

SPONSORSHIP PLAN
Club Festibity 26-27

CLUB26
festiBITY27
APRIL 26 · MARCH 27

23^a
festiBITY
17 JUNE 2026



Philinks Technical Office
festibity@festibity.com
t. 93 000 92 02 - 623 59 23 09



UNIVERSITAT POLITÈCNICA DE CATALUNYA
BARCELONATECH
Facultat d'Informàtica de Barcelona



Sponsorship options

ECONOMIC CONDITIONS Club Festibility: april 26 - march 27

COLLABORATION PRICES:

- **PREMIUM PARTNER** : 6.900 + IVA (Max. 8)
 - **CORPORATE PARTNER** : 4.300 + IVA (Max. 20)
- Limited number of partners.**
The order of confirmation will be respected.

BIENNIAL SUBSCRIPTION

10% discount on sponsorship if 2 years are confirmed.
The second year's payment would be made in the first quarter of 2027 and would also have a 10% discount.

23^a Festibility 2026

	PREMIUM	CORPORATE
Propose a project ICT Initiative Metnion	✓	✓
Online dissemination: before and after.	✓✓✓ + Visibility	✓✓
Photocall and posters (Festibility day)	✓✓✓ + Visibility	✓✓
On screen (Festibility day)	✓✓✓ + Visibility	✓✓
Deliver corporate material or gadget	✓	✓
VIP cocktail tickets (Festibility day)	👤👤👤 3 pax	👤👤 2 pax
TICKETS: ordinary tickets	👤👤👤👤👤 10 pax	👤👤👤 7 pax
ENTRADAS: entradas VIP (con seating)	👤👤👤 3 pax	👤👤 2 pax
TICKETS: VIP tickets (with seating)	✓✓✓ Maxim 30	✓✓ Maxim 15
TICKETS: logo on tickets + Who's inviting	✓	✓

7th ADNTIC + CIOSCIOs.cat

	PREMIUM	CORPORATE
Event with CIOs and networking + debate	👤👤👤👤 4 pax	👤👤 2 pax
Branding	✓✓✓ + Visibility	✓✓

EXPERIENCIES

	PREMIUM	CORPORATE
Annual Partners Meeting	👤👤 2 pax	👤👤 2 pax
UPC Talk. Meeting with the Rector	★PREMIUM★	✗
iTalent FIB: job board	👤👤 + Visibility	👤
iTalent FIB: visibility practices	★PREMIUM★	✗✗

COMMUNICATION

	PREMIUM	CORPORATE
WEB FESTIBILITY - Club FESTIBILITY		
Festibility Web: Partners and News section	✓✓✓ + article	✓
Festibility Web: footer	✓✓	✓
Listing on the FIB Alumni website	✓✓	✓
SOCIAL NETWORKS. Ongoing activity		
Instagram	✓✓✓	✓✓
Linkedin: posts, vídeos...	✓✓✓	✓✓
ClickNews newsletter. Published monthly.		
Partner news	✓✓✓ + Visibility	✓
Banner with the partners' logo	✓✓✓ + Visibility	✓
Exclusive article or personalized interview	★PREMIUM★	✗
Press Office		
Custom Clipping	★PREMIUM★	✗
Press releases and statements	✓	✓

Organize:



Technical Office

festibility@festibility.com
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The FestiBity Club connects and promotes IT collaboration between professionals, companies, institutions and the UPC.

- Promotes digital talent.
- The main event is FestiBity, a unique format.
- Organizes networking experiences and activities.
- Generates visibility and communication initiatives.
- Activities throughout the year.

DIGITAL HUB BARCELONA

A theme to highlight Barcelona and the territory as an ecosystem that brings together companies, talent, technology and infrastructure to promote digital transformation.

An opportunity to boost talent and digital transformation across the territory and to have a more integrated, distributed and competitive IT ecosystem.



23^a festiBITY

- Wednesday, June 17, 2026
- More than 500 IT professionals.
- The ultimate IT event.
- Theme: DIGITAL hub BARCELONA
- Terminal Maritima D (Port of Barcelona)
- Networking, humor, and digital innovation

AGENDA 23rd FESTIBITY:

- 6:00 pm VIP & Partners Cocktail
- 7:00 pm Welcome
 - DIGITAL Hub BARCELONA
 - FestiBity Mentions
- 9:00 pm Party and Networking Dinner

FESTIBITY Mentions

They recognize the work of outstanding individuals and organizations in the IT field: FIB, Honorífica, Iniciativa TIC and FiberEmprenedors.

