



Sponsorship Proposal

Democratising AI and
Translating Ideas
Into Policy

AIBE 2021

aibesummit.com



We are the Epicentre of LSE's Tech Vibes

One Story



ONE MISSION

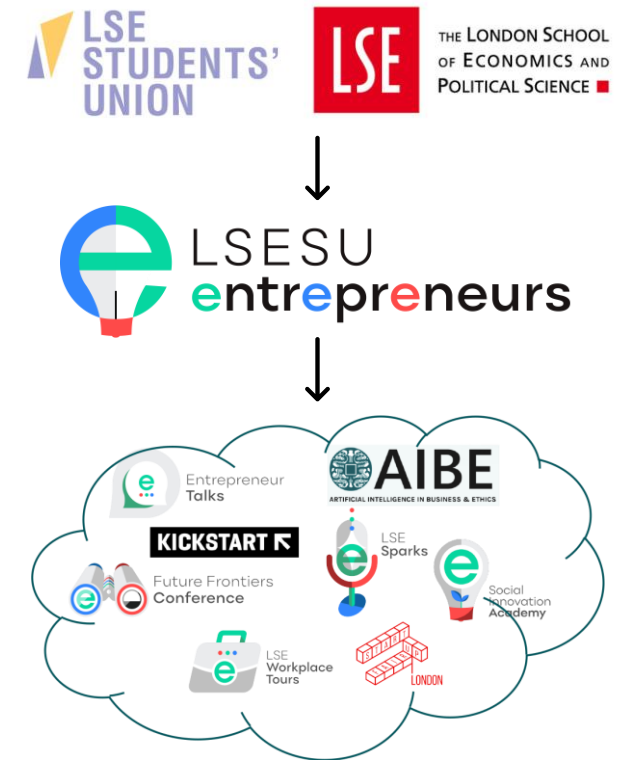
At AIBE we strive to enhance public understanding of AI and data-driven technologies

We aim to be a platform to translate ideas into policy

We do so by:

- Organising a virtual speaker series, panel discussions and live AI demos
- Publishing our own research and sharing leading research on our network
- Gathering diverse opinions to explore the latest industry developments along with their economic, social, and ethical implications
- Enabling a plural, educated and respectful debate
- Focusing on how AI can ethically help businesses transition in light of the COVID-19 pandemic and exploring how government is influencing the necessary policy changes

A unique Entrepreneurial Network





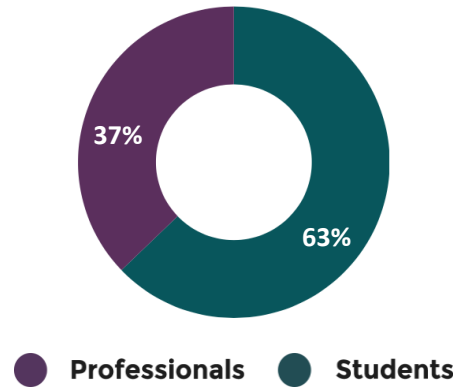
AIBE in Figures

Virtual speaker series with experts in their field

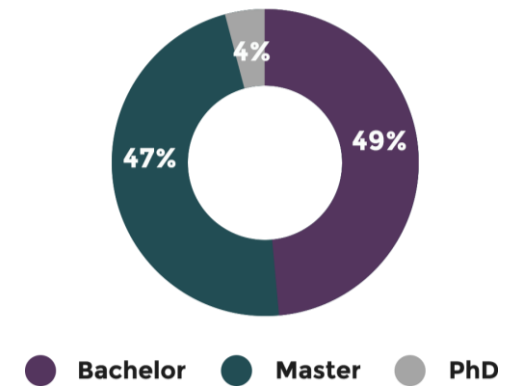
Live AI demos demystifying AI

Thought-provoking panel discussions

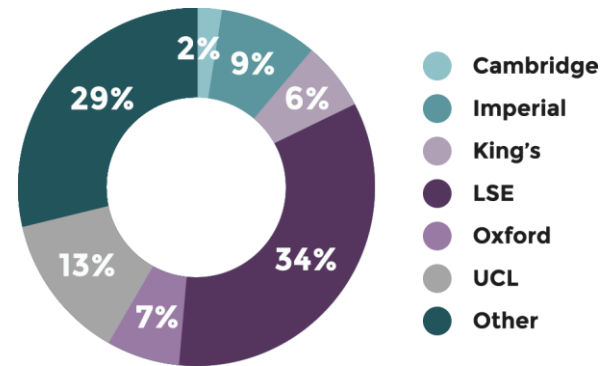
Attendees' Profile



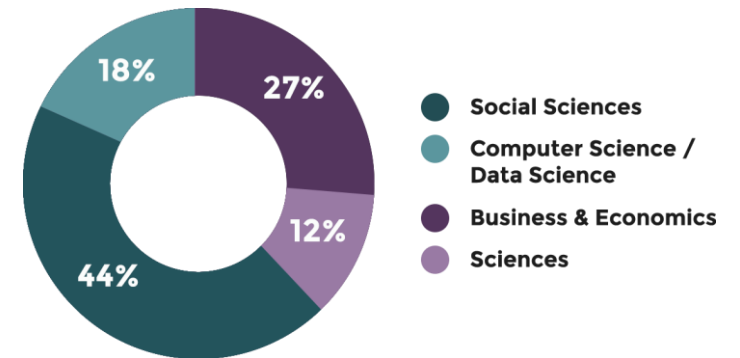
Students' Profile*



Students' Universities*



Students' Field of Study*



* Calculated using data only from past summits because it was not collected in 2020.



