

# STAGES

IAA MOBILITY OPEN SPACE  
09. – 14. SEPTEMBER 2025  
CITY CENTER MUNICH



» IAA MOBILITY  
2025

SPONSORSHIP BROCHURE



Following the slogan

# „IT'S ALL ABOUT MOBILITY“

the IAA MOBILITY 2025 presents the mobility of the future – sustainable, digital and intelligently connected to bring people even closer together.

**IT'S ALL ABOUT MOBILITY**

### Innovation and Entertainment at the IAA Open Space 2025

#### Culture, People and Machines

The IAA Open Space makes innovative mobility solutions tangible for everyone - from Munich residents and international visitors to car and bike fans, families and generation Z. The stage program in the center of Munich offers visitors the opportunity to experience modern mobility on site and to experience technological advances in a tangible way.

#### Emotions and experiences at the heart of mobility, tech and culture

In Munich's unique city center, the Open Space combines a festival atmosphere with innovative product experiences, test tracks, shows and entertainment – all in a climate-neutral way.

#### Direct visitor interaction at seven central locations

At seven central locations in Munich - including Marienplatz, Wittelsbacherplatz, Königsplatz, Max-Josef-Platz, Odeonsplatz, the Residenzhöfe, Hofgarten and Ludwigstraße - visitors to the Open Space will experience and shape the mobility of tomorrow together.





**>450.000**  
Open Space Visitors



**45 K**  
Instagram Followers



**42 K**  
LinkedIn Followers



**124 K**  
Facebook Followers



**11,7 K**  
TikTok Followers

**820.000**

- › IAA website visits: Jan. to Sept. 2023
- › Page views: 5.7 million
- › Unique page views: 3.8 million
- › Average dwell time: 2:20 min

**108 million**

**Social media interactions** were generated across all channels from January to September 10, 2023.

The Open Space serves for a broad target group – from innovation enthusiasts to families – and makes future-oriented mobility solutions tangible.

**B2C visitor target groups**

- › Users of all mobility areas: cars, bicycles, micromobility and public transport
- › Those interested in sustainable, future-oriented and intelligent mobility
- › Those interested in new technologies, e.g. e-mobility, charging infrastructure, tech
- › Users of sharing and on-demand services
- › Citizens and those interested in integrated urban development
- › Students at relevant universities in the Munich/Bavaria metropolitan area

**All those on the move, from preschoolers to pensioners:**

- › An intergenerational event with clear trends
- › Target group with high purchasing power
- › Stronger B2C focus and increased internationality
- › Technology enthusiasts

**67%**

of IAA visitors were 41 years old or younger. The largest group (26%) is between 31 and 40 years old.

**€ 4.120**

Ø monthly net income of private visitors. 25% indicated a net income of €6,000.

**90%**

rated the internationality of the exhibitors and the entertainment value particularly positively. 89% praised the interest in innovations, and 87% were satisfied with the quality of visitor information.

| June 2025  |  |  |  | July 2025 |  |  |  | August 2025 |  |  |  | September 2025 |  |  |  |
|--|--|--|--|-----------|--|--|--|-------------|--|--|--|----------------|--|--|--|
| IAA website (visitor information / stage program)    |  |  |  |           |  |  |  |             |  |  |  |                |  |  |  |
| Instagram & TikTok (Organic)                         |  |  |  |           |  |  |  |             |  |  |  |                |  |  |  |
| Press work / press conferences                       |  |  |  |           |  |  |  |             |  |  |  |                |  |  |  |
| Instagram & TikTok (Paid)                            |  |  |  |           |  |  |  |             |  |  |  |                |  |  |  |
| Display Advertising / Out of Home for the Open Space |  |  |  |           |  |  |  |             |  |  |  |                |  |  |  |
| Passenger TV (subways)                               |  |  |  |           |  |  |  |             |  |  |  |                |  |  |  |

Open Space  
09.-  
14.09.

As of October 2024, subject to change

# IAA OPEN SPACE SPONSORING

» IAA MOBILITY 2025



# » IAA MOBILITY 2025

The Open Space offers partners the unique opportunity to contact up to 500,000 visitors who are enthusiastic about innovation in an emotional environment in the vibrant city center of Munich, and to experience and shape mobility together.



### Achieve visibility and a high reach

With a focus on experience and innovation, you will achieve high visibility across the entire open space, and an impressive range to effectively present your message.



### Stir emotions and strong connections

The captivating atmosphere in the Open Space, combined with live performances, interactive talks and presentations, creates emotional experiences to anchor your brand in the minds of the audience with positive memories and impressions.



### Conduct direct dialog with visitors

The central stages of the Open Space at Munich city center provides a strong platform for an innovative audience. Partners can present their products in a practical and tangible way, interact with visitors and generate valuable leads.









