- » Approx. 100 studio guests per session
- » Approx. 80 next Gen & coop. partners
- » Approx. 20 B2B & sales



Targets

- » Teenagers aged 10 to 18 / next gen
- » College students
- » Adults / Parents
- » Educational institutions
- » Entrepreneurs / startups
- » Corporates
- » Politicians

4GAMECHANGERS DAY 2022

THU | June 30, 2022

ORF & PULS 24

4GAMECHANGERS



**THE POWER OF
COOPERATION**

**EUROPEAN MEDIA
ALLIANCE**

**ROLE
OF EUROPE**

CLIMATE ACTION

**ENERGY IN
TRANSFORMATION**

Hard facts

- » 09:00am – 07:00pm
- » Live at Marx Halle Vienna
- » Stream and coverage on air and online
- » Approx. 5 panels – 45min each
- » Keynotes – 5min/10min of Innovation
- » 2 Live Acts + comedy slot
- » Award Show & other Highlights

Outdoor Lounge

- » in front of Marx Halle
- » Food Trucks

Catering

- » Non-alcoholic drinks for free
- » Alcoholics chargeable
- » Food chargeable
- » Coffee from Nespresso

Afterparty

- » 07:00pm – 03:00am at Marx Halle
- » 1-3 Live Acts

Ticketing & Guests

- » EUR 100 – 150
- » Approx. 3.000 guests
- » Mostly B2B & sales
- » Approx. 300 tickets for next Gen