AIBE 2021 - Snapshot



When & Where: The fifth edition of AIBE will take place in the form of virtual speaker series and panel discussions from October 2020 to March 2021.



Who will attend: Up to 1500 attendees across our series with a wide spectrum of representation from top universities, start-ups, corporations, academia and government agencies around the world.



Speakers: We attract prominent figures of the AI industry including corporates, academics and politicians. Past speakers include senior executives from Accenture, Amazon, IBM, Microsoft, as well as politicians from the UK government.



Exhibitors: We offer live demonstrations of AI technology as well as the opportunity for our partners to conduct product demonstrations of their latest technological developments. Past exhibitors include Tesla, IBM, Greyparrot, Blue Prism, DNANudge, Aiden and CausaLens among others.



Team: The summit is organised by AIBE - a venture of the LSE SU Entrepreneurs Society, part of the London School of Economics Students' Union.



Sponsoring AIBE

We are an entirely student-run
non-profit organisation

Any sponsorship funds received
will be used to cover our digital costs
(webinar platform and marketing),
subsidising ticket prices and
enhancing the learning experience
of attendees.

We recognise there is significant demand to learn more about artificial
intelligence and data-driven technologies.

Our mission is to enhance public understanding of artificial intelligence and
create an educated discussion around its economic, social and ethical
implications.

Your support is crucial to help us achieve our mission.
Indeed, digital costs of organising a series of online keynotes, panel
discussions and live AI demos are high.

Sponsorship
packages are
flexible and
designed to
meet your
requirements

Our Sponsorship Plans

- Dedicated point of contact throughout the year
- Promoted as official sponsor on all AIBE social media accounts (2,100+ followers)
- Promoted as official sponsor with name, logo and company description on AIBE website
- Promoted as official sponsor on all pre-broadcast slides
- Email all AIBE and LSE Entrepreneurs contacts (outreach of 3200+)
- Advertise your firm by posting on all AIBE and LSE Entrepreneurs social media accounts (12,500+ followers)
- Organise one event with AIBE and LSE Entrepreneurs
- Promoted as official sponsor on all slides of keynotes
- Promoted as official sponsor on all LSE Entrepreneurs social media accounts (10,400+ followers)
- Promoted as official sponsor on LSE Entrepreneurs website
- 3 minute promotional video/presentation at start of all talks and panel discussions
- 30 minute podcast which is shared on all of our social media and email accounts (outreach of 15,700+)
- CV booklet of all attendees of our digital events
- Recruitment or networking event after one broadcast

BRONZE

£100



(short description)



(name & logo)

SILVER

£250



(medium description)



(description, name & logo)



(once)



(once)



(digital)

GOLD

£500



(long description)



(description, name & logo)



(three times)



(three times)



(on-campus or digital)





BRONZE £100

Gain brand recognition



Branding

- **At all broadcasts:** Promoted as official sponsor on the pre-broadcast slide with name & logo
- **Social media:** Promoted as official sponsor on all AIBE social media accounts (2,100+ followers)
- **Website:** Promoted as official sponsor with name, logo and short company description on AIBE website



• **Dedicated point of contact** within the team to promptly answer your questions and ensure your needs are met throughout the year



SILVER £250

Actively promote your firm to our community and increase brand recognition



Branding

- **At all broadcasts:** Promoted as official sponsor on the pre-broadcast slide with a description, name & logo
- **Social media:** Promoted as official sponsor on all AIBE social media accounts (2,100+ followers)
- **Website:** Promoted as official sponsor with name, logo and medium company description on AIBE website



Marketing

- **Email** all AIBE and LSE Entrepreneurs contacts once (outreach of 3200+)
- **Social Media:** Advertise your firm through one post on all AIBE and LSE Entrepreneurs accounts (12,500+ followers)



• **Organise** one digital event in collaboration with AIBE and LSE Entrepreneurs (e.g. a competition, workshop, networking event, interviews or market research)



• **Dedicated point of contact** within the team to promptly answer your questions and ensure your needs are met throughout the year



GOLD £500

Speak, intensively engage with our community and maximise brand recognition



Branding

- **At all broadcasts:** Promoted as official sponsor on the pre-broadcast slide with a description, name & logo
Promoted as official sponsor on all slides of keynotes (if they use a presentation)
- **Social media:** Promoted as official sponsor on all AIBE social media accounts (2,100+ followers)
Promoted as official sponsor on all LSE Entrepreneurs social media accounts (10,400+ followers)
- **Website:** Promoted as official sponsor with name, logo and long company description on the AIBE website
Promoted as official sponsor on the LSE Entrepreneurs website



Marketing

- **At all broadcasts:** 3 minute promotional video or presentation at the start of all keynotes and panel discussions
- **Email** all AIBE and LSE Entrepreneurs contacts three times (outreach of 3200+)
- **Social Media:** Advertise your firm through three posts on all AIBE and LSE Entrepreneurs accounts (12,500+ followers)



Recruitment

- **CV booklet** of all attendees of our digital events (subject to individual consent)
- **After one broadcast:** Organise a recruitment or networking event



• **Speak** in a 30 minute podcast with LSE Entrepreneurs Podcasts which is then shared on all AIBE and LSE Entrepreneurs social media channels and email accounts (outreach of 15,700+)



• **Organise** one on-campus or digital event in collaboration with AIBE and LSE Entrepreneurs (e.g. a competition, workshop, networking event, interviews or market research)

• **Dedicated point of contact** within the team to promptly answer your questions and ensure your needs are met throughout the year



TEAM



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