



Sponsorship Proposal 2021

International Entrepreneurial Pitch Competition for University
Students along the Danube

danubecup.net

dream it.
want it.
build it.

Supporting dreams

EMPOWER THE NEXT GENERATION

Dear Future Sponsor,

Danube Cup is a unique chance to display your brand in an international university environment on various platforms online and offline. Get recognized by thousands of students, lecturers, mentors, community members and established entrepreneurs.

Associate your company with empowerment, change, innovation and entrepreneurship, but most importantly, your sponsorship will help to train future generations to solve problems and create opportunities.

Our sponsorship packages are designed to create strategic partnerships, educate student entrepreneurs and fund pitch competitions.

Yours sincerely,

Danube Cup organizers

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A unique competition

For university startups with
validated business plans



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Project Leader

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danubecup.net

dream it.
want it.
build it.

organizers.

Team of organizers

Organizing committee



**JÁNOS
VECSENYI**

Budapest University
of Technology,
Corvinus University
of Budapest



**PÁL
DANYI**

Chair, Budapest
University of
Technology



**LORETTA
HUSZÁK**

Corvinus University
of Budapest



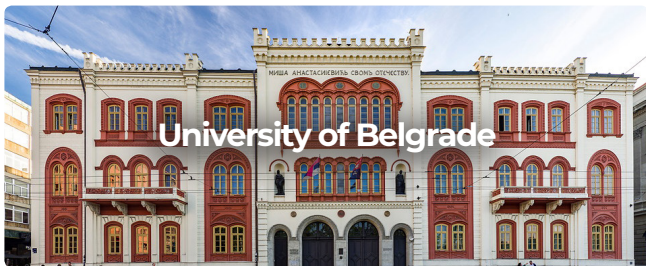
**ATTILA
MIKLYA**

Demola Budapest

PROMINENT LIST OF INVITED UNIVERSITIES

HOSTS IN 2021:

FACULTY OF ECONOMIC AND SOCIAL SCIENCES OF BME AND
CORVINUS UNIVERSITY OF BUDAPEST (BCE)



agenda.

Timeline of events



Budapest, Hungary

Budapest University of Technology and Economics
Corvinus University of Budapest

1/

Hungarian pre-selection

Online | December, 2020

The Hungarian startup teams to take part in the international competition (2+2) will be selected at the Danube Cup Hungarian Preselection event on 4 December 2020. This event will be held in English and forms a practice run for the international competition in Spring 2021. It will be an online event. The 2+2 winning Hungarian teams will receive prizes and can take part in the accelerator program Start it! @ K&H, the largest Hungarian corporate-backed incubator program that supports early-stage startups in their development. Depending on sponsorship agreements, an additional prize pool will also be offered to the best teams.

<https://danubecup.net/for-students>

2/

Finals

Budapest | April, 2021

The final presentations of international student teams at Danube Cup 2021. Beside the pitch competition, other satellite events are planned, including a panel discussion, a networking event and the introduction of successful university businesses. As main outcome of the competition we expect closer cooperation in business creation among the participating universities. We also aim for knowledge sharing and startup experience activities and already existing inter-university cooperation to become more visible. Prizes are to be announced later, along with sponsorship agreements.

<https://www.facebook.com/DanubeCupPitchCompetition>

Sponsorship Packages



	Gazelle 250.000 Huf	Bulldog 500.000 Huf max. 5 companies	Tiger 1.000.000 Huf max. 2 companies	Unicorn 2.000.000 Huf max. 1 company
Displaying company logo on event website and social media sites as sponsor	●	●	●	●
Featuring the company's name in a social media post (organising universities social platforms, e.g. LinkedIn: more than 120.000 followers)	●	●	●	●
One-Pager or Corporate Case Study as pdf distributed to all participants.	●	●	●	●
Job offer of the sponsor, posted on the official website/Career Newsletter of the organising universities (BME and Corvinus)		●	●	●
Announcing one event of the sponsor on Moodle (digital learning platform, reach: all Corvinus and BME students)		●	●	●
Broadcasting promo video of the sponsor during contest			●	●
Mention in the joint Press Release of the organising universities (Corvinus and BME)			●	●
Prominent sponsor recognition on all event-related marketing & promotional collateral, in cooperation with the international partner universities				●
Providing a jury member for the international competition				●
Offering a special prize relevant to the audience (valued at appr. 500.000 HUF)				●

The early bird catches the worm: if sponsorship agreement is signed by 30th November, all sponsor recognition offers guilt for the Hungarian semi-final, too.

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