Sponsorship of the stages at Open Space offers you a completely individual selection and customized presence – tailored to your brand strategy.

### Stage > 1

#### KÖNIGSPLATZ

- > Platinum Sponsor
- > Gold Sponsor
- > Silver Sponsor
- > IAA Career Day Platinum Sponsor
- > IAA Career Day Gold Sponsor
- > IAA Career Day Silver Sponsor

Pages 11 - 19

### Stage > 2

#### SIEGESTOR

- > Platinum Sponsor
- > Gold Sponsor
- > Silver Sponsor
- > IAA Kids Day Platinum Sponsor
- > IAA Kids Day Gold Sponsor
- > IAA Kids Day Silver Sponsor

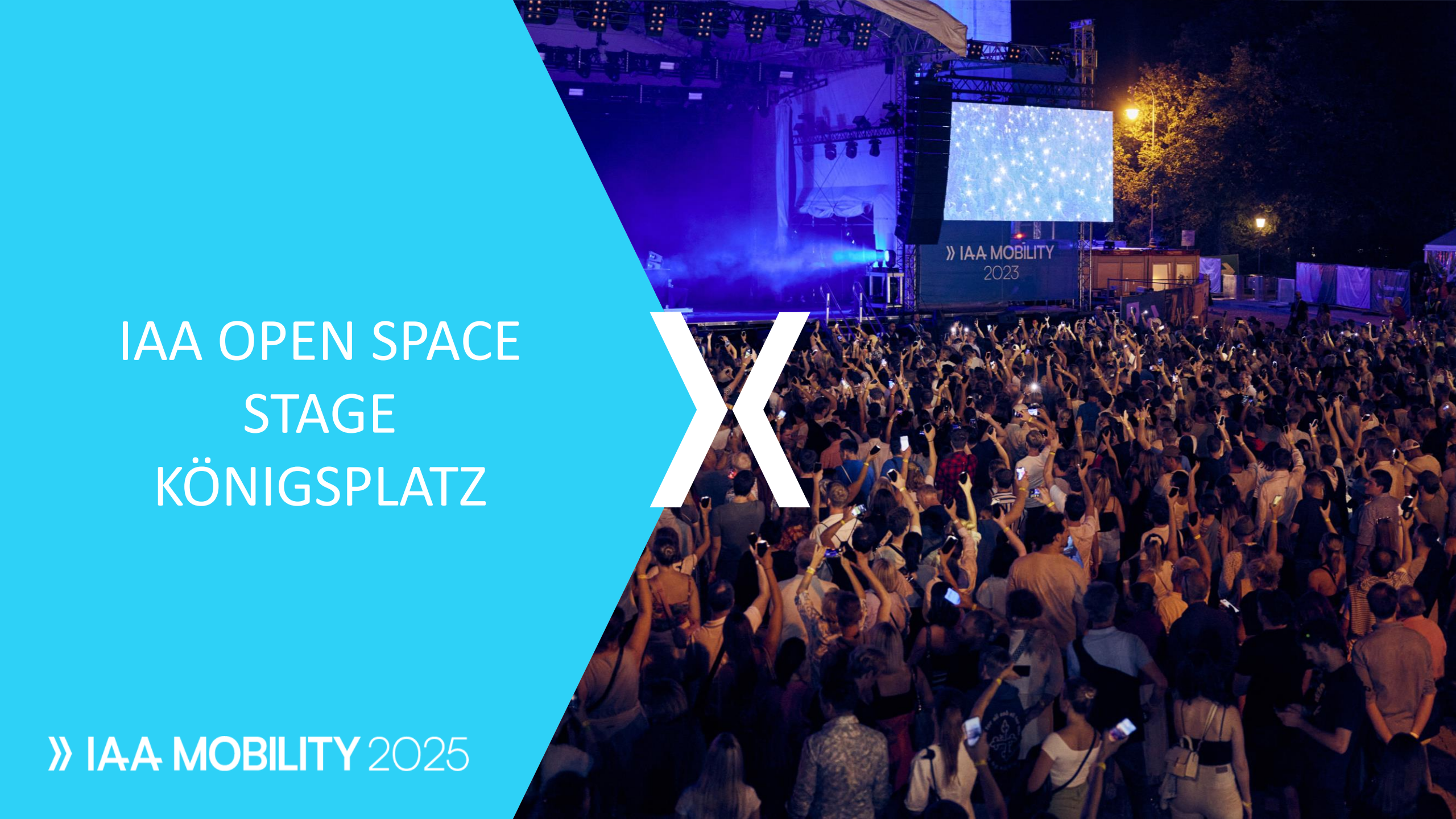
Pages 20 - 28

### Stage > 3

#### LUDWIGSTRASSE

- > Platinum Sponsor
- > Gold Sponsor
- > Silver Sponsor
- > IAA Urban Sports Day Platinum Sponsor
- > IAA Urban Sports Day Gold Sponsor
- > IAA Urban Sports Day Silver Sponsor

Pages 29 - 37



IAA OPEN SPACE  
STAGE  
KÖNIGSPLATZ

» IAA MOBILITY 2025



#### MAXIMUM VISIBILITY

In the center of Munich.



