

DIGITIZE THE PHILIPPINES 2019

BUSINESS SOLUTIONS
LED BY DIGITAL INNOVATION

SPONSORS PACK

PRESENTED BY:

AXADRA

Creative. Digital. Innovation

DID YOU KNOW:
ONLY ABOUT 5,000 OUT OF 1.4M
PHILIPPINE BUSINESSES HAVE
OPTIMIZED ONLINE PRESENCES

**THE DEMAND FOR CONNECTIVITY AND
DIGITIZATION IS AT AN ALL-TIME HIGH.**

WITH EMERGING TECHNOLOGIES
RAPIDLY CHANGING THE WAY
CUSTOMERS INTERACT WITH COMPANIES,
HOW WILL YOUR BUSINESS ADAPT?

REMEMBER:
**BE A DISRUPTOR,
NOT THE DISRUPTED.**

DIGITIZATION OVERVIEW

Greetings, and welcome to the Fourth Industrial Revolution!

In June 2019, to address the growing need for digitization in the country and to help local companies compete in the international market, Axadra Ventures launched the *Digitize the Philippines*, a digital conference that aims to address, educate, and implement digital solutions for Filipino businesses.

The series of events that the organization is putting together is meant to create a strong digital transformation culture in the country, not only to help businesses survive the changing market conditions of the future, but also to help them compete in a global market. To do this, we believe in creating leaders of tomorrow: businesses that are future-proof, with a strong knowledge base of digital technologies to fall back on.

We invite everyone, especially those who directly impact the performance of businesses online and offline, and those who are exploring digital tools as means to reach their marketing and business goals. Our knowledge-sharing events are meant to help the leaders of today and tomorrow actionable, scalable, digital tools and strategies to be able to meet the business challenges in the future.

Following the success of our previously held events, our upcoming *Digi Series* workshops and *Digitize the Philippines* conference are anticipated to be attended by over 400 forward-thinking decision-makers and professionals from various industries such as traditional and digital marketing agencies, agriculture, health & wellness, law, IT, hospitality & tourism.

As we continue to create a culture of digitization, we invite you to take part in this initiative.

Cheers,

Bernard San Juan III

General Manager

Axadra Ventures, Inc

Sol Ranulfo Rellita

COO

Axadra Ventures, Inc.

ABOUT AXADRA

Axadra Ventures is one of the country's largest digital transformation providers and is leading the way in elevating the local market with scalable, digital solutions.

We are a Manila-based Digital Solutions company that provides resources that fill offshore IT and digital marketing outsourcing needs, offering a full range of managed solutions in search engine marketing, web design and development and branding.

Along the way, Axadra has built other brands: SEOReseller.com, SEO Services Australia, Siteoscope, and Truelogic. Through these, we are able to share our expertise in over 1,000 digital campaigns across 16 countries in 5 continents month-over-month.

Axadra is at the forefront of innovative practices and the latest in digital business technologies, and we want to pass on our knowledge to our clients. This way, we are creating digital leaders who can thrive in the market conditions of the future.

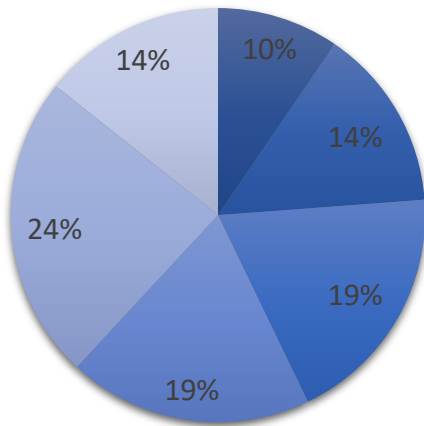
For more information, visit: <https://axadra.com>

LOOKING BACK TO JUNE 2019

DIGITIZE THE PHILIPPINES

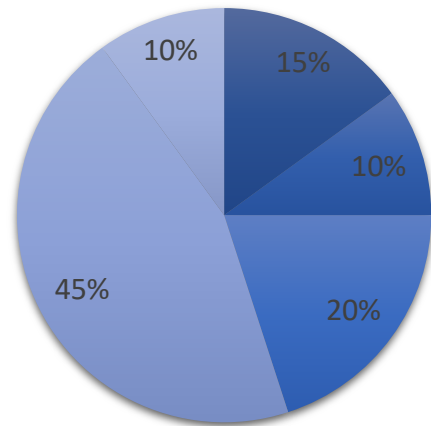
The conference was well-attended by over 200 individuals, representing 88 different companies and organizations.

