

MARKETING TOOL

WTG2025 Shadow Place

A Shadow Place is an innovative concept for a public space that is both functional and socially engaging. A tent, combined with stools and a selfie frame, invites people to linger and interact.



Benefits for the Partner

Positive Brand / Corporate Perception:

- By supporting a cause like organ donation, the sponsor positions itself as socially engaged and responsible.
- The sponsor is associated with a life-saving initiative, which can sustainably enhance brand and corporate perception.

Increased Visibility:

- The selfie spot encourages visitors to take photos and share them on social media. These images prominently feature the sponsor's logo, generating viral exposure.
- By placing the sponsor's logo on shared images, brand awareness is reinforced, reaching a broad audience.

Community Engagement:

- The "Shadow Place" brings people together, linking the sponsor's brand with values such as community and solidarity.
- Visitors share stories and experiences, potentially discussing organ donation and transplantation, fostering a deeper connection between the brand and the community.

Innovative Brand / Corporate Presence:

The sponsor is perceived as innovative and modern by supporting a creative and interactive space that fulfills practical needs (e.g., phone charging stations or drinking water) while promoting social issues.



Design & Emotional Impact

- The compact and well-thought-out design (4x4 meters) and full-surface branding enable flexible placement, increasing brand visibility in various urban environments.
- By offering a platform that inspires people to think and talk about organ donation and transplantation, the sponsor creates an emotional connection with the audience.
- This emotional engagement can enhance consumer loyalty to the brand.

Long-Term Brand Enhancement:

- Continuous presence and association with a valuable social cause contribute to a sustainable brand image beyond short-term marketing campaigns.
- By supporting a public space that creates a positive social impact, the sponsor invests in long-term community engagement.

A "Shadow Place" provides sponsors with increased visibility and the opportunity to position themselves as actively involved in important social issues. This not only strengthens the brand but also fosters a positive and lasting public image.

Features of the Shadow Place

- **4x4 Meters / Full-Surface Branding / Inflatable:**
 - The event tent has a compact size, making it suitable for various urban settings.
- **Seating Area:**
 - Sustainable cardboard stools with printed logos invite visitors to sit, engage, and relax. These stools can be taken home, leaving a lasting impression associated with the brand.
- **Selfie Spot:**
 - A specially designed area encourages visitors to take selfies and share them on social media.
- **Branding & Sponsorship:**
 - The sponsor's logo is prominently displayed, and shared images further promote brand recognition.
- **Optional Features (to be evaluated):**
 - **Phone Charging Station or Drinking Water Connection:** Visitors can choose between a mobile charging station or a water supply, making the space even more attractive.

Purchase Option & Pricing

The Shadow Place is available for purchase, offering long-term usability at future events.

Full Branding Price: €20,000 (net)

Includes:

- **Event Tent (4x4m)**
 - 4 side panels, closable with zippers
 - 1 electric pump (inflatable within minutes)
 - Sandbags for stabilization
 - Full-surface branding
- **20 Cardboard Stools with Logo Print**
- **Selfie Frame Structure with Branding**
- **Concept Development**
- **Planning & Implementation**
- **Shipping to the Final Destination**