#### DIVERSE AUDIENCE

Thanks to a program that combines music, technology, art and career.



#### DIRECT INTERACTION

With generous stand space and live presentations in front of an enthusiastic audience.

### Your brand at Königsplatz – in the heart of the city

Königsplatz in the heart of Munich offers an iconic backdrop to put your brand in the spotlight.

On three variable areas of up to 60sqm, the stage at Königsplatz combines music, innovation and career opportunities into a unique platform. Use the multi-faceted themed worlds to present yourself to a diverse audience of up to 2,000 people and impresses with a forward-looking content.



\*\*exemplary representation / renderings

#### Experience, design, connect: the future of mobility on stage

##### › Music

The music sessions at the IAA Open Space at Königsplatz create an unforgettable atmosphere. From well-known DJs to innovative newcomers – this is where creativity and technology come together in a special way.

##### › Technology & Innovation

The future belongs to the pioneers! This themed area provides a stage for visionary inventions and technological progress. With exciting talks, live demonstrations and product presentations, technology becomes tangible and can be experienced.

##### › Art & Culture

Art meets the mobility of the future! In this themed world, creative forms of expression merge with modern mobility concepts. Workshops and performances invite the audience to cultural experiences.

##### › Design & Creation

Design is more than just aesthetics – it shapes our future. This themed area shows how functionality and beauty intertwine. From visionary automotive design to sustainable innovations – the design process comes to life here.

##### › Career

Focus on career opportunities and future trends! IAA Career offers a platform for young talents and experienced professionals to find out about current job trends and career opportunities in the mobility industry.



### Exclusive rights of the Platinum Sponsor

- › **Exklusive naming rights for the stage at Königsplatz** „powered by“
- › **Mention:** Every time the Königsplatz stage was mentioned before and during the event in
  - press releases
  - moderation on site
  - IAA MOBILITY website & app
  - IAA MOBILITY print media
- › **Exclusive use of a 14sqm container:** For brand presentation in the lower stage area (e.g. as a chill-out lounge).

### Branding-Package Königsplatz

- › Largest logo display on LED screens at the stage
- › 3x flag with sponsor logo
- › 3x stage container banner with sponsor logo
- › 5x fence banner in the entire Königsplatz area with sponsor logo
- › 5x exclusive crowd barrier covers with sponsor logo
- › Logo integration at the entrance portal to Königsplatz

### Marketing-Package Königsplatz

- › Integration in IAA the official visitor newsletter
- › One sponsored post each on the IAA MOBILITY Instagram & TikTok channels
- › Logo placement on the IAA MOBILITY partner website and in the IAA MOBILITY app
- › Logo placement in the Königsplatz overview plan in the IAA MOBILITY app
- › Printed Open Space folding plan: logo integration in the Königsplatz overview plan and in the stage description text

### Stage-Sessions

- › **4 stage slots of 45 minutes** each with the option of curating your own program or bringing in artists and/or bands.

### Ad Placement

- › Your own advertising slot on the LED walls during all breaks (20 sec)
- › Mention and logo integration in the general stage advertising slot during the event at 6 locations in the open space

**All sponsorship packages can be customized. Please contact us for a personalized offer.**



Sponsoring Amount: € 149.000 exkl. VAT

#### Stage-Sessions

- › **2 stage slots of 45 minutes** each with the option of curating your own program or bringing in artists and/or bands

#### Ad Placement

- › Your own advertising slot on the LED walls during all breaks (20 sec)

#### Branding-Package Königsplatz

- › medium-sized logo display on LED screens at the stage
- › 3x flag with sponsor logo
- › 3x stage container banner with sponsor logo
- › 3x fence banner in the entire Königsplatz area with sponsor logo
- › 2x crowd barrier covers with sponsor logo

#### Marketing-Package Königsplatz

- › One sponsored post each on the IAA MOBILITY Instagram & TikTok channels
- › Logo placement on the IAA MOBILITY partner website
- › Logo placement in the IAA MOBILITY app

All sponsorship packages can be customized. Please contact us for a personalized offer.



Sponsoring Amount: € 69.000 exkl. VAT

### Stage-Sessions

- › **1 stage slot of 45 minutes** each with the option of curating your own program or bringing in artists and/or bands.

