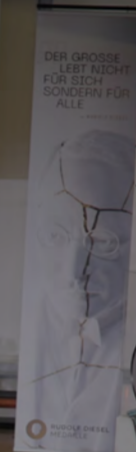
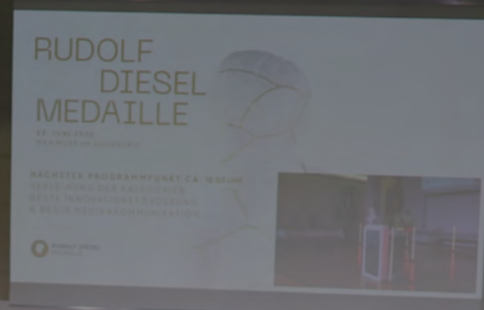


# MEDIA KIT 2024



**RUDOLF DIESEL  
MEDAILLE**

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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.

# THE AWARD OF THE RUDOLF DIESEL MEDAL

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.

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**The Rudolf Diesel Medal sends out high-profile signals for a successful German culture of innovation.**







# 70 YEARS OF HISTORY OF A MEDAL

**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.

# SCOPE OF THE RUDOLF DIESEL MEDAL

## **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.

YOUR COMPANY  
IN THE SPOTLIGHT  
OF INNOVATION

500+

Guests and viewers

70 years

Tradition



# THE RUDOLF DIESEL TRUSTEES

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](http://www.rudolf-diesel-medaille.de/gremien)

50+

Technology Boards

125 B.

Euros turnover

500.000

Jobs

# THE NEW BODY: THE ALUMNI CIRCLE

The Alumni Circle is currently in development and will serve as our next platform for former recipients and nominees of the Rudolf Diesel Medal. This exclusive community allows members to join through voluntary contributions and enjoy various benefits.

Regularly organized Alumni Conventions, to which all alumni members are invited, provide the opportunity to network and exchange ideas with like-minded individuals. In addition, members of the Alumni Circle have the right to propose and vote for the categories "Best Innovation Promotion" and "Best Media Communication."





# RUDOLF DIESEL MEDAL 2023

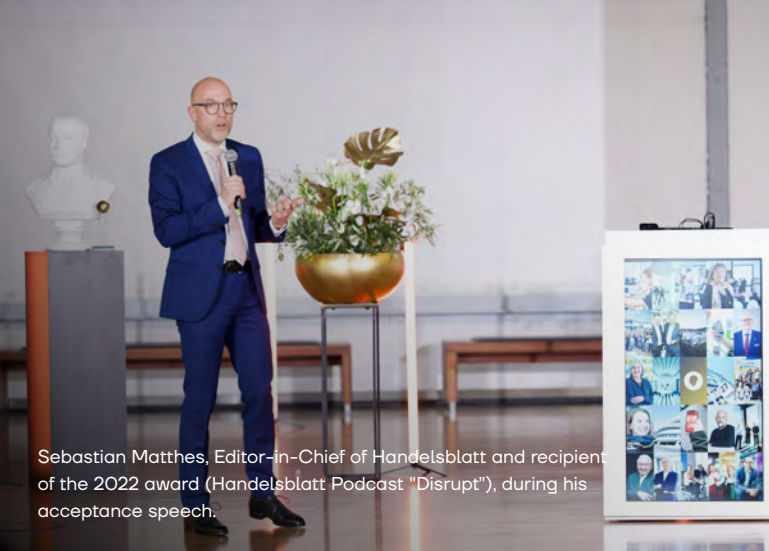


Watch the 2022 award video now



Video Review





Sebastian Matthes, Editor-in-Chief of Handelsblatt and recipient of the 2022 award (Handelsblatt Podcast "Disrupt"), during his acceptance speech.



Romy Stühmeier, Managing Director of the Competence Center for Technology Diversity and Equal Opportunities e.V., during her eulogy in 2023.



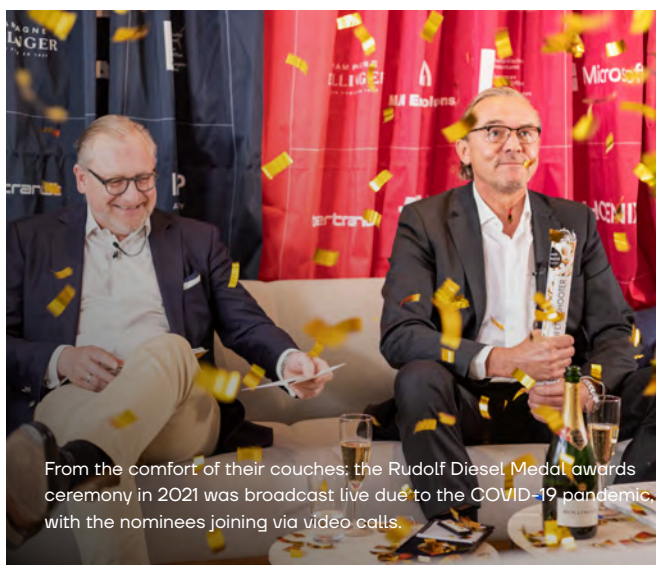
Dr. Uwe Lauber, CEO of MAN Solutions, during his opening speech at the Rudolf Diesel Medal awards ceremony in 2022.



The recipients of the Rudolf Diesel Medals 2022 (from left to right): Dr. Kurt Schmalz (J.Schmalz GmbH), Romy Stühmeier (Girls' Day - Girls' Future Day), Sebastian Matthes (Handelsblatt Podcast "Disrupt"), and Renate Pilz (Pilz GmbH & Co. KG).



