

SPONSORSHIP DOSSIER



**MUSIC
ART
TECHNOLOGY
EDUCATION**

3RD EDITION

***FESTIVAL & SHOWCASES
CONFERENCE 2025***

ABOUT MATE

MATE: 3RD EDITION
FESTIVAL & SHOWCASES
CONFERENCE 2025

MATE – Music, Art, Technology and Education – is an international, transdisciplinary festival that promotes diversity, innovation and cultural cooperation among Lusophone and Ibero-American countries.

Held annually in **Coimbra (Portugal)**, MATE brings together • artists • professionals • brands • and institutions in a space for exchange, connection and transformation.



Sam The Kid • MATE 2023



António Zambujo & Yamandu Costa • MATE 2023

DATES

23–26 October 2025

LOCATION

• **Convento São Francisco
Coimbra, Portugal**

FORMAT

Festival, Conference and International Expo

ESTIMATED AUDIENCE

+5.000 in-person participants

DIGITAL REACH

+20 million people globally

COVERAGE

Portugal, Europe, Brazil, Latin America, Africa

WHY ASSOCIATE YOUR BRAND WITH MATE?

- International visibility with strong local impact
- Alignment with contemporary causes: diversity, sustainability, innovation and inclusion
- + Strategic and creative audience
- Multichannel storytelling and branded content
- Detailed metrics on impact, media and engagement
- Join a network of over 5,000 participants from 15 different countries

All tiers include:

- Inclusion in the Official Programme Guide (50,000 copies – regional distribution)
- Presence on LED screens and institutional city panels
- Visibility on the official website, social media and newsletters
- Participation in the MATE ecosystem with impact reports

TIERS AND BENEFITS



MASTER TIER

50.000€

- 1 full page in the Guide + Insert in Expresso and regional newspapers
- 2 billboards on the A1 motorway (30 days)
- 50 mupis: 20 in Coimbra + 30 in Lisbon/Porto (60 days)
- Permanent logo on panels and videos + full digital highlight
- 3 dedicated posts + 3 newsletters + homepage feature
- Branded institutional video
- Lounge/installation + 50 passes + 10 VIP
- Speaking slot + inclusion in the welcome kit



GOLD TIER

20.000€

- Half-page in the Guide + regional insert
- 20 mupis in Coimbra (60 days)
- Medium-sized logo on LED screens
- 2 posts + 2 newsletters + dedicated webpage
- Opportunity for activation and speaking slot
- 30 passes + 10 VIP

TIERS AND BENEFITS



SILVER TIER

10.000€

- Logo + short release in the Guide
- Rotating logo on LED panels
- Group post + 1 newsletter + website visibility
- 15 passes + 5 VIP



BRONZE TIER

6.000€

- Logo in the Guide + 20 mupis in Coimbra (60 days)
- Logo on LED panels (institutional loop)
- Thematic activation + 1 newsletter + group post
- 9 passes + 3 VIP



PARTNER TIER

3.600€

- Logo on collective page in the Guide
- Website and collective thank-you post
- 5 passes + 2 VIP

SPONSORSHIP GENERAL TERMS

- All values are subject to 23% VAT on top of the sponsorship amount.
- Tier confirmation is made upon payment of 50% of the total amount (plus VAT) at the time of formalising the sponsorship.
- The remaining 50% must be paid by **1 October 2025**, following submission and delivery of a preliminary report documenting and evidencing all agreed deliverables and activations.
- We do not reserve sponsorship tiers. Confirmation is based on receipt of the initial payment and the signed commitment agreement.
- Any personalised activations or branded experiences requested will be formalised in an additional document, according to specifications and budgets agreed between the parties.
- In the event of cancellation by the sponsor after confirmation and the start of deliverables, no refund will be issued for payments already made, except in cases of force majeure.
- All sponsors will have access to the final comprehensive report, including visibility, reach and engagement data, as well as records of all delivered benefits.

CREATIVE ACTIVATIONS AND BRAND EXPERIENCES (UPON REQUEST)

- Branded lounge area
- Immersive installation or interactive tent
- Showcases/artists curated by the brand
- Personalised workshops or talks
- Photowall, digital panels and AR-enabled QR codes
- Sponsored video and social media content
- Branding at the After MATE (closing event)

CONTACT

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Organization

