

Sponsoring & Partner Prospectus 2024

Your unique opportunity to connect with the dedicated IR professional community within Switzerland, enabled by partnering with the IR club

82

MEMBER
COMPANIES

80%

COMPANIES
LISTED IN SMI ARE
MEMBERS

> 250

INVESTOR
RELATIONS PRO-
FESSIONALS

Sponsoring categories: Overview *

	Gold CHF 5,000 / year
Communication of partnership on IR club Schweiz website, in a newsletter, and via LinkedIn	✓
Logo presence for all IR club Schweiz initiatives (events, newsletter, website)	✓
Mentioned on IR club Schweiz website (link to the services of the partner) and at our events	✓
Banners for free in an IR club Schweiz newsletter	2
Logo presence as knowledge partner on internal IR club Schweiz surveys	✓
Partner surveys are promoted by IR club Schweiz communication channels	✓
Contribute to our newsletter via either a video or article focusing on best practice ideas or IR relevant. Will be approved by IR Club Board prior to publication	✓
Visibility through a LinkedIn post related to the article published	✓
Event / survey add-ons available (listed on following slides)	Not included

* The partnership will commence once the contract has been signed and is set for a minimum of one year.

Contract Add-ons / Single Services

Single Event

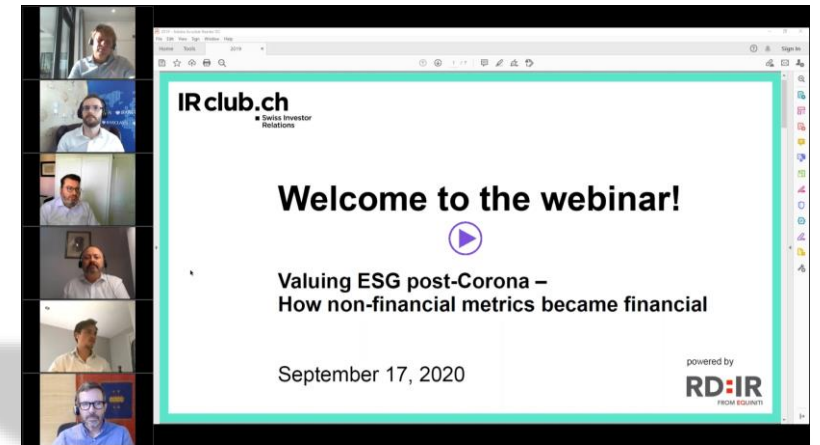
- Thematic proposal/suggestion for an event in coordination with IR club and creation of necessary invitation documents
- Logo presence as an event partner in the entire invitation management (website, email marketing, newsletter, LinkedIn)
- Suggestion for speakers and being responsible for necessary content briefing ahead of event, with input from IR club
- Required to moderate or provide a keynote speech and/or participate in a panel discussion
- Provide summary of event for post-processing within IR club social media/digital channels (e.g. key take aways)
- **All external costs (e.g. location, catering) to be borne by partner.** IR club can help to provide suggestions on suitable locations & catering as required.



Contract Add-ons

Single Webinar

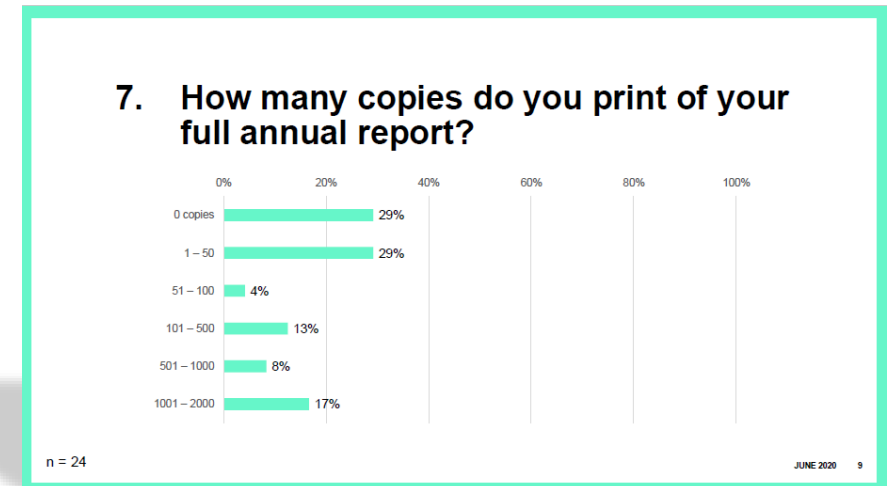
- Thematic proposal/suggestion for a webinar in coordination with IR club and creation of necessary invitation documents
- Logo presence as an event partner in the entire invitation management (incl. marketing slide at beginning of webinar presentation and redirection to sponsor website at end of webinar)
- Suggestion for speakers and being responsible for necessary content briefing ahead of event, with input from IR club
- Required to moderate or provide a keynote speech and/or participate in a panel discussion
- Webinar must be made available for the IR club website
- **All external costs to be borne by partner.** Partner to supply the necessary platforms to host webinar with input from IR club



Contract Add-ons

Single Member survey

- Opportunity to submit a survey concept – all survey questions must be reviewed and approved by IR club
- Includes direct mail to IR club members with invitation to participate in the study (incl. one follow-up mail)
- Evaluation of the results by IR club and preparation in the format of PowerPoint slides
- Logo presence as survey partner



There are possibilities to create a bespoke package (e.g. Gold + event sponsoring) which could allow for a discount. If the contract is signed for two years, we can also discuss a discount.

Please contact us for more information.



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We look forward to your continued collaboration with the IR club Switzerland.

IR club Schweiz

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