IT INITIATIVE MENTION:

- Only Premium or Corporate partners can submit proposals.
- The project is recognized by theme: DIGITAL HUB BARCELONA.
- Projects submitted can be either your own or those of your clients.
- Premium partners may submit two initiatives.

Online & offline dissemination

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www.festibity.com (NEW WEBSITE)

- **Qualified IT Transition**
- **Bilingual:** Catalan and Spanish
- **A strategic channel to project the partners' brand**
- **Technology and talent attributes**
- **Opportunity to partner with the IT sector event**
- **Before, during, and after Festibity**
- **Meeting point for the IT community**

DIGITAL PRESENCE of PARTNERS

- Partner logo prominently displayed on the homepage.
- Direct link to the partner's corporate website.
- Featured banner on the homepage (Premium).
- Partner page with corporate information.
- Company description.
- 50,000 page views, over 40,000 sessions, 15,000 visitors, average of 100 daily visits.

clickNEWS
el boletín digital de la Festibity

- **2,400 Qualified IT Subscribers**
- **11 issues (April 2026 - March 2027)**
- **Bilingual:** Catalan and Spanish versions.
- **Visibility** for partners.
- **Online distribution.**



ONLINE & OFFLINE DISSEMINATION

Through **Festibity's digital channels**—website, social media, newsletter, and partner channels—as well as FIB Alumni.

- **We share content.**
- **We interact with diverse audiences year-round.**
- **We amplify our partners' impact.**

VISIBILITY



- Social media presence
- At attendee entrances
- Screens: **Festibity, ADNTIC...**
- In each ClickNews newsletter
- Advertising: banners, other
- In various press releases and announcements
- In the web clippings (generic across all partners)
- **www.fibalumni.net**
- Video clips
- On the photocall and posters.

CUSTOM Clipping: customized version of the Premium partner's brand visibility

Partners can provide materials to attendees

- Promotional gadget.
- Brochures, corporate catalog...

Exclusive experiences

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7th ADNTIC

The **DNA** of the technology community

Networking with CIOs

Exclusive event for partners and CIOs

Co-organized with:



Partners have the option to:

- Attend in person and network.
- Increase brand visibility.

Meeting with the Rector of UPC



iTalk UPC. An opportunity to discuss current issues between **PREMIUM** partners and the Rector of the UPC, Mr. Francesc Torres.

At **Festibility** we value belonging to the **UPC** by providing a privileged space for **IT** meetings and networking with the rector and his team with professionals.

Partners meeting

In each edition we hold a meeting with our partners in each special, emblematic and different location:

- Fundació Joan Miró
- Fútbol Club Barcelona
- Palau de la Música
- Espai Ideal
- Port de Barcelona...



FIB + FIB Alumni

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FIB 50
ANYS

The **FIB, Barcelona's Faculty of Informatics**, is a leading institution in computer science studies at the UPC. Founded in 1976 to offer a degree in computer science, it celebrates its 50th anniversary this year.

- Over 3,000 students.
- Over 12,000 engineering graduates.
- 240 faculty and researchers.
- A leader in undergraduate and master's degrees.

Festibity partners can strengthen their relationship with FIB and FIB Alumni to connect businesses, talent, and knowledge. These synergies will be managed directly with FIB and FIB Alumni, according to the level of each category.

FIB ALUMNI

FIB Alumni is an association formed by FIB professionals, a meeting point for professionals with the same concerns in the sector to build community.

- Over 600 members (FIB alumni).
- A network of contacts with industry professionals.
- A platform for promoting ICT.

Job market

CONSULTING

To make applications more effective and on how to access the FIB and FIB Alumni job bank, which has offers for FIB students and graduates.

WE PUBLISH OFFERS ON FIB

Being partners gives them visibility and puts their offer in a prominent position.

INTERNSHIPS AT FIB ★PREMIUM★

This bag also has visibility with the logo and in a prominent position for a period of time.

#iTalent