



UR22

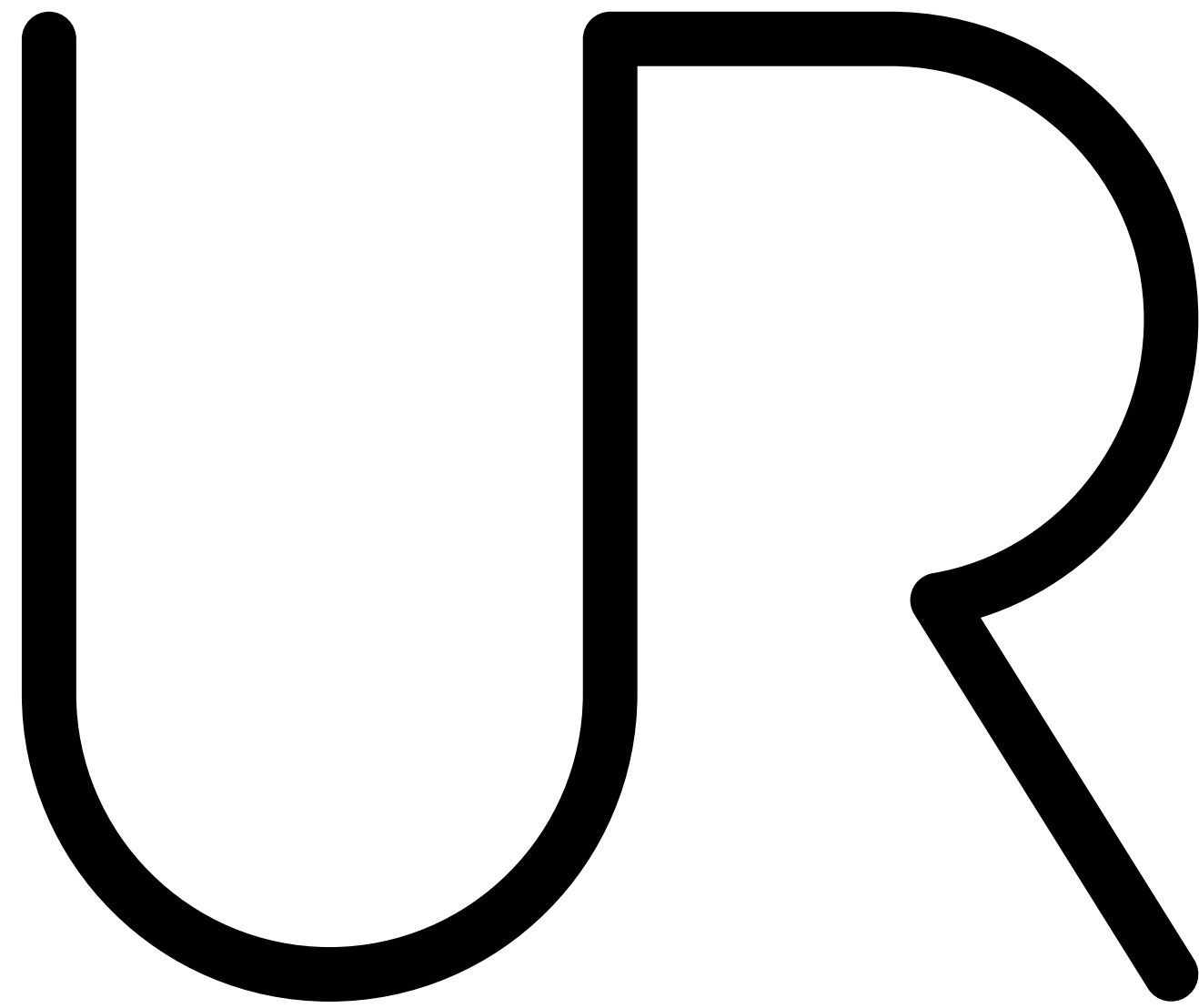
UR Global forum
Partnership Package

28 November – 2 December 2022
Brazil and regional satellites

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What is Understanding Risk?



Understanding Risk (UR) is an open and global community of almost 20,000 experts and practitioners interested and active in the creation, communication, and use of disaster risk information. UR community members share knowledge and experience, collaborate, and discuss the latest innovation and best practices in disaster risk assessment.

We come from more than 200 countries across 2,200+ organizations. UR is the preeminent platform for collaboration, knowledge sharing, and innovation in identifying and assessing disaster risk.