Targets

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

LOCATION

THU | June 28 – **WED** | June 29

ORF & PULS 24

4GAMECHANGERS



THE STUDIO



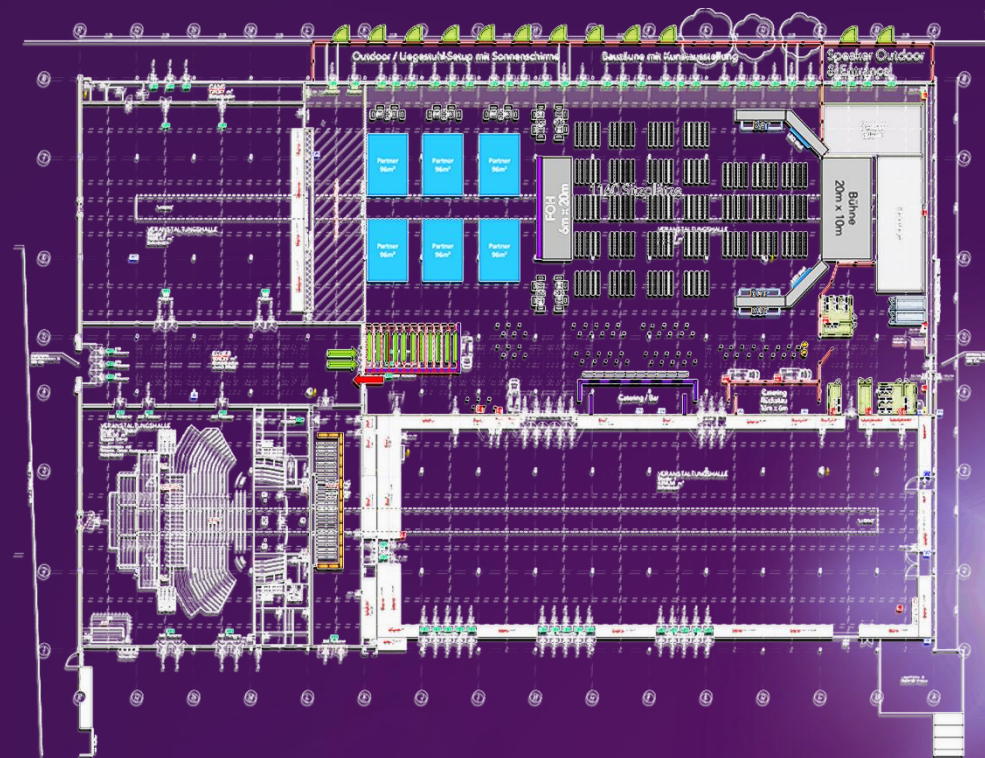
OUTDOOR

LOCATION

THU | June 30, 2022

ORF & PULS 24

4GAMECHANGERS



MARX HALLE



FAMOUS & UP-AND-COMING ARTISTS

RAF CAMO
4MUSIC AWARD WINNER

4G

Red Bull

MAMMO DIAR



SPONSORING PACKAGES *FESTIVAL DAYS 2022*

MEDIA & ON LOCATION REACH

ORF & PULS 24
4GAMECHANGERS

ORF & PULS 24
4GAMECHANGERS

Studio

45.780

Average number of
contacts reached
per month*

Z ZAPPN

915K

Average monthly
active user***

PULS 24

1,7 Mio.

Reach per month**

ORF & PULS 24
4GAMECHANGERS

Website

85,5K

Pls in 2021****

ORF & PULS 24
4GAMECHANGERS

Festival 30.06.

4.000

Visitor

*Quelle: AGTT/GfK TELETEST; Evogenius Reporting; 27.04.2021-30.11.2021; personengewichtet; inclusive VOSDAL/Timeshift; Standard

**AGTT Teletest: E 12+ MW Sep-Nov(bis 23.11.) 1 697 gerundet

***BI/DWH / GOOGLE ANALYTICS 01-10 2021 / CUM. DAU AVG

****Quelle: Google Analytics - 4gamechangers

PLATINUM PACKAGE 2022

One year partnership including all 4Gamechangers activities

TV & DIGITAL

FESTIVAL

3 months festival campaign via Trailer sponsorings over all our TV channels
Cross-promotion in Café Puls & 4Gamechangers TV
incl. section sponsorin
1x Distribution of your festival panel participation on PULS 24 and on ZAPPN in the framework of the 4Gamechangers Studio TV Show

3 months digital festival campaign in all our networks
Logo integration on 4gamechangers.io & on ZAPPN
Social media content postings

STUDIO SHOW

Trailer sponsorings within our 4Gamechangers Studio campaign all over 2022
1x co-creation of a 4Gamechangers Studio show in 2022

ON LOCATION

1x panel participation on stage on 4Gamechangers day
1x 10 minutes of innovation on stage on 4Gamechangers day
Up to 100m² individual on the ground presence
(booth, bar, experience
Logo integration in all advertising materials on the ground

TICKETS

100 1-day-tickets (TBD)

Sponsorship
level
€ 200,000*

SPONSORING BAUSTEINE FESTIVAL 2022

KEYNOTE SPEECH

5 or 10 minutes keynote speech

€ 8,000* /
€ 14,000*

PANEL PARTICIPATION

Take part in a panel
discussion

€ 12,000*

PANEL CO-CREATION

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

€ 30,000*

4GAMECHANGERS TV

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

€ 8,460*

TICKET

Buy your ticket for the
4Gamechangers day
at June 30th

€ 150*

SAMPLING WITH HOSTESSES

Sampling of your products
on all three festival days

€ 3,500 (per hostess)*

THE UNCONVENTIONAL CONVENTION



Symbolfoto: Unconference, Sweden

Our goal is a trade fair without an ecological footprint. All materials used to build the exhibition stands are either already recycled or will be recycled after use.

The back wall is made of wood and is covered with freely designable recycled paper. Everyone designs their own booth, because every good idea fits on just one sheet of paper.

Everyone designs their own appearance at the trade fair. It can be drawn, painted, sprayed, worked or visualized with wool, fabrics, cardboard or whatever. Craftsmanship and creativity are important.

With this concept, we want to provide a place for dialogue where only creativity and inventiveness count. Core messages and innovations should, artistically designed, promote curiosity and communication.

