

BONSUCRO GLOBAL WEEK 2024

Sponsorship opportunities



YOU ARE INVITED

You are invited to join Bonsucro and our members for our flagship conference, Bonsucro Global Week. Sponsorship is the perfect way to support our mission and help accelerate the sustainable production and uses of sugarcane, **one of the world's most important crops.**



ABOUT BONSUCCRO

We are Bonsucro, the leading sustainability platform and standard for sugarcane.

We're a global force, convening over 300 members from more than 50 countries, with one purpose: to collectively accelerate the sustainable production and uses of sugarcane.

Sustainability matters more than ever. Businesses are stepping up their efforts to meet sustainable sourcing commitments, and sugarcane producers around the world are looking for better production methods that look after both the environment and their communities.

We offer a credible system of standards, practical tools and the expertise required to transform the industry, and support members on their sustainability journey, no matter where they sit in the sugarcane value chain. Our membership is diverse and represents the whole sugarcane

value chain, from farmers to mills and distilleries, as well as some of the world's biggest brands such as Unilever, PepsiCo, Bacardi, and Ferrero. Through our extensive network we work with over 12,000 smallholder farmers, and since 2011 over 800 million tonnes of Bonsucro-certified, sustainable sugarcane have been produced.

We bring people and businesses together in this powerful, inclusive network that drives change. And through our events, we provide a platform for the sector to collaborate and innovate.

In May 2024, we will gather over 250 representatives from the sector for our flagship conference, Bonsucro Global Week, which is coming to Cuernavaca, Mexico.



BONSUCRO GLOBAL WEEK

Bonsucro Global Week is the world's premier event for sustainability in sugarcane.

It's a unique week of learning, sharing, and networking that attracts stakeholders and decision-makers from all parts of the sugarcane sector. We discuss complex global challenges, hear from world-class speakers and industry experts, and learn from inspiring success stories. And we also see sustainability innovation in action on our field trip.



Attendees in discussion at Bonsucro Global Week

Our previous Global Week was a great success. In 2022, we welcomed 250 delegates to Brazil for a packed week of networking, panel discussions and the Bonsucro Inspire Awards. Delegates included senior management of brands, sugarcane mills and farms, and representatives from the media and government. We expect the same in 2024 as we bring Global Week to Mexico.

“This event is important for the sector, and really good for building relationships.”

*Trader, South America
Bonsucro Global Week 2022*

WHY MEXICO?

Mexico is one of the top sugarcane producing countries in the world.

The industry generates around **450,000 direct jobs**, and over **140,000 farmers** supply sugarcane to the **48 active mills** around the country. The sugar market is well established in Mexico, and is a major exporter to the United States. The mills also produce molasses and bagasse, supplying local distilleries and the rum and beauty sectors. Several global brands have headquarters in Mexico City, while Mexico itself is home to leading names from across the food and beverage industries, including soft drinks manufacturers, and international civil society organisations.

Bonsucro has a rapidly growing membership in Mexico, **doubling in the past three years**. We have built strong relationships with the brands, the two major national farmers' unions and the government, and have partnered with them to develop initiatives that drive sustainability and employment standards around the country.

With **over 20%** of our membership located in the United States and Canada, Central America, and the Caribbean, Mexico is accessible for representatives from across the entire sugarcane supply chain – making it the ideal location for Bonsucro Global Week 2024.

WHY SPONSOR BONUCRO GLOBAL WEEK?

Sponsoring Bonsucro Global Week is the perfect opportunity to raise awareness of your brand and maximise exposure of your sustainability efforts, while reaching new audiences.

You will:

- **Develop new relationships with key stakeholders in the sugarcane industry and position your company as a global leader.**

Bonsucro Global Week offers plenty of networking opportunities for you to connect with delegates.

- **Raise your brand's profile.**

Promote your organisation and services in the run up to, and at, Bonsucro Global Week. Branding opportunities online will offer exposure to our global network, while opportunities at the event will include the prominent display of your logo, and the opportunity to take an exhibition booth and include promotional materials in our delegate pack.

- **Demonstrate your credibility and commitment to sustainability.**

Show that you have sustainability high on your agenda by partnering with the most credible sustainability event in the sugarcane sector.

- **Engage new sectors, businesses, and regions.**

You will reach our diverse and extensive network, with opportunities to meet delegates from more than 20 countries. You can connect with representatives from traditional sugarcane markets such as the food and beverage industries, and newer markets like bioplastics, beauty, and biofuels.