### Ad Placement

- › Your own advertising slot on the LED walls during all breaks (20 sec)

### Branding-Package Königsplatz

- › small logo display on LED screens at the stage
- › 3x flag with sponsor logo
- › 1x stage container banner with sponsor logo
- › 2x fence banner in the entire Königsplatz area with sponsor logo
- › 1x crowd barrier covers with sponsor logo

### Marketing-Package Königsplatz

- › Logo placement on the IAA MOBILITY partner website
- › Logo placement in the IAA MOBILITY app

All sponsorship packages can be customized. Please contact us for a personalized offer.



Sponsoring Amount: € 39.000 exkl. VAT



# IAA CAREER DAY



» IAA MOBILITY 2025



**Your chance as a sponsor to reach talent and future shapers at the IAA Career Day on Friday, September 12<sup>th</sup> 2025**

**Promoting future talent and strengthening female empowerment**



The IAA Career Day at Königsplatz is inspiring the next generation for the tech and mobility industry. With a focus on female empowerment, the event specifically promotes young women and the dialog on equality and diversity in the workplace.

**Practical insights and career tools for the future**



In addition, the IAA Career Day gives both young women and men practical insights into technical, trade and mobility-related careers and offers valuable tools to successfully shape their professional careers.

**Strengthening the brand and presenting innovations**



Sponsors of the IAA Career Day can present themselves as attractive employers, show innovations and charge their brand with topics such as diversity and future orientation – an ideal way to address top talent directly and establish valuable networks.





#### Exclusive rights of the Platinum Sponsor

- › **Exklusive naming rights for the IAA Career Day** „powered by“
- › **Mention:** Every time the IAA Career Day was mentioned before and during the event in
  - press releases
  - moderation on site
  - IAA MOBILITY website & app
  - IAA MOBILITY print media

#### Branding-Package IAA Career Day

- › Large logo display on LED screens at the stage
- › 5x logo integration on construction fence banners in the entire Königsplatz area
- › Option to place an information stand in the stage area on IAA Career Day (max. 5m<sup>2</sup>, without professional stand construction).

#### Marketing-Package IAA Career Day

- › Integration in IAA visitor newsletter
- › One sponsored post each on the IAA MOBILITY Instagram & TikTok channels
- › Logo placement on the IAA MOBILITY partner website and in the IAA MOBILITY app
- › Printed Open Space folding plan: logo integration in the description text of IAA Career Day

#### Stage-Sessions

- › **2 stage slots of 30 minutes** each with the option of curating your own program or bringing in artists and/or bands.

#### Ad Placement

- › Your own advertising slot on the LED walls during all breaks of IAA Career Day (20 sec)

**All sponsorship packages can be customized. Please contact us for a personalized offer.**



Sponsoring Amount: € 14.900 exkl. VAT

#### Stage-Sessions

- › **2 stage slots of 30 minutes** each with the option of curating your own program or bringing in artists and/or bands.

#### Ad Placement

- › Your own advertising slot on the LED walls during all breaks of IAA Career Day (20 sec)

#### Branding-Package IAA Career Day

- › medium-sized logo display on LED screens at the stage
- › 3x logo integration on construction fence banners in the entire Königsplatz area
- › Option to place an information stand in the stage area on IAA Career Day (max. 5m<sup>2</sup>, without professional stand construction).

#### Marketing-Package IAA Career Day

- › Logo placement on the IAA MOBILITY partner website
- › Logo placement in the IAA MOBILITY app



All sponsorship packages can be customized. Please contact us for a personalized offer.



Sponsoring Amount: € 6.900 exkl. VAT

**Stage-Sessions**

- › **1 stage slot of 30 minutes** each with the option of curating your own program or bringing in artists and/or bands.

**Ad Placement**

- › Your own advertising slot on the LED walls during all breaks of IAA Career Day (20 sec)

**Branding-Package IAA Career Day**

- › small logo display on LED screens at the stage
- › 2x logo integration on construction fence banners in the entire Königsplatz area

**Marketing-Package IAA Career Day**

- › Logo placement on the IAA MOBILITY partner website
- › Logo placement in the IAA MOBILITY app



All sponsorship packages can be customized. Please contact us for a personalized offer.



Sponsoring Amount: € 3.900 exkl. VAT

IAA OPEN SPACE  
STAGE  
SIEGESTOR



» IAA MOBILITY 2025





**FAMILY-FRIENDLY CONCEPT**  
Programs for all ages.



**WIDE-RANGING TOPICS**  
Playful promotion of interesting modern topics.



**BRAND PRESENTATION IN A LIVING ENVIRONMENT**  
High reach in a family-friendly, dynamic setting.

**Your stage for brand presence: family-friendly and versatile**

Use the Open Space Stage at Professor-Huber-Platz, which is around 40sqm in size, to present your brand in a lively, family-friendly environment.

