

04.11.2022 #XRC22

Sponsoring



Award-Show - 4. November 2022 - Astor Hamburg HafenCity

nextReality.Contest

XRC #XRC22

[www.nextRealityContest.de](http://www.nextRealityContest.de)

# XRC



With the **nextRealityContest** the association nextReality.Hamburg e. V. honors and highlights the most outstanding and innovative ideas in Virtual, Augmented und Mixed Reality.

This year the XRC takes place for the sixth time. The Award-Show will take place in real life after two great years with virtual award ceremonies in Hamburg HafenCity **Astor Film Lounge**.

Your company stands for **innovation, technology and creativity**? Benefit from the contest and reach out to your target audience. We are going to stream the award show live on YouTube and inside AltspaceVR. Forge valuable contacts and set your course for the future. By sponsoring the XRC you support pioneers of innovation in the industry. We are looking forward to discover the unlimited possibilities of immersive experiences with you.

More information about the event:  
[www.nextRealityContest.de](http://www.nextRealityContest.de)

## THE CONTEST

## IMPRESSIONS



## HARD FACTS

- 6.000 visitors to our XRC website
- more than 300 newsletter subscribers
- relevant audience and guests including industry professionals, incorporators, innovators and decision-makers
- 9 Awards
- over 100 submissions
- international, professional jury
- highest endowed and coveted XR industry award in Germany, Austria, Switzerland (DACH region)



## LOCATION 2022

- Astor Film Lounge HafenCity Hamburg
- Stream on YouTube (750 viewers in 2020)
- After-Show-Party

## AWARD CATEGORIES

Interactive Entertainment  
Interactive Business  
Young Talent  
Best Technologie  
Best Installation  
Interactive Education  
Zeitgeist  
International Production  
Community Award

new in 2022

## INTERNATIONAL JURY 2022

- **Peter Gocht**, Managing Director Saint Elmo's Hamburg
- **Prof. Betty Schimmelpfennig**, Co-Founder + Managing Partner Elastique. GmbH + Professor for Crossmedia Design
- **Philipp Grolle**, Product Manager at Porsche AG
- **Eike Langbehn**, Prof at HAW Hamburg | Co-Founder at Curvature Games
- **Michael Schmueck**, User Experience Director - Demodern
- **Carsten Lukas** Senior Manager / Creative Director at PwC // phuturistic.studio
- ..... to be continued



# MARKETING



On **social media** (Instagram, Facebook, LinkedIn und Twitter), **newsletter** and **press releases** we call for projects and promote the events.

In advance of our event XRC we introduce the members of our jury, highlight the award categories, and present our sponsors on our social media channels and websites. In 2021 we posted more than 100 updates to our followers on social media.

In 2021 we had more than **100 posts** on social media.

**Follower:innen:** LinkedIn > 850, Instagram > 640, Facebook > 800, Meetup > 700

Over 700 interested viewers followed the award ceremony via live stream on YouTube and inside Bizzlogic. The recording stays present on our YouTube channel and can be watched anytime.

## SPONSORING POSSIBILITIES

As a sponsor and partner, you gain increased visibility for your company with your logo not only positioned on the XRC website, but also on our social media channels, as well as a presence on various networks before, during and after the event.

Every year we receive **over 100 submissions**, more than **1.000 people vote for the Community Award** and all together we have 3.500 viewers on social media. We provide communication aimed at specific target groups of potential customers, industry experts, future employees and students.

### Take Part – 1.500 €

- Mid-size company logo placement on the XRC website
- Company logo placement in the stream as well as at the event
- Social media mentions and linking

### Day Supporter – 6.000 €

- Large logo or banner placements on the XRC Website – with the notice 'XRC22 powered by' starting now and lasting until 12.2022
- Logo placement at the award show
- Speech or spot at the award ceremony
- Social media mentions and linking (Instagram, LinkedIn, Facebook, Twitter)
- Social media post – 'Meet our Supporter'
- Optional short commercial in stream (the recording from #XRC22 stays available on YouTube afterwards)
- Advertising space at the After-Show-Party
- maximum of 3 Companies can be Day Supporter



## XRC Supporter – 2.500 €

- Sponsoring the prize money for one category (2.000 Euro)
- Social media mentions, linking and notice ,powered by‘
- (Instagram, LinkedIn, Facebook, Twitter) for every post regarding the choosen category
- Large logo or banner placements on the XRC category website with the notice ,powered by‘ starting now and lasting until 12.22
- Advertising space at the After-Show-Party
- Mention during the award ceremony - category



**GOT ANOTHER IDEA?**

We are open and happy about any other sponsoring ideas you have in mind. Please, don't hesitate to contact us any given time!

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## THE HOST



**NEXTREALITY.HAMBURG**

The nextReality.Hamburg initiative was established by the city of Hamburg to boost the local ecosystem in the fields of immersive media & technology: virtual, augmented and mixed reality as well as 360° movie production.

As a community we aim to connect parties working in immersive media & technology and all entities that potentially benefit from utilizing them. Our diverse network includes universities, students, freelancers, start-ups, small and middle sized enterprises and corporations. We share our knowledge and create synergies between potential partners.



[www.nextreality.hamburg](http://www.nextreality.hamburg)



[nextRealityHamburg e.V.](https://www.linkedin.com/company/nextRealityHamburg_e.V.)



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