20,000
Global community
members

2,200
Organizations

200
Countries

Floripa, global hub

South America faces multiple natural hazards and socio-economic and environmental processes that put the region as one of the most vulnerable in the world. As the frequency and impact of disasters increase, more people and livelihoods will be affected, eroding efforts to achieve

sustainable development goals. Despite these vulnerabilities, it is essential to recognize the progress made by the region regarding risk knowledge and management. UR22 will help catalyze additional collective action with sound data, disruptive technologies, and partnerships in different sectors.

What to expect @ UR22?

UR22 seeks to strengthen regional integration and collaboration on climate and disaster risk management. This objective will be achieved through:

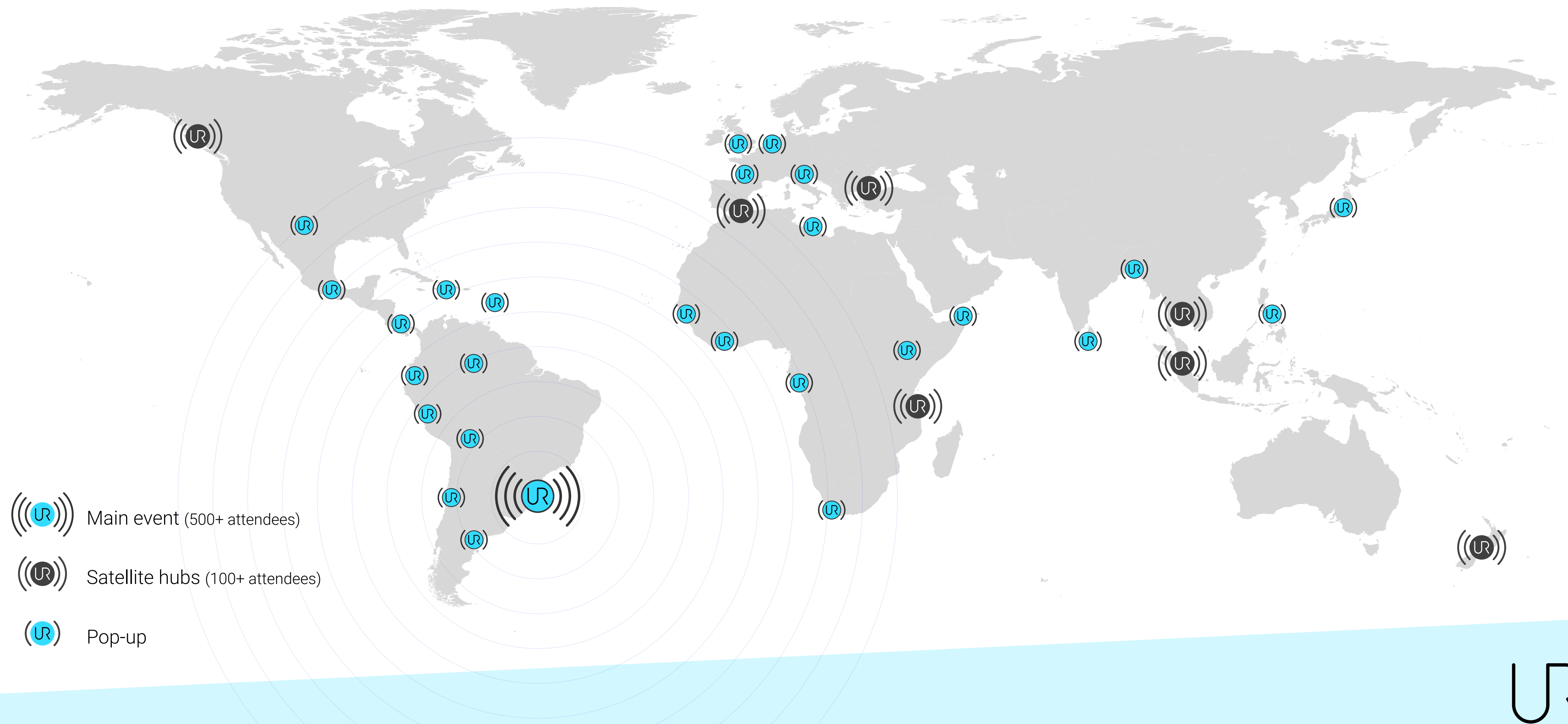
- Providing opportunities for risk knowledge exchange and integration among countries and between regional organizations
- Strengthening cooperation on climate and disaster risk management
- Capturing best practices for disaster risk reduction and identifying areas for collaboration on disaster risk finance and insurance among and with global partners

Who will attend?