With a varied program of music, mobility, gaming, cycling and micromobility, as well as entertaining family activities, you can reach a broad audience of up to 1,500 people here.

Visitors of all ages will be introduced to the topics of modern mobility in a playful way.



\*\*beispielhafte Darstellung / Renderings

**Families, fun and innovation: experiences at the Siegestor**

- › **Music**  
 Experience a thrilling music program for the whole family! Live performances and a special Silent Disco, where everyone can dance to their favorite beats and experience unforgettable moments.
- › **Cycling & Micromobility**  
 Have your bike repaired or customized in the center of the Open Space's cycling and micromobility area and discover the latest models. Exciting talks by exhibitors provide insights into the future of urban mobility.
- › **Family Programs**  
 Fun and learning for the whole family: children can let their imagination run free in creative workshops, while they playfully expand their knowledge about mobility at “1, 2 or 3”. Our cozy movie night offers the perfect conclusion, rounding off the day's experiences in a fun atmosphere.
- › **Gaming & e-Sports**  
 An interactive world of gaming, VR and AR that immerses visitors in virtual realities and presents current trends in the digital entertainment industry.





### Exclusive rights of the Platinum Sponsor

- › **Exklusive naming rights for the stage at Siegestor** „powered by“
- › **Mention:** Every time the Siegestor stage was mentioned before and during the event in
  - press releases
  - moderation on site
  - IAA MOBILITY website & app
  - IAA MOBILITY print media

### Branding-Package Siegestor

- › Largest logo display on LED screens at the stage
- › 3x flag with sponsor logo
- › 3x stage container banner with sponsor logo
- › 5x fence banner in the entire Siegestor/Universität/Ludwigstraße area with sponsor logo
- › 5x exclusive crowd barrier covers with sponsor logo
- › Logo integration at the entrance portal of Ludwigstraße between Siegestor and Universität

### Marketing-Package Siegestor

- › Integration in IAA visitor newsletter
- › One sponsored post each on the IAA MOBILITY Instagram & TikTok channels
- › Logo placement on the IAA MOBILITY partner website and in the IAA MOBILITY app
- › Logo placement in the Siegestor / Universität/ Ludwigstraße overview plan in the IAA MOBILITY app
- › Printed Open Space folding plan: logo integration in the Siegestor/Universität/Ludwigstraße overview plan and in the stage description text

### Stage-Sessions

- › **4 stage slots of 45 minutes** each with the option of curating your own program or bringing in artists and/or bands.

### Ad Placement

- › Your own advertising slot on the LED walls during all breaks (20 sec)
- › Mention and logo integration in the general stage advertising slot during the event at 6 locations in the open space

**All sponsorship packages can be customized. Please contact us for a personalized offer.**



Sponsoring Amount: € 139.000 exkl. VAT

### Stage-Sessions

- › **2 stage slots of 45 minutes** each with the option of curating your own program or bringing in artists and/or bands

### Ad Placement

- › Your own advertising slot on the LED walls during all breaks (20 sec)

### Branding-Package Siegestor

- › medium-sized logo display on LED screens at the stage
- › 3x flag with sponsor logo
- › 3x stage container banner with sponsor logo
- › 3x fence banner in the entire Siegestor/Universität/Ludwigstraße area with sponsor logo mit Sponsoren-Logo
- › 2x crowd barrier covers with sponsor logo

### Marketing-Package Siegestor

- › One sponsored post each on the IAA MOBILITY Instagram & TikTok channels
- › Logo placement on the IAA MOBILITY partner website
- › Logo placement in the IAA MOBILITY app

All sponsorship packages can be customized. Please contact us for a personalized offer.



Sponsoring Amount: € 59.000 exkl. VAT

### Stage-Sessions

- › **1 stage slot of 45 minutes** each with the option of curating your own program or bringing in artists and/or bands

### Ad Placement

- › Your own advertising slot on the LED walls during all breaks (20 sec)

### Branding-Package Siegestor

- › small logo display on LED screens at the stage
- › 3x flag with sponsor logo
- › 1x stage container banner with sponsor logo
- › 2x fence banner in the entire Siegestor/Universität/Ludwigstraße area with sponsor logo mit Sponsoren-Logo
- › 1x crowd barrier covers with sponsor logo

### Marketing-Package Siegestor

- › Logo placement on the IAA MOBILITY partner website
- › Logo placement in the IAA MOBILITY app

All sponsorship packages can be customized. Please contact us for a personalized offer.



