



**Balkonnnect**  
FESTIVAL  
Business Without Borders **2026**

# **SPONSORSHIP CALL**

**21-22 MAY**

## **WHY BALKONNECT FESTIVAL**

Balkonnnect Festival is an annual, rotating Western Balkans platform connecting industry leaders, investors, institutions and innovators around real business outcomes.

## **PROOF 2025 EDITION PRISHTINA**

450+ participants, 37 countries, 839 B2B meetings, +350 worldwide major media outlets coverage and confirmed investment commitments through pitching.

## **WHO YOU REACH**

- CEOs & founders (SMEs + scaleups)
- Investors (VCs, angels, institutional)
- Banks & fintech leaders
- Public sector & international organizations
- Tech parks, accelerators, academia, innovators

## **SPONSOR CATEGORIES**

Strategic Partner  
Platinum  
Gold  
Silver  
Supporting  
In-Kind

## **WHAT SPONSORS GET**

Brand dominance, thought leadership, VIP access, curated networking and lead generation options-plus category exclusivity (limited).



## About Balkonnnect Festival

Balkonnnect Festival is a two-day regional platform designed to bridge the Western Balkans' leading industries to global innovation, matchmaking, promotion, networking and investment - powered by Prishtina REA and partners.

**It is built around the core theme:** Innovate – Transform – e-Solution – Invest.

Track record (why sponsors should believe)

Balkonnnect Festival 2025 (Prishtina, 23–24 May 2025) delivered:

- 450+ participants from 37 countries across 4 continents
- 839 B2B meetings via B2Match platform
- 7 thematic sessions across priority sectors
- Confirmed investment commitments through pitching + investor engagement
- +350 worldwide major media outlets coverage

## 2026 positioning

Balkonnnect 2026 is for brands that want to:

- Own a premium “regional gateway” positioning
- Meet buyers/partners across borders (not just visibility)
- Place products/services in front of decision-makers in WB growth sectors
- Be associated with the Western Balkans' innovation + investment story

## Audience and industries

Core participants (festival target audience): business & industry leaders, government officials, international organizations, investors, academia & innovators.

**Industry focus** (recurring across WB): ICT & digital, tourism/agri-food/processing, renewable & green, banking & finance, outsourcing/manufacturing, wood/metal/construction and related sectors.

## Sponsor objectives (what you buy)

Sponsors can choose to prioritize:

1. Brand dominance (main stage + core materials)
2. Lead generation (opt-in, B2B activation, booth + meetings)
3. Thought leadership (session ownership, curated panel slot, keynote)
4. VIP influence (investor dinner, closed-door roundtables)
5. Category ownership (exclusivity)

# Sponsorship Packages

## **STRATEGIC PARTNER (2 slots)**

**€ 20,000.00**

Positioning: "Balkonnect Festival 2026 powered by [Sponsor]"

Includes:

- Top-tier logo lockup on all key visuals (stage, website, banners, press)
- Opening Ceremony: 5 - 7 min welcome address (non-political, business-focused)
- 1 flagship session ownership (branding + intro + topic framing)
- VIP hosting: 10 VIP passes + 10 delegate passes
- Premium booth / branded lounge area
- Featured in post-event report and media materials
- Category exclusivity (if desired)
- Opt-in lead package + curated introductions
- Post-event sponsor report: reach, photos, agenda visibility proof and participation stats (and B2B metrics)

## **PLATINUM (3 slots)**

**€ 15,000.00**

- Prominent logo placement (2nd tier)
- 1 panel speaking seat OR keynote-style fireside (curated)
- 6 VIP passes + 6 delegate passes
- Booth / activation space
- Sponsored networking moment (coffee break or B2B lounge branding)
- Social media + newsletter features
- Opt-in lead package (defined scope)

## **GOLD (4 slots)**

**€ 10,000.00**

- Logo placement (3rd tier)
- 4 VIP passes + 4 delegate passes
- Booth (standard)
- Sponsor mention in opening + closing slides
- 1 branded side activation (e.g., "Gold Sponsor Meetup Corner")
- Social media features

# Sponsorship Packages

## **SILVER (5)**

**€ 6,000.00**

- Logo placement
- 2 VIP passes + 2 delegate passes
- Shared sponsor wall + website listing
- 1 social media shoutout

## **SUPPORTING SPONSOR**

**€5.000.00**

- Prominent logo placement (2nd tier)
- 1 panel speaking seat OR keynote-style fireside (curated)
- 6 VIP passes + 6 delegate passes
- Booth / activation space
- Sponsored networking moment (coffee break or B2B lounge branding)
- Social media + newsletter features
- Opt-in lead package (defined scope)

## **IN-KIND**

**(limited)**

Examples: badge printing, stage tech, DOOH screens, catering, logistic support, etc.

- “Official [Category] Partner” credit
- Logo placement and agreed visibility package

## **FAQ**

### **Q: IS THIS ONLY AN ALBANIAN EVENT?**

No. Balkonnnect Festival is a Western Balkans rotating concept by design and built on cross-border cooperation - 2025 edition (Prishtina, Kosovo) already brought participants from 37 countries and enabled 839 transnational-heavy meetings. The official business language is English.

### **Q: WHAT MAKES IT DIFFERENT FROM A NORMAL CONFERENCE?**

Balkonnnect is built around outcomes: structured B2B matchmaking, investor engagement and sector-specific sessions tied to business deals.

### **Q: CAN WE SPONSOR AND ALSO RUN ACTIVATION?**

Yes - every tier can add activation. Higher tiers can secure premium areas and exclusivity.

### **Q: DO SPONSORS GET LEADS?**

Only via opt-in mechanisms (good compliance + higher quality). We can structure this per sponsor objectives.