- **Feature in our worldwide communications campaign.**

You will be given bespoke digital materials to showcase your involvement ahead of the event, and you will be included in our online marketing campaign engaging our active community of over 25,000 people, all around the world. You will also be mentioned and thanked during the event.

“It was a great event, with a lot of possibilities to network, learn and share.”

Sponsor, Bonsucro Global Week 2022



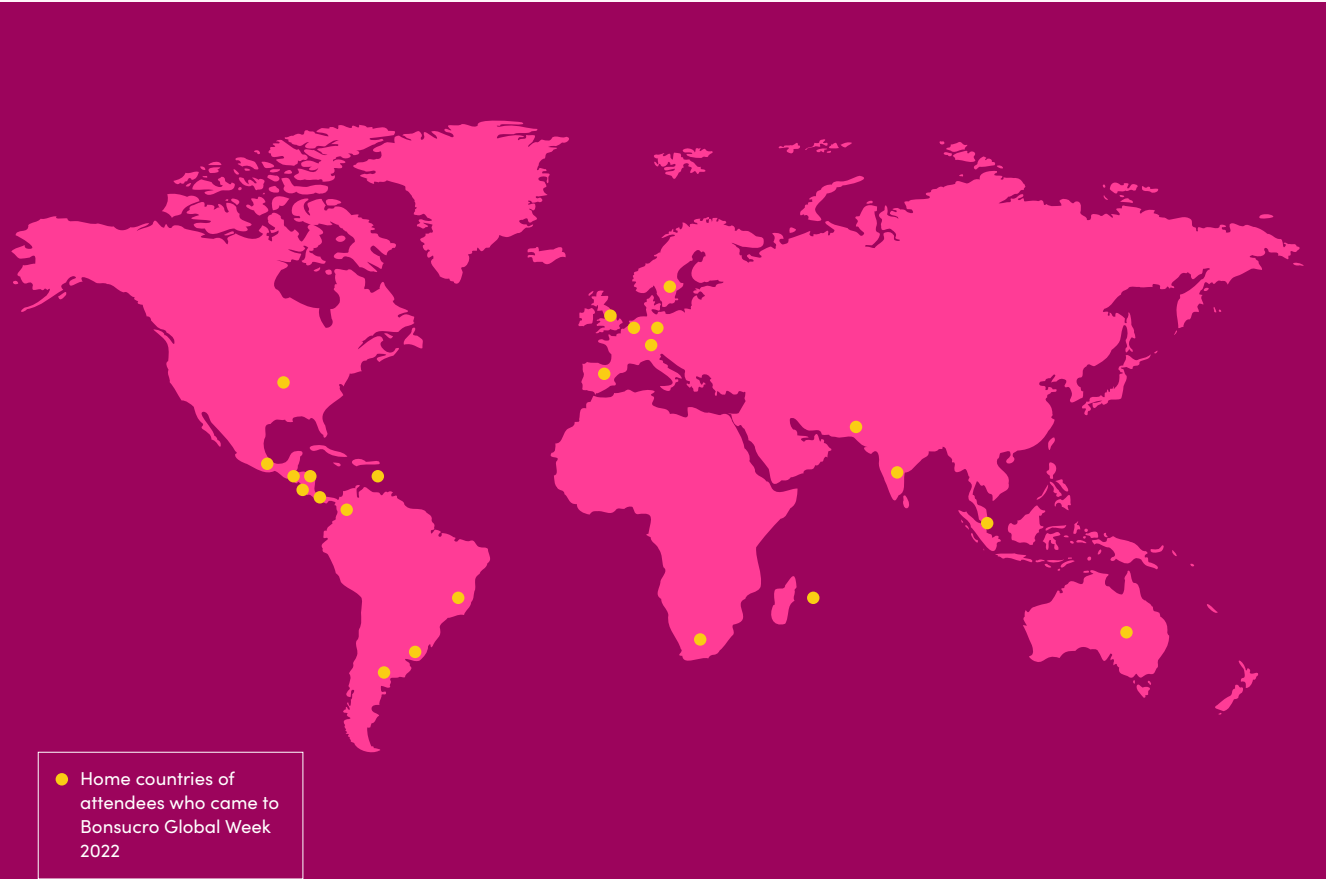
Attendees in a session at Bonsucro Global Week

AUDIENCE PROFILE FROM BONSUCCRO GLOBAL WEEK 2022

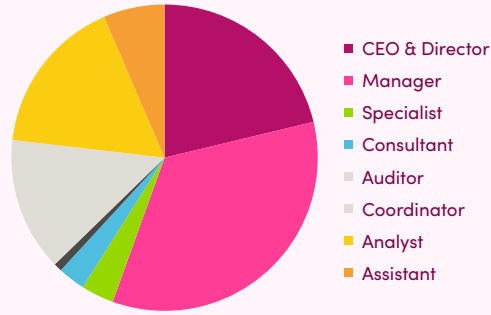
What types of organisation are attendees coming from?