Sponsoring Amount: € 29.000 exkl. VAT



IAA KIDS DAY

» IAA MOBILITY 2025

**Your brand at the center of emotional experiences at the family-friendly IAA Kids Day on Sunday, September 14<sup>th</sup> 2025**

The IAA Kids Day offers sponsors a broad target group appeal, emotional brand loyalty, a positive image, high reach and strong customer loyalty.



**Brand presence in a family environment**

This day offers sponsors a unique opportunity to present their brand in a family-friendly environment and to interact directly with the audience.



**Interactive experiences**

At the Siegestor stage, visitors can expect interactive activities, child-friendly workshops and entertainment for the whole family.



**Commitment to families and technology**

Show your commitment to families and education and encourage enthusiasm for new technologies.



**Exclusive rights of the Platinum Sponsor**

- › **Exklusive naming rights for the IAA Kids Day** „powered by“
- › **Mention:** Every time the IAA Kids Day was mentioned before and during the event in
  - press releases
  - moderation on site
  - IAA MOBILITY website & app
  - IAA MOBILITY print media

**Branding-Package IAA Kids Day**

- › Large logo display on LED screens at the stage
- › 5x logo integration on construction fence banners in the entire Siegestor/Universität/Ludwigstraße area

**Marketing-Package IAA Kids Day**

- › Integration in IAA visitor newsletter
- › One sponsored post each on the IAA MOBILITY Instagram & TikTok channels
- › Logo placement on the IAA MOBILITY partner website and in the IAA MOBILITY app
- › Printed Open Space folding plan: logo integration in the description text of IAA Kids Day



**Stage-Sessions**

- › **2 stage slots of 30 minutes** each with the option of curating your own program or bringing in artists and/or bands.

**Ad Placement**

- › Your own advertising slot on the LED walls during all breaks of IAA Kids Day (20 sec)

**All sponsorship packages can be customized. Please contact us for a personalized offer.**



Sponsoring Amount: € 11.900 exkl. VAT

**Stage-Sessions**

- › **2 stage slots of 30 minutes** each with the option of curating your own program or bringing in artists and/or bands

**Ad Placement**

- › Your own advertising slot on the LED walls during all breaks of IAA Kids Day (20 sec)

**Branding-Package IAA Kids Day**

- › medium-sized logo display on LED screens at the stage
- › 3x logo integration on construction fence banners in the entire Siegestor/Universität/Ludwigstraße area

**Marketing-Package IAA Kids Day**

- › Logo placement on the IAA MOBILITY partner website
- › Logo placement in the IAA MOBILITY app



All sponsorship packages can be customized. Please contact us for a personalized offer.



Sponsoring Amount: € 5.900 exkl. VAT

**Stage-Sessions**

- › **1 stage slot of 30 minutes** each with the option of curating your own program or bringing in artists and/or bands

**Ad Placement**

- › Your own advertising slot on the LED walls during all breaks of IAA Kids Day (20 sec)

**Branding-Package IAA Kids Day**

- › small logo display on LED screens at the stage
- › 2x logo integration on construction fence banners in the entire Siegestor/Universität/Ludwigstraße area

**Marketing-Package IAA Kids Day**

- › Logo placement on the IAA MOBILITY partner website
- › Logo placement in the IAA MOBILITY app



All sponsorship packages can be customized. Please contact us for a personalized offer.



Sponsoring Amount: € 2.900 exkl. VAT



IAA OPEN SPACE  
STAGE  
LUDWIGSTRASSE



» IAA MOBILITY 2025





**IDEAL PLATFORM FOR YOUNG TARGET GROUPS**

A modern, creative program appeals to the younger generation.



**STRONG BRAND PRESENCE THROUGH INTERACTION**

The interactive program anchors your brand in the everyday lives of visitors.



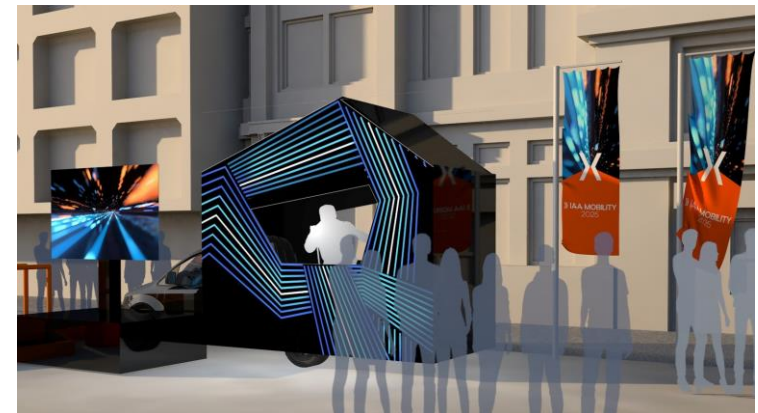
**SUSTAINED BRANDING**

Interactive experiences create a lasting connection between brand and audience.