INDUSTRY



- Traditional Agencies
- Digital Agencies
- IT, Tech, E-commerce
- Lifestyle, Hospitality, Beauty, Wellness, etc.
- Agriculture, Logistics, Real Estate, etc.
- Academe

PROFILE



- Business Owners, C-Suites
- Department Heads, Directors
- Management Team
- Specialists
- Academe

OUR SPEAKERS:



Denise Haak
CEO
Quiddity Labs



Bernard San Juan
General Manager
Axadra



Art Jumarang
PH Partner
Oracle Netsuite



Brad Geiser
Co-Founder
GeiserMaclang

BECOME A SPONSOR!

DIGITIZATION PARTNER	
PHP 200,000	
SPEAKING SLOT(S)	Digitize The Philippines: 30 minutes
	Digi Series: 10 minutes x 2 events
BRAND EXCLUSIVITY	Digitize The Philippines: Full Brand Lock-Out
	Digi Series: Lock Out in 2 events
TICKETS INCLUDED	Digitize The Philippines: 7 tickets
	Digi Series: 3 guaranteed slots
MARKETING MILEAGE	DTP Website: Prominent Logo + link to brand website or social media page
	DTP Social Media Posts: Logo Inclusion and/or Partnership mention in all social media marketing collaterals + boosted posts
	DTP In-event: Logo Inclusion in all on-ground collaterals + Partnership mention during program breaks
	Partner may distribute marketing collaterals, brochures, giveaways, etc. during DTP
	Write-up/company profile with logo Included in two (2) DTP pre-event content marketing newsletters
	Write-up/company profile with logo Included in two (2) DTP post-event content marketing newsletters
	Digi Series Social Media posts: Logo inclusion in each marketing run for the two (2) MS sponsored events
	Digi Series In-event mention during program breaks for two (2) sponsored events
	Partner may distribute marketing collaterals, brochures, giveaways, etc. during two (2) sponsored events
	Write-up/company profile with logo Included in one (1) Digi Series pre-event content marketing newsletter
REGISTRY ACCESS	Access to event attendees' registration information for Digitize The Philippines, and two (2) Digi Series events

BECOME A SPONSOR!

DTP EVENT CO-PRESENTER	
PHP 125,000	
SPEAKING SLOT(S)	Digitize The Philippines: 20 minutes
	Digi Series: 10 minutes x 1 event
BRAND EXCLUSIVITY	Digitize The Philippines: Full Brand Lock-Out
TICKETS INCLUDED	Digitize The Philippines: 5 tickets
	Digi Series: 3 guaranteed slots x 1 event
MARKETING MILEAGE	DTP Website: Prominent Logo + link to brand website or social media page
	DTP Social Media Posts: Logo Inclusion and/or co-presenter mention in all social media marketing collaterals + boosted posts
	DTP In-event: Logo Inclusion in all on-ground collaterals + co-presenter mention during program breaks
	Partner may distribute marketing collaterals, brochures, giveaways, etc. during DTP
	Write-up/company profile with logo Included in two (2) DTP pre-event content marketing newsletters
	Write-up/company profile with logo Included in two (2) DTP post-event content marketing newsletters
	Digi Series Social Media posts: Logo inclusion in marketing run for one (1) Digi Series events
	Digi Series In-event mention: during program breaks for one (1) event
	Partner may distribute marketing collaterals, brochures, giveaways, etc. during one (1) Digi Series events
REGISTRY ACCESS	Access to event attendees' registration information for Digitize The Philippines.

BECOME A SPONSOR!

	MAJOR SPONSOR	MINOR SPONSOR
	PHP 75,000	PHP 50,000
SPEAKING SLOT(S)	Digitize The Philippines: 15 minutes	Digi Series: 10 minutes
BRAND EXCLUSIVITY	Competitor Lock-Out	No
TICKETS INCLUDED	Digitize The Philippines: 5 tickets	Digitize The Philippines: 3 tickets
MARKETING MILEAGE	DTP Website: Prominent Logo + link to brand website or social media page	DTP Website: Logo inclusion as sponsors
	DTP Social Media Posts: Prominent logo Inclusion and/or major sponsor mention in all social media marketing collaterals + boosted posts	DTP Social Media Posts: Logo Inclusion in all social media marketing collaterals
	DTP In-event: Prominent logo Inclusion in all on-ground collaterals + major sponsor mention during program breaks	DTP In-event: Logo Inclusion in all on-ground collaterals + sponsor mention during program breaks
	Partner may distribute marketing collaterals, brochures, giveaways, etc. during DTP	N/a
	Write-up/company profile with logo Included in one (1) DTP pre-event content marketing newsletters	N/a
	Write-up/company profile with logo Included in one (1) DTP post-event content marketing newsletters	N/a

GOT SOMETHING ELSE IN MIND?

We're more than happy to customize a package more aligned with what you need. Let's get in a call and explore!

ARE YOU READY
TO TAKE PART IN
**DIGITIZING
THE PHILIPPINES?**

GET IN TOUCH!
FOR SPONSORSHIPS, INQUIRIES, TICKETS:

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AXADRA

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