- › Practitioners
- › Academics
- › Policy Makers
- › Industry Experts
- › Financial Risk Managers
- › Development Partners
- › Civil Society

Organization model

UR22 will be a multiple location event reflecting its global community



Global structure

(((UR))) Main event

- › Location: Florianópolis, Brazil
- › Opening and Closing ceremony
- › Keynotes
- › Plenaries
- › Technical Sessions
- › Focus Day Sessions
- › Catering
- › Entertainment

((UR)) Satellite hubs

- › Location: different locations in strategic regions
- › Physical attendance: 100–150 participants
- › Technical sessions
- › Focus Day sessions
- › Catering
- › Connected sessions with the satellite hubs
- › All sessions will be streamed to the online platform

(UR) Pop-up (watch parties)

- › Location: different cities of interest to the UR Community
- › Gathering to watch stream and take part in interactive sessions

(UR) Hybrid event platform

- › Multi-location
- › Multi-device
- › Multi-access
- › Multi-risk
- › All content will funnel into the UR virtual platform
- › Sessions will be available live online to an estimated 8,000 global viewers
- › Sessions will be recorded for viewing after the event

Multi-hazard risks: the new normal

The umbrella theme of UR22 will be **climate change** and the **cascading effects of multi-hazards** in a constantly changing world.

UR22 will feature best practices from around the world and the region and explore an array of topics from disruptive technologies to risk insurance and grass-roots knowledge that can be utilized to **improve DRM** processes on the Globe. The program will

have different formats, including plenaries with keynote speakers, technical sessions, Ignites talks, training, field trips, and spaces for participants' networking.

At a thematic level, it is expected that the event will provide a platform to explore challenges and opportunities in DRM. We are currently collecting the most cutting edge themes for UR22.

Topics from UR22

Inclusive DRM | AI/machine learning | Art | Cities | Data, including earth observation data | Data visualization | Decision-making | Hydromet | Early warning systems | Emerging technologies, including Internet of Things, drones, quantum computing | Fragility, conflict and violence settings | Inclusivity | Infrastructure | Nature-based solutions | Risk assessment | Risk communication | Risk finance | Stakeholder collaboration | Transport | User-centered design | Youth and young professionals

Program



Day 1

- › Opening Ceremony
- › Interactive performance
- › Keynote
- › Ignites
- › Reception

UR22 offers over 400 hours of content for participants to choose from, while allowing for plenty of time to network and form new partnerships outside of traditional silos.



Day 2-3

- › 15+ Technical Sessions
- › 2 plenaries
- › UR human stories
- › Multi-risk
- › Keynote
- › Closing ceremony



Day 4-5

- › Brazilian sessions
- › Focus Days

Comprised of 100+ events that include training sessions, workshops, and stakeholder meetings. These events are organized by individual organizations that take a deeper dive in topics around disaster risk management. Events can be anywhere from 1 hour to 2 days, 25 to 200 participants.

Become a UR collaborator

Donor

Do you believe in our mission and want to support the Community? Become a UR22 donor and be part of advancing the field of disaster and climate risk management. This Community runs solely on support from donors. This funding will go towards offsetting the total cost of the Forum, allowing us to make it more engaging, creative and inspiring.

Scholar

Do you want to support young professionals and community leaders? With your support, we can bring individuals from less represented and under resourced communities to the event. We hope for UR22 to be the most diverse Forum yet, and with your help, it can be.

Creator


Creativity is at the heart of UR, in 2016 we transformed the Arsenale Nord in Venice, an old shipping yard, into the event venue. In 2018, in the 18th century Palacio de Minería in Mexico City, we built the main stage with local artist Eduardo Achach, using 1000's of his elements to create a visually stunning unique stage for the event. We intend to build more of these for UR22.


Partner

How can we tell your unique story during the UR Forum? As a UR partner, you can showcase your support of UR's mission by sponsoring a VIP dinner, or financing travel expenses for a keynote speaker. We also have opportunities to support artistic installations or performances.

The following partner package options are used as a general guideline, when we release the venue and location these will become bespoke, unique and innovative options to contribute and demonstrate your brand.

