



unicorn awards

by CONVENTA

Partnership offer

For brands that want to be present where
exceptional events are made

7-8 September 2026 | Ljubljana Castle

A partnership with Unicorn Awards offers your brand a visible role within a community shaping the future of events, live communication, and brand experiences, fostering a sense of belonging and shared purpose.



Partnership built around your business goals

Instead of asking ‘Which sponsorship package would you like?’, we focus on what your brand aims to achieve, making you feel valued and integral to the partnership’s success.

- **Build brand visibility**

Connect your brand with a pan-European community of leading events, agencies, clients and industry professionals.

- **Gain new contacts**

Open direct access to relevant people in the industry and create opportunities for meaningful business conversations.

- **Host key clients**

Use the event as a high-quality hospitality environment for existing clients and prospective partners.

- **Be associated with innovation**

Position the brand as a supporter of the future of the industry, new formats, technology, sustainability or young talent.

- **Create quality content**

Turn the event into stories, statements, video content, interviews and social media posts and reels.

Why the Unicorn Awards?

Unicorn Awards continues the story of the **Conventa Best Event Award**, a competition that has showcased the best European events since 2012.

The new brand and revamped identity express the awards' ambition more clearly: **to unearth rare, exceptional events that leave a lasting impression, build communities, and demonstrate the power of live communication formats.**

Why does the partnership work?

● **Credibility**

a professional platform with transparent criteria, an expert jury and an established competition history.

● **Access to the community**

direct contact with the people who create, commission and support events.

● **A clear impact for the brand**

the partner can become a host, category supporter, experience owner or champion of a theme.

● **Content beyond the event**

including photo and video content, finalist and winner announcements, and post-event summaries, will extend your brand's presence and impact, helping you sustain engagement.

Signature partnerships

- **Official awards night partner**

The strongest association with the awards evening and the central moment of Unicorn Awards.

- **Opening ceremony partner**

The partner of the opening moment that sets the tone and welcomes the community.

- **Sustainability partner**

The partner of themes connected with responsible event design, impact and legacy.

- **Young talent partner**

The partner of young talent, new voices and the future of the event industry.

- **Jury dinner partner**

An exclusive hospitality partnership for a selected expert audience in a high-quality business setting.

- **After-party partner**

The partner of the relaxed closing moment where the community connects after the awards ceremony.

- **Content studio partner**

The partner of a space for statements, interviews, short video content and social media material.

Partnership options at a glance

The partnership options are designed as a starting point. Each partnership can be tailored according to the partner’s objectives, category fit, scope, hospitality needs and programme availability.



Package	Partner role	Best for	Value
Strategic partner	Core association with the event	reputation, access, visibility	21,000 EUR + VAT
Awards category partner	Association with an award, category or theme	authority, content	7,500 EUR + VAT
Experience partner	Physical activation or hospitality	contact, experience	9,500-12,000 EUR + VAT
Unicorn lounge partner	Space for meetings and conversations	hospitality, networking	4,500 EUR + VAT
Networking break partner	Presence during coffee breaks	spontaneous contact	5,500 EUR + VAT
Content studio/photo wall partner	Visible and shareable moments	content, social media	8,000 EUR + VAT
Hospitality/catering partner	Taste, service and welcome	guest experience	9,500 EUR + VAT

Partnership packages and activations



**No More
Boring Events.**

A large, hand-drawn style orange 'X' mark is positioned over the text.

● Positioning

The partner becomes a key, visible supporter of the Unicorn Awards 2026, aligning with the event's excellence, expert evaluation, and the European event community in Ljubljana, thus enhancing brand recognition and influence.

● Best suited to

Destinations, hotels, venues, technology platforms, major suppliers to the event industry, media partners and brands that want to enter into conversation with agencies, clients, finalists, jury members and other key event creators.

● The activation can include

- ✓ Strategic partner status for Unicorn Awards 2026;
- ✓ Visibility in official communication before, during and after the event;
- ✓ On-site visibility, inclusion in the digital programme and selected event materials;
- ✓ An agreed stage or programme moment;
- ✓ Hospitality rights for invited business guests;
- ✓ Association with one central event theme;
- ✓ An agreed content or experiential activation.

● Positioning

The partner creates a space or moment that participants can genuinely experience: a meeting point, conversation, reception, lounge, studio or activation.

● Best suited to

Destinations, venues, hotels, hospitality partners, premium brands and solution providers for the event industry.

