MEDIA KIT
2023
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ABOUT THE MEDAL

The Rudolf Diesel Medal is Europe’s oldest innovation prize and has been awarded since 1953. The award honors personalities and companies that have made a significant contribution to enhancing the quality of life, prosperity and preserving the culture of innovation in Germany.
For 70 years, the Rudolf Diesel Medal has been awarded to special personalities and companies that make a very significant contribution to maintaining the culture of innovation in Germany and to increasing prosperity and quality of life.

Since then, the entire German innovation and technology scene, from students and start-ups to small and medium-sized enterprises, CTOs and renowned award winners, have met once a year to receive the Rudolf Diesel Medal, the coveted award for outstanding innovation.

The Rudolf Diesel Medal sends out high-profile signals for a successful German culture of innovation.
The Rudolf Diesel Medal was established on the initiative of Eugen Diesel, Rudolf Diesel’s son, in 1953, making it Germany’s oldest innovation award.

The medal is awarded annually in four categories with the aim of appropriately recognizing the achievements of inventors and entrepreneurs in the public eye and consistently supporting their work. The award has a signal effect for the entire economy and brings the topic of innovation into the public focus.

The Rudolf Diesel Medal honors natural persons and institutions for special achievements in the field of invention and innovation culture. The award is made without recourse to legal action. The Technical and Scientific Advisory Board and the Executive Board are entitled to make nominations.
Promoter of innovation culture
Position yourself with the Rudolf Diesel Medal as an active promoter of the culture of innovation in Germany.

Communication of your innovation affinity
Use the reputation and brand of the Rudolf Diesel Medal to communicate your affinity for innovation on your webpage and in your advertising and presentation materials.

PR & Marketing
Benefit from several months of PR and marketing activities around the Rudolf Diesel Medal.

Germany-wide reach
Together with our media partners and through numerous publications, we reach the most influential entrepreneurs in German industry and business.
The companies and personalities proposed by the technical-scientific advisory board are selected by the Rudolf Diesel Board of Trustees. The jury for the Rudolf Diesel Medal is made up of over 50 technology directors and managing directors from German industry. The Board of Trustees represents over 125 billion euros in sales and half a million jobs.

For further information on the Rudolf Diesel Medal committees and the Board of Trustees, please visit www.rudolf-diesel-medaille.de/gremien
The Alumni Circle is an elite circle in which all former award winners and nominees of the Rudolf Diesel Medal can participate for a voluntary donation.

Regularly held Alumni Conventions, to which all Alumni members are invited, also offer a further opportunity to network and exchange ideas among like-minded people. In addition, Alumni Circle members are entitled to nominate and vote for the categories "Best Innovation Promotion" and "Best Media Communication".

The Alumni Circle will initially enter a trial phase. The award winners and nominees will receive their invitations in the coming weeks.
VOICES FROM THE PRESS

GirlsDay gewinnt Rudolf-Diesel-Medaille in der Kategorie „Beste Innovationsförderung“
Freitag, 1. Juli 2022

Tagblatt 27.06.2022

Hochschule Osnabrück 01.07.2022

Wirtschaftskraft Plus 25.06.2022

Packaging Journal 29.06.2022

Handelsblatt 25.06.2022

Elektroniknet 28.06.2022
Kreative Unruhe belohnt

Dr. Kurt Schmalz erhält Rudolf-Diesel-Medaille

03.07.2022 | (Quelle: Pressemitteilung)

Die J. Schmalz GmbH und ihr geschäftsführender Gesellschafter haben in der Kategorie „Nachhaltige Innovationsleistung“ die Jury überzeugt, wie es dazu heißt:


Maschinenmarkt 01.07.2022

Automationspraxis 30.06.2022

DDS Online 04.07.2022

Computer & Automation 04.07.2022
RANGE
OF THE AWARD

16 M.
Total range

3.797
Web page views in the period of the event

11.1 M.
Reach of the Handelsblatt online magazine
Following the great success of the medal dinner at the MAN Museum in Augsburg on June 23, 2022, the Rudolf Diesel Medal ceremony will be held there again on July 13, 2023.

The four winners of the categories "Most Successful Innovation Achievement," "Most Sustainable Innovation Achievement," "Best Innovation Promotion," and "Best Media Communication" will be announced and duly celebrated by renowned laudators during the dinner.

As a sponsor, we offer you numerous opportunities to become part of the Rudolf Diesel Medal and thus promote the German culture of innovation.
BECOME A SPONSOR

Public and, above all, professional interest in Europe's oldest innovation award, the award winners and the committees is growing steadily.