Benefits at-a-glance

 Donor
US\$100,000-150,000

 Scholar
US\$75,000-100,000

 Creator
US\$50,000-75,000

 Partner
US\$5,000-50,000

	Donor US\$100,000-150,000	Scholar US\$75,000-100,000	Creator US\$50,000-75,000	Partner US\$5,000-50,000
BEFORE EVENT	Fifty-word announcement about the company or institution in the pre-event brochure	●	●	●
	Use of the logo in the participant's confirmation email	●	●	
	Use of the logo and link on the event's web page	●	●	●
	Pre-event promotion through the Bank or the event's social media channels	●	●	●
	Promotional video of the event with participation of a high official and use of logo (1 minute)	●	●	
	Visibility of the logo on the promotional billboard at the airport	●		
	Blocking of rooms in the hotel hosting the event	●	●	●
	Invitation to a high-level dinner with keynote speakers	●		
DURING EVENT	Registrations for UR22	20	15	10
	Invitations for Opening Event	20	15	10
	Choice for bespoke options	1st	2nd	
	Participation of a senior official in one of the panels or conferences	●	●	
	Use of logo on all printed and digital visibility material	●	●	●
	Video interview about the event and the sponsor's participation	3m video	2m video	2m video
	Intersegment Sponsor Announcement, promotional spot of a DRM initiative or project (15-30 s)	●	●	
	Visibility in Welcome and Closing Cocktail	●		
	Use of logo on the digital screen of sponsors	●	●	●
	Use of company name in the main conference rooms	●		
	Sponsor Stands at the Convention Center	●	●	●
	Inclusion of logo and promotional items in participants' bags	●	●	●
	Logo on event shuttles	●		
	Group photo of the sponsors	●	●	●
Live question and answer session at the media center	●			
AFTER EVENT	Promotion on all our digital channels	●	●	●
	Video summary of the event with logos	●	●	●
	Fifty words about the contribution of the company or institution in thank-you letter or institutional brochure	●	●	
	Raw video for use of the interview conducted	●		
UR VIRTUAL HUB	5 catalogues for download	●	●	●
	5 product demo videos	●	●	●
	Meeting rooms	●	●	
	Slots in agenda	●		
	Logo on intro video	●		
	Logo on buffer for sessions	●	●	
	Adv video played in between sessions	●		

UR Donor

US\$100,000–150,000

Before event

- › Fifty-word announcement about the company or institution in the pre-event brochure
- › Use of the logo in the participant's confirmation email
- › Use of the logo with link on the event's web page
- › Pre-event promotion in the event's social media channels
- › Promotional video of the event with participation of a high official and use of logo (1 minute)
- › Visibility of the logo on the promotional billboard at the airport
- › Blocking of rooms in the hotel hosting the event
- › Invitation to a high-level dinner with keynote speakers

During event

- › Twenty (20) registrations for UR22
- › Twenty (20) invitations for Opening Event
- › First choice for bespoke options
- › Participation of a senior official in one of the Panels or conferences
- › Use of logo on all printed and digital visibility material
- › Three-minute video interview about the event and the sponsor's participation
- › Intersegment Sponsor Announcement, vpromotional spot of a DRM initiative or project (15-30 seconds)
- › Visibility in Welcome and Closing Cocktail
- › Use of logo on the digital screen of sponsors
- › Use of company name in the main conference rooms
- › Space for stand or table in the hall of the Convention Centre
- › Inclusion of logo and promotional items in participants' bags
- › Logo on event shuttles
- › Group photo of the sponsors
- › Live question and answer session at the media center

After event

- › Promotion on all our digital channels
- › Video summary of the event with logos
- › Fifty words about the contribution of the company or institution in the thank-you letter or institutional brochure
- › Raw video for use of the interview conducted

(UR) UR virtual hub

Dedicated page on platform allowing

- › 5 catalogues for download
- › 5 product demo videos
- › Meeting rooms
- › Slots in agenda
- › Logo on intro video
- › Logo on buffer for sessions
- › Adv. video played in between sessions

UR Scholar

US\$75,000–100,000

Before event

- › Fifty-word announcement about the company or institution in the pre-event brochure
- › Use of the logo in the participant's confirmation email
- › Use of the logo and link on the event's web page
- › Pre-event promotion through the Bank or the event's social channels
- › Promotional video of the event with participation of a high official and use of logo (1 minute)
- › Blocking of rooms in the hotel hosting the event

During event

- › Fifteen(15) registrations for UR22
- › Fifteen (15) invitations for Opening Event
- › Second choice for bespoke options
- › Participation of a senior official in one of the panels or conferences
- › Use of logo on all printed visibility material
- › Two-minute interview about the event and the sponsor's participation
- › Announcement of sponsors between segments, promotional spot of an initiative or project in the field of DRM (15 seconds)
- › Use of logo on the digital screen of sponsors
- › Sponsor Stands at the Convention Center
- › Inclusion of logo and promotional items in participants' bags
- › Group photo of the sponsors