THE UNCONVENTIONAL CONVENTION

Hardfacts:

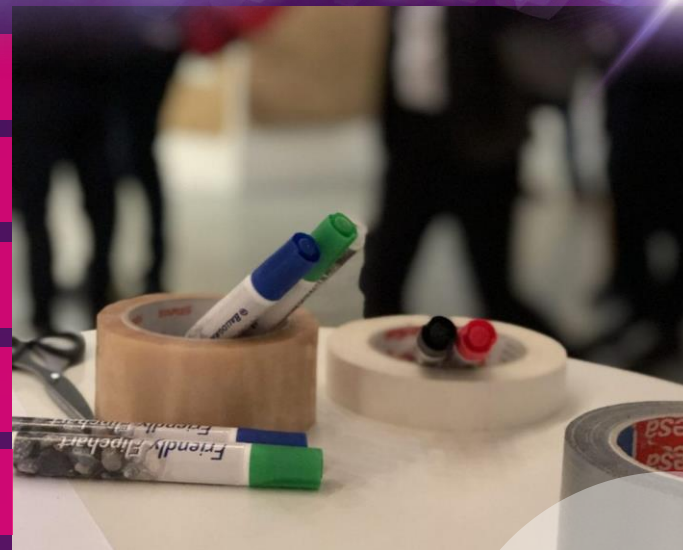
Each booth consists of a rear wall WxH 2x2m and an area 2x2m

Booking a booth includes 2 festival tickets for the 4 Gamechangers Day on June 30th

Prints, blow-ups, roll-ups, tarpaulins, large stickers or similar branding materials are not permitted

Booths can be designed on June 29th between 9 a.m. and 7 p.m. in the Marx Halle

Electricity is not provided



€ 3,000
incl. 2 festival tickets

ORF & PULS 24

4GAMECHANGERS

THE STUDIO

THE 4GAMECHANGERS STUDIO

- » Launched in 2021 as a compensation for the canceled festival
- » Since April 2021 we broadcast our 4Gamechangers TV shows on a weekly duration
- » The shows contain our main festival topics as well as the game changing topics our partners



THE FUTURE IS POSITIVE
AS LONG AS WE THINK AHEAD,
ABOVE AND BEYOND



**AFTER THE CRISIS IS BEFORE
THE CRISIS – HOPEFULLY
WE LEARN FROM IT**
HOPEFULLY WE LEARN FROM IT



MAGENTA TUN CHALLENGE
THE FINAL



BRAVE NEW WORLD OF WORK
FROM THE CHANGE FROM CONSTRAINT
TO OPPORTUNITY FOR THE FUTURE



GREAT PLACE TO WORK
AUTRIA'S BEST EMPLOYERS

Sendungen seit April
2021 auf PULS 24

39

45.780

Durchschnittlich
erreichte Kontakte
(E12+) pro Monat im TV

Total reach auf
4gamechangers.io
(April – Sept)

85.498
Pls

52.760

Rekord-Nettoreichweite (Tsd.)
im Herbst (Sept. – Nov.)

ORF & PULS 24
4GAMECHANGERS

**MEGA
ERFOLG
2021**

integrierte Kunden
& Partner

25

10

Live Acts

TOP 5 SENDUNGEN

- 1) Kick off 4Jobs / NRW (Tsd.) 38,34
- 2) Kick off 4Future / NRW (Tsd.) 33,76
- 3) Gesundheitstalk Big5Health „Chronisch Krank“ / NRW (Tsd.) 31,60
- 4) Wirtschaftsagentur-Talk 1 / NRW (Tsd.) 31,40
- 5) Kick off 4GC / NRW (Tsd.) 30,14

SPONSORING PACKAGES STUDIO

KEYNOTE SPEECH

Give a 5 minute keynote speech to one of your special topics

Also included:

Logointegration on 4gamechangers.io
Livestream
Pictures and videos of studio presence
Social media content posting



€ 9,750*

PANEL PARTICIPATION

Be part of a panel discussion (one person in a group of 5) with a duration of about 45 minutes

Also included:

Logointegration on 4gamechangers.io
Livestream
Pictures and videos of studio presence
Social media content posting



€ 9,750*

TOPIC PLACEMENT

Co-create an one hour TV show with us and place your topic in a 4Gamechangers show. This could be a panel discussion, an award show or an interesting interview

Also included:

Logointegration on 4gamechangers.io
Livestream Pictures and videos of studio presence
Social media content posting



€ 30,000*



**CHANGE THE GAME FOR THE
GREATER GOOD
& GO OUT TO MAKE THIS WORLD
A LOVING WORLD!**

BE PART OF IT.