**The stage for a creative and authentic brand presence in a dynamic environment**

The stage in the Ludwigstrasse in the IAA Open Space attracts the young generation and offers sponsors the chance to present their brand authentically in a creative environment with an area of around 20 sqm.

DJ sets that match the music taste of the young target group, as well as interactive activities, enable sponsors to make direct contact with the approximately 500 people and strengthen brand loyalty.



\*\*exemplary representation / renderings

**Your brand at the center of urban culture and creative energy**

Sponsors benefit from high visibility among a young, trend-conscious target group. “City Pulse” connects brands with urban culture, energy and creativity – ideal for evoking emotions and building a modern image.

**Music & Street Art**

Experience the powerful combination of music and street art that brings the city to life. DJs deliver the soundtrack to urban diversity, while dancers show off their skills in energetic battles.

**Urban Sports**

Modern movement culture meets athletic aesthetics: street workout with calisthenics, Blackroll for regeneration and Global Dance, which combines traditional and modern dances from around the world.



**Exclusive rights of the Platinum Sponsor**

- › **Exklusive naming rights for the stage at Ludwigstrasse** „powered by“
- › **Mention:** Every time the Ludwigstrasse stage was mentioned before and during the event in
  - press releases
  - moderation on site
  - IAA MOBILITY website & app
  - IAA MOBILITY print media

**Branding-Package Ludwigstraße**

- › Largest logo display on LED screens at the stage
- › 3x flag with sponsor logo
- › 5x fence banner in the entire Ludwigstrasse area with sponsor logo
- › 5x exclusive crowd barrier covers with sponsor logo

**Marketing-Package Ludwigstraße**

- › Integration in IAA visitor newsletter
- › One sponsored post each on the IAA MOBILITY Instagram & TikTok channels
- › Logo placement on the IAA MOBILITY partner website and in the IAA MOBILITY app
- › Logo placement in the Ludwigstrasse overview plan in the IAA MOBILITY app
- › Printed Open Space folding plan: logo integration in the Ludwigstrasse overview plan and in the stage description text

**Stage-Sessions**

- › **4 stage slots of 45 minutes** each with the option of curating your own program or bringing in artists and/or bands.

**Ad Placement**

- › Your own advertising slot on the LED walls during all breaks (20 sec)
- › Mention and logo integration in the general stage advertising slot during the event at 6 locations in the open space

**All sponsorship packages can be customized. Please contact us for a personalized offer**



Sponsoring Amount: € 49.000 exkl. VAT

#### Stage-Sessions

- › **2 stage slots of 45 minutes** each with the option of curating your own program or bringing in artists and/or bands

#### Ad Placement

- › Your own advertising slot on the LED walls during all breaks (20 sec)

#### Branding-Package Ludwigstraße

- › medium-sized logo display on LED screens at the stage
- › 3x flag with sponsor logo
- › 3x fence banner in the entire Ludwigstrasse area with sponsor logo
- › 2x crowd barrier covers with sponsor logo

#### Marketing-Package Ludwigstraße

- › One sponsored post each on the IAA MOBILITY Instagram & TikTok channels
- › Logo placement on the IAA MOBILITY partner website
- › Logo placement in the IAA MOBILITY app

All sponsorship packages can be customized. Please contact us for a personalized offer.



Sponsoring Amount: € 29.000 exkl. VAT

**Stage-Sessions**

- › 1 stage slot of 45 minutes each with the option of curating your own program or bringing in artists and/or bands.

**Ad Placement**

- › Your own advertising slot on the LED walls during all breaks (20 sec)

**Branding-Package Ludwigstraße**

- › small logo display on LED screens at the stage
- › 3x flag with sponsor logo
- › 2x fence banner in the entire Ludwigstrasse area with sponsor logo
- › 1x crowd barrier covers with sponsor logo

**Marketing-Package Ludwigstraße**

- › Logo placement on the IAA MOBILITY partner website
- › Logo placement in the IAA MOBILITY app

All sponsorship packages can be customized. Please contact us for a personalized offer.



Sponsoring Amount: € 14.000 exkl. VAT

# IAA URBAN SPORTS DAY



» IAA MOBILITY 2025

» IAA MOBILITY

**BAGJUMP**  
THE ORIGINAL  
WWW.BAGJUMP.COM



**Set a new brand direction at the IAA Urban Sports Day on Saturday, September 13<sup>th</sup> 2025**



**Dynamic brand presence**

Use the Urban Sports platform as a sponsor to bring your brand closer to a target group of sports enthusiasts. Interactive workshops, action-packed hands-on activities and impressive showcases offer direct contact with an active audience.