Home countries of attendees who came to Bonsucro Global Week 2022

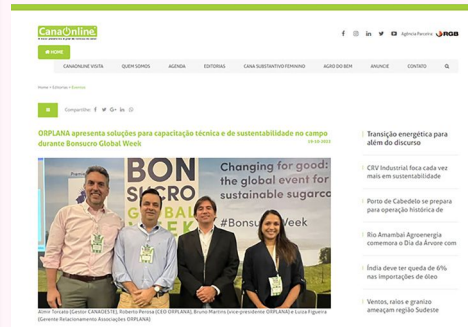


Attendees by job role



FEEDBACK FROM BONSUCCRO GLOBAL WEEK 2022

Press clippings from Bonsucro Global Week 2022



"The event was simply wonderful – already waiting for the next one!"

*Mill,
South America*

"I thought the event leadership by members of the Bonsucro team was very well done and maintained a positive and cheerful atmosphere!"

*End-user,
Europe*

"[The aspect of the week that was most useful was] the possibility of generating connections and seeing the perspective of other actors in the chain."

*Trader,
South America*

"A relaxed environment where you could walk around and meet people."

*Farmer association,
South America*

SPONSORSHIP PACKAGES

Benefits	Silver	Gold	Platinum	Welcome drinks	Lanyards	Awards dinner	Delegate bag
	\$7,500	\$12,000	\$25,000	\$18,000	\$10,000	\$20,000	\$10,000
Number of conference passes	1	2	4	2	2	2	2
Logo on website with link	●	●	●	●	●	●	●
Logo on digital signage at the event	●	●	●	●	●	●	●
Option to put materials in the delegate bag	●	●	●	●	●	●	●
Bespoke digital promotional materials created	●	●	●	●	●	●	●
Booth in the exhibition area		●	●	●		●	
Five minute welcome address at the beginning of the conference			●				
Opening address at the drinks reception				●			
Prominent logo on the backdrop			●				
Opening address at the awards dinner						●	
Logo on the lanyard					●		
Logo on the delegate bag							●
Packages available	10	6	1	1	1	1	1

Media opportunities: contact Liz Foggitt liz@bonsucro.com to find out more.

DRINKS RECEPTION



Put your organisation at the front and centre of **Bonsucro Global Week** by welcoming delegates with a drinks reception. You will have the chance to give a short speech to set the tone for a relaxed networking environment. It is an ideal opportunity to raise your brand profile from the very beginning and start making new contacts and building relationships with the delegates you will spend the week with.

DELEGATE BAG

Your logo will feature prominently on the bag delegates receive upon arrival, and which they take home with them after the event. It will serve as a reminder of **Bonsucro Global Week**, long after the event finishes.



LANYARDS



Promote your brand by featuring your logo on the lanyard, which will be worn all day every day by delegates throughout the event.

BONSUCRO INSPIRE AWARDS

The **Bonsucro Inspire Awards** celebrate our members' outstanding efforts to drive sustainability in the sugarcane sector, tackling the problems facing their regions by thinking innovatively, finding creative solutions, and sharing this knowledge with others. The Awards are in their 11th year and are highly competitive, featuring submissions from all parts of the sugarcane supply chain, and widely engaged with on social media.

By sponsoring the awards ceremony, you will have a unique opportunity to promote your organisation to our diverse network. You will have the chance to address delegates and the Awards finalists in an opening address at the Awards ceremony. Your brand will be featured in our news story announcing the winners, social media posts and in other communications surrounding the Awards both before and after the event. Your logo will also feature prominently at the ceremony.



INTERESTED IN SPONSORING BONSUCRO GLOBAL WEEK?

Contact Liz Foggitt,
Communications and Events
Manager at Bonsucro –
liz@bonsucro.com
to begin the conversation.

All sponsorship packages are subject to agreement.

 bgw.bonsucro.com

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