After event

- › Promotion on all our digital channels
- › Video summary of the event with logos
- › Fifty words about the contribution of the company or institution in the thank-you letter and/or institutional brochure

(UR) UR virtual hub

Dedicated page on platform allowing

- › 5 catalogs for download
- › 5 product demo videos
- › Meeting rooms
- › Logo on buffer for sessions

UR Creator

US\$50,000–75,000

Before event

- › Use of the logo and link on the event's web page
- › Fifty-word description of the company or institution on the website of the event
- › Pre-event promotion through the Bank or the event's social channels

During event

- › Ten (10) registrations for UR22
- › Ten (10) invitations for Opening Event
- › Use of logo on all printed visibility material
- › Two-minute interview about the event and the sponsor's participation
- › Use of logo on the digital screen of sponsors
- › Sponsor Stands at the Convention Center
- › Inclusion of logo and promotional items in participants' bags
- › Group photo of the sponsors

After event

- › Promotion on all our digital channels
- › Video summary of the event with logos

(UR) UR virtual hub

Dedicated page on platform allowing

- › 5 catalogs for download
- › 5 product demo videos

UR Partner

US\$5,000–50,000

Before event

- › Use of the logo and link on the event's web page
- › Pre-event promotion through the Bank or the event's social channels
- › Blocking of rooms in the hotel hosting the event

During event

- › Five (5) registrations for UR22
- › Five (5) invitations for Opening Event
- › Participation of a senior official in one of the panels or conferences
- › Use of logo on all printed visibility material
- › Use of logo on the digital screen of sponsors
- › Sponsor Stands at the Convention Center
- › Inclusion of logo and promotional items in participants' bags
- › Group photo of the sponsors

After event

- › Promotion on all our digital channels
- › Video summary of the event with logos

(UR) UR virtual hub

Dedicated page on platform allowing

- › 5 catalogs for download
- › 5 product demo videos

Partnership add-ons

In addition to traditional sponsor packages, there are several bespoke offerings that you can offer delegates during the main event in Brazil. As the organization of the event evolves, we would love to discuss some of these options with you, working with local crafts persons. Also, if you have any ideas yourselves, we would be happy to hear.

Catering

- › Dinner x 5 days
- › Lunch x 5 days
- › Coffee x 5
- › Cocktail reception at your location of choice
- › World cup screen, choose your matches

Unique

- › Build main stage or Innovation islands with local crafts persons
- › Carbon off-set event
- › Sponsor an art exhibition
- › Sponsor the virtual reality area

Excursions

- › Trip around island
- › Surf lessons
- › Cocktail on floating platform
- › Boat trip
- › Paraglide

Technical

- › Event Streaming platform
- › Remote Wifi
- › UR portal to Satellite Hubs

Viva Brazil

The list will build up as we define all locations and attractions.

Local Unique experience

- › Pagode Band.
- › Boi de Mamão dance.
- › Bateria (drums) de Escola de Samba.
- › Capoeira class.
- › Traditional lunch and swimming at one of the Island beaches.
- › Wednesday Feijoada (dish traditional weekday).
- › Brazilian Team World Cup match day. We can gift a shirt with the company logo to use during the match. At least one will occur during the week.
- › Boat trip to North or South of the Island (limited numbers).
- › Official happy hour or night party at one of Jurerê Internaciona beach clubs.
- › Good Bye Cocktail at the Airport Boulevard.
- › Surf lessons.

Gifts

- › Havaianas sandal as a welcome gift.
- › Local crafts (very related to fishing and Portuguese/Azorean culture).

Creative innovations

Some examples of bespoke options from the past

NASA Hyperwall,
UR2018



Climate Music Project.
CDMX, UR2018



TOA MATA BAND. Risk
machine, UR2020



The Darsana Venice,
2016



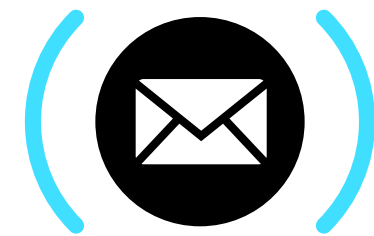
We also invite you to sponsor local performers, from Robots creating music to traditional dancers, we want to make UR22 the most meaningful and entertaining ever. Contact us to find out more: UR22@Understandrisk.org

Previous UR Partners



UR22

Thank you. Looking forward to make this the best UR ever, together!



Contact: UR22@Understandrisk.org