● The activation can include

- ✓ Unicorn Lounge or partner hub as a designed space for meetings, a pause, conversation and hosted partner presence;
- ✓ Networking break, reception or evening moment connected with natural points of gathering;
- ✓ Photo/video point or Unicorn studio for content created with guests, finalists, partners and the organiser;
- ✓ Micro-activation that complements the programme and gives participants a memorable brand touchpoint;
- ✓ Branded on-site touchpoint such as signage, hosted element, interactive content, gift, tasting or demo;
- ✓ Connection with selected content, interviews or social media moments, where feasible.

● Positioning

The partner is associated with a selected category, award or theme that naturally connects with its expertise, values or role in the industry.

● Best suited to

Companies, institutions, platforms, destinations, educational organisations, technology providers, sustainability partners and brands that want to support the development of the industry.

● The activation can include

- ✓ Partnership of a selected category or special award;
- ✓ Support for themes such as technology, sustainability, community, talent or format innovation;
- ✓ Presentation of an award or a short agreed stage moment;
- ✓ Partner mention in connection with the selected category, theme, finalists or winners;
- ✓ Communication link before, during and after the event;
- ✓ A prize, tool, or experience for a selected group of participants.



Unicorn lounge partner

4,500 EUR + VAT

● Positioning

The partner hosts the community in a welcoming lounge space designed as the living room of the event.

● Best suited to

Destinations, hotels, venues, hospitality partners, premium brands, business service providers, technology solutions and partners that want to create a warm and visible point of contact with the community.

● The activation can include

- ✓ Branded lounge space on site;
- ✓ Signage and logo inclusion in the digital programme;
- ✓ Opportunity for short conversations, interviews or small content activations;
- ✓ Photo/video use of the space in agreement with the organiser.

● Positioning

The partner is present during one of the most organic networking moments of the event: over coffee, a short pause and informal conversations.

● Best suited to

Brands that want to be associated with hospitality, energy, meeting people and a high-quality user experience.

● The activation can include

- ✓ Branding at the catering or networking point;
- ✓ Programme mention;
- ✓ Logo on related signage;
- ✓ Short micro-activation without interrupting the programme;
- ✓ Small branded element, gift, tasting or content highlight.

● Positioning

The partner is connected with the most visible and shareable moments of the event.

● Best suited to

Brands that want strong visual presence and a connection with content created by guests, finalists, winners and the organiser.

● The activation can include

- ✓ Logo at the photo/video point or content studio;
- ✓ Brand exposure in guest content and official event materials, where relevant;
- ✓ Connection with the photo gallery or aftermovie content;
- ✓ Branded prop, visual element or scenographic highlight;
- ✓ Use of the point as a starting place for short statements, interviews or social media content.

● Positioning

The partner is associated with hospitality, service quality and the moments when participants naturally stop, talk and connect.

● Best suited to

Catering providers, hotels, restaurants, culinary brands, destinations, drinks brands, premium lifestyle brands and partners that want to present their quality through taste, service and the on-site experience.

● The activation can include

- ✓ Branding at the catering, bar or hospitality point;
- ✓ Programme mention and partner communication, where relevant;
- ✓ Logo on related signage;
- ✓ Tasting, signature snack, drink or other branded hospitality element;
- ✓ Connection with photo/video event content, where agreed;
- ✓ Short micro-activation without interrupting the programme.

How does the partnership work?

1. We align on the partner's business objectives.
2. We select the most relevant package or combination of partnership options.
3. We define the category, activation, hosted moment or content connection.
4. We prepare an operational plan covering delivery, materials, deadlines and responsibilities.
5. We include the partner in the communication plan before, during and after the event.
6. After the event, we prepare a short overview of delivered activities and selected content.



Partnership after the event

The partnership does not end with the awards evening. Agreed content, photo/video materials, finalist and winner announcements, and event summaries allow the partner to continue communication after the event.

& next steps

If you see an opportunity to collaborate, we suggest a brief call to review the goals of the partnership, the most suitable form of presence, the scope of visibility, hospitality or content association, and the materials and deadlines required for quality delivery.

Based on that, we prepare the final partnership proposal and operational delivery plan.

Contact

Toleranca Marketing d.o.o.

For partnership enquiries and tailored proposals

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Role: Organiser and founder of the event

Note: The values and activation options listed in this document are a starting point for a partnership agreement. The final scope of collaboration, rights, deadlines, production requirements, and exclusivity are confirmed individually based on the selected package, programme availability, and the venue's technical capabilities.