**Stage of movement**

At the stage in Ludwigstrasse, everything revolves around fitness, breakdance battles, yoga sessions and modern sports trends. Here we inspire visitors of all age groups. As a sponsor, you present your brand in an innovative, health-oriented environment.



**Pioneer in active mobility**

Position yourself as a pioneer of an active lifestyle, urban fitness and modern mobility. Show your commitment to a sporty future and make a lasting impression. Get your brand moving!







**Exclusive rights of the Platinum Sponsor**

- › **Exklusive naming rights for the IAA Urban Sports Day** „powered by“
- › **Mention:** Every time the IAA Urban Sports Day was mentioned before and during the event in
  - press releases
  - moderation on site
  - IAA MOBILITY website & app
  - IAA MOBILITY print media

**Branding-Package IAA Urban Sports Day**

- › Large logo display on LED screens at the stage
- › 5x logo integration on construction fence banners in the entire Ludwigstraße area

**Marketing-Package IAA Urban Sports Day**

- › Integration in IAA visitor newsletter
- › One sponsored post each on the IAA MOBILITY Instagram & TikTok channels
- › Logo placement on the IAA MOBILITY partner website and in the IAA MOBILITY app
- › Printed Open Space folding plan: logo integration in the description text of IAA Urban Sports Day

**Stage-Sessions**

- › **2 stage slots of 30 minutes** each with the option of curating your own program or bringing in artists and/or bands.

**Ad Performance**

- › Your own advertising slot on the LED walls during all breaks of IAA Urban Sports Day (20 sec)

**All sponsorship packages can be customized. Please contact us for a personalized offer.**



Sponsoring Amount: € 9.900 exkl. VAT

#### Stage-Sessions

- › **2 stage slots of 30 minutes** each with the option of curating your own program or bringing in artists and/or bands.

#### Ad Placement

- › Your own advertising slot on the LED walls during all breaks of IAA Urban Sports Day (20 sec)

#### Branding-Package IAA Urban Sports Day

- › medium-sized logo display on LED screens at the stage
- › 3x logo integration on construction fence banners in the entire Ludwigstrasse area

#### Marketing-Package IAA Urban Sports Day

- › Logo placement on the IAA MOBILITY partner website
- › Logo placement in the IAA MOBILITY app



All sponsorship packages can be customized. Please contact us for a personalized offer.



Sponsoring Amount: € 4.900 exkl. VAT

**Stage-Sessions**

- › **1 stage slot of 30 minutes** each with the option of curating your own program or bringing in artists and/or bands

**Ad Performance**

- › Your own advertising slot on the LED walls during all breaks of IAA Urban Sports Day (20 sec)

**Branding-Paket IAA Urban Sports Day**

- › small logo display on LED screens at the stage
- › 2x logo integration on construction fence banners in the entire Ludwigstraße area

**Marketing-Paket IAA Urban Sports Day**

- › Logo placement on the IAA MOBILITY partner website
- › Logo placement in the IAA MOBILITY app



All sponsorship packages can be customized. Please contact us for a personalized offer.



Sponsoring Amount: € 2.500 exkl. VAT

IAA OPEN SPACE  
ADDITIONAL  
OPTIONS

» IAA MOBILITY 2025





## SESSION SPONSORSHIP

**Become a session sponsor on the stages at Königsplatz, Ludwigstraße or Siegestor!**

Take the opportunity to prominently present your brand at the IAA MOBILITY 2025 and benefit from:

- › **1 program slot à 45 minutes** on one of the main stages, including use of **standard stage technology** for your presentation
- › **Listing of your event** in the official IAA MOBILITY Open Space program on the website and in the app
- › **Logo placement** on the IAA MOBILITY partner website and in the app

**Use this platform to get your brand and message directly to a broad and interested audience!**



Stage Königsplatz  
€ 4.500 exkl. VAT



Stage Siegestor  
€ 4.000 exkl. VAT



Stage Ludwigstrasse  
€ 2.500 exkl. VAT

**IT'S ALL ABOUT MOBILITY**



## COMMERCIALS

### Effective visibility on the IAA MOBILITY stages!

- › Take advantage of a **20-second commercial** on the LED screens of the main stages, which will run during every break and put your brand in the spotlight.
- › In addition, your **logo will be placed prominently** on the IAA MOBILITY partner website and in the app to further increase your reach.

**Targeted opportunity to effectively get your brand message across to the target group.**



Stage Königsplatz  
€ 4.000 exkl. VAT



Stage Siegestor  
€ 3.500 exkl. VAT



Stage Ludwigstrasse  
€ 3.000 exkl. VAT

**IT'S ALL ABOUT MOBILITY**



## YOUR CONTACT PERSONS

### **IAA MOBILITY Team**

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