Become a part of it.
## OVERVIEW

### SPONSORSHIP

<table>
<thead>
<tr>
<th>Sponsorship contribution (net)</th>
<th>Start-Up</th>
<th>Beverage sponsor</th>
<th>Premium</th>
<th>Platin</th>
<th>Official main sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>sponsorship contribution</td>
<td>€ 7.500,-</td>
<td>€ 7.500 + Beverages (value: min. 1.000€)</td>
<td>€ 15.000,-</td>
<td>€ 30.000,-</td>
<td>upon request</td>
</tr>
<tr>
<td>Award publication</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo + Editorial (4 pages)</td>
<td>Logo + Editorial (6 pages)</td>
</tr>
<tr>
<td>Webpage</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Introduction with picture + text</td>
<td>Introduction with picture + text</td>
</tr>
<tr>
<td>Invitation</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo + mention in the text</td>
</tr>
<tr>
<td>Newsletter</td>
<td>-</td>
<td>Logo in footer</td>
<td>Logo in footer</td>
<td>Logo in footer + introduction</td>
<td>Logo in footer + introduction in separate mailing</td>
</tr>
<tr>
<td>Blog</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>Own blog post</td>
<td>3 own blog posts</td>
</tr>
<tr>
<td>Social Media</td>
<td>Naming</td>
<td>Naming</td>
<td>Introduction</td>
<td>Introduction</td>
<td>Introduction</td>
</tr>
<tr>
<td>Sponsor wall</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Large logo</td>
<td>Very large logo</td>
</tr>
<tr>
<td>Mention in Welcome Speech</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>✓</td>
<td>✓ + Keynote</td>
</tr>
<tr>
<td>Livestream</td>
<td>-</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo + banner on webpage</td>
</tr>
<tr>
<td>Event-Film</td>
<td>-</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo + contribution</td>
<td>Logo + contribution + interview</td>
</tr>
<tr>
<td>Number of gala tickets</td>
<td>3</td>
<td>5</td>
<td>5</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>Special features</td>
<td>Possible drinks: beer, wine, champagne, water, soft drinks</td>
<td></td>
<td></td>
<td></td>
<td>&quot;Rudolf Diesel Medal 2023 sponsored by [xxx]&quot;</td>
</tr>
</tbody>
</table>
The event publication accompanies the annual medal ceremony. In addition to the presentation of all nominated companies and the history as well as the committees, all main sponsors receive a four-page editorial.

In addition, all supporters of the Rudolf Diesel Medal will be named with their logo in the publication and on the invitation to the award ceremony.

<table>
<thead>
<tr>
<th></th>
<th>Start-Up</th>
<th>Premium</th>
<th>Platin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Award publication</td>
<td>✓</td>
<td>✓</td>
<td>Presentation of the Sponsor on 4 pages</td>
</tr>
<tr>
<td>Invitation</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
All contacts of the Rudolf Diesel Medal receive an announcement newsletter in advance as well as a second mailing with a personal invitation link to the digital award ceremony, which can also be forwarded to their own contacts. In all newsletters, the sponsors of the Rudolf Diesel Medal are listed with their logo in the footer. Main sponsors are additionally mentioned by name in the third newsletter, after the award ceremony, in the acknowledgement and receive their own contribution in the newsletter.

The award ceremony will also be promoted via LinkedIn, Xing, Facebook and the company’s own blog. This year’s sponsors will be named and linked in all posts announcing the Rudolf Diesel Medal 2023. In addition, the premium and main sponsors will be introduced in short posts.
We developed a new website for the award and the "Rudolf Diesel Medal" brand that does justice to Germany’s oldest innovation prize and also picks up on the theme of innovation visually.

The webpage of the Rudolf Diesel Medal offers sponsors and supporters new placement opportunities in the “Partner” section. Main sponsors of the Rudolf Diesel Medal receive a placement with company portrait and link to the company page. Start-up and premium sponsors are listed with logo.

The webpage of the Rudolf Diesel Medal as well as the partner area can be found at www.rudolf-diesel-medaille.de/partner

<table>
<thead>
<tr>
<th></th>
<th>Start-Up</th>
<th>Premium</th>
<th>Platin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webpage</td>
<td>Logo placement</td>
<td>Logo placement</td>
<td>Presentation of the sponsor and logo placement</td>
</tr>
</tbody>
</table>
For all those who cannot be present on site at the MAN Museum in Augsburg, the gala dinner will be available via live stream on our webpage. Your company logo will be visible there at the beginning, during the breaks and at the end of the stream.

In addition, the event is summarized in an event film. At the end, the logos of the sponsors can also be seen there.

<table>
<thead>
<tr>
<th></th>
<th>Start-Up</th>
<th>Premium</th>
<th>Platin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mention in Welcome Speech</td>
<td>X</td>
<td>X</td>
<td>✓</td>
</tr>
<tr>
<td>Event-Film</td>
<td>X</td>
<td>Logo placement</td>
<td>Logo placement and contribution in video</td>
</tr>
</tbody>
</table>
As a sponsor of the Rudolf Diesel Medal, your company’s logo will be placed on the sponsor wall on the day of the event.

As a premium and main sponsor, your logo will also be displayed on the roll-ups in the hall and main sponsors will have the opportunity to design the drop flags in front of the venue entrance with their logo.

<table>
<thead>
<tr>
<th>Placement</th>
<th>Start-Up</th>
<th>Premium</th>
<th>Platin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor wall</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Roll-Up</td>
<td>X</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Dropflags</td>
<td>X</td>
<td>X</td>
<td>✓</td>
</tr>
</tbody>
</table>
CONTACT

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FURTHER INFORMATION

For further information on our partners and our sponsorship program, please visit
www.rudolf-diesel-medaille.de/partner