Award winner Renate Pilz and her children (Pilz GmbH & Co. KG) at the presentation of the Rudolf Diesel Medals 2022.



From the comfort of their couches: the Rudolf Diesel Medal awards ceremony in 2021 was broadcast live due to the COVID-19 pandemic, with the nominees joining via video calls.



The recipients of the Rudolf Diesel Medals 2023 (from left to right): Dr. Joachim Kuhn (va-Q-tec AG), Lisa-Katrina Mayer, Philipp Dettmer (in a nutshell - Kurzgesagt GmbH), Luisa Bliesze, Dr. Klaus Peter Meier, and Beatrix Anton-Grönemeier (ENACTUS Germany e.V.), Prof. Dr. Dr. h.c. mult. August-Wilhelm Scheer (Scheer GmbH).

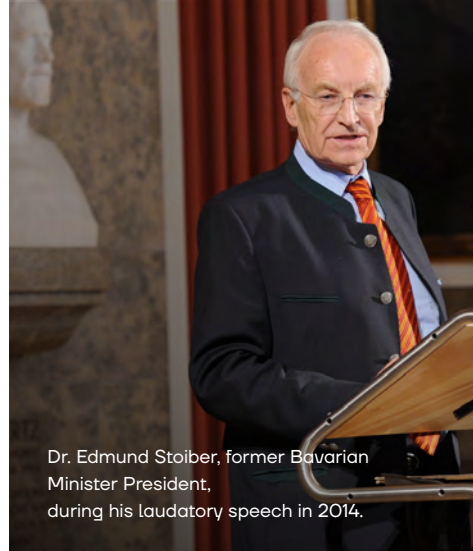


Prof. Dr. Alexander J. Wurzer presents the Rudolf Diesel Medal to Romy Stühmeier (Girl's Day - Girls' Future Day).





Prof. Dr. Hans-Jörg Bullinger, President of the Fraunhofer Society, presents the Rudolf Diesel Medal to Friedhelm Loh, owner of the Friedhelm Loh Group (2010).



Dr. Edmund Stoiber, former Bavarian Minister President, during his laudatory speech in 2014.



The cabaret artist Ottfried Fischer at the medal ceremony in 2010.



The cabaret artist Florian Schroeder at the Rudolf Diesel Medal awards ceremony in 2016.



The Rudolf Diesel Medal awards ceremony in 2016 (from left to right): Mario Ohoven, President of the Federal Association of Small and Medium-Sized Enterprises (BVMW) retired, awardee Dr. Ing. E.h. Martin Herrenknecht (Herrenknecht), and Dr. Uwe Lauber, CEO of MAN Solutions.



Dr. Eckart von Hirschhausen, moderator, physician, and cabaret artist, during his laudatory speech on the TV show "Wissen vor acht" of ARD on the occasion of the 60th anniversary of the Rudolf Diesel Medal in 2013.



Michael Käfer, entrepreneur and owner of Käfer AG, during his laudatory speech in 2018.



Jan Hofer, news anchor, delivers a laudatory speech at the Rudolf Diesel Medal awards ceremony in 2010.



Among the guests at the 2014 Rudolf Diesel Medal awards ceremony in the Honorary Hall of the German Museum were (from left to right): Dr. Edmund Stoiber, former Bavarian Minister President, Prof. Dr. Wolfgang Heckl, Director General of the German Museum, and Mario Ohoven, former President of the Federal Association of Small and Medium-Sized Enterprises (BVMW).



# VOICES FROM THE PRESS

Erfolgreichste Innovationsleistung

## August-Wilhelm Scheer mit Rudolf-Diesel Medaille ausgezeichnet

Für seine Innovationen im Umfeld moderner Softwarearchitekturen wurde August-Wilhelm Scheer die Rudolf-Diesel Medaille verliehen.



Auszeichnung seines IT-Lebenswerkes: August-Wilhelm Scheer wird mit der Rudolf-Diesel Medaille geehrt.



MEHR ZUM THEMA  
Scheer veröffentlicht Buch: Es geht ums Timing!



COMPUTERWOCHE 14.07.2023



Wirtschaftskraft Plus 25.06.2022

## Auszeichnung Für nachhaltige Innovation

Der Glattener Unternehmer Kurt Schmalz erhielt in Augsburg die Rudolf-Diesel-Medaille verliehen.

27.06.2022

Von NC



Dr. Kurt Schmalz (Mitte) nimmt die Rudolf-Diesel-Medaille vom Sprecher des Kuratoriums, Prof. Dr. Alexander J. Wurzer (links) und Laudator Dr. Christoph Münzer, Hauptgeschäftsführer vom Wirtschaftsverband Industrieller Unternehmen (WVIB) Schwarzwald, entgegen. Bild: Andreas Stelzer, Eichmeister Kreativagentur

Tagblatt 27.06.2022



Start > Wirtschaft > Unternehmen

14.07.2023  
Unternehmen

## Professor August-Wilhelm Scheer erhält Rudolf-Diesel-Medaille

Ausgezeichnet mit dem renommiertesten Innovationspreis

Professor August-Wilhelm Scheer ist am Donnerstag, 13. Juli, mit dem ältesten und renommiertesten Innovationspreis worden, der Rudolf-Diesel-Medaille. Bei einem Festakt in Augsburg wurde der Unternehmer und Wissenschaftler in der Kategorie „erfolgreichste Innovationsleistung“ als „Vordenker und unternehmerischer Umsetzer“ moderner Architekturen für Informationssysteme gewürdigt.

Die Rudolf-Diesel-Medaille wird seit 1953 verliehen, im Gedenken an Rudolf Diesel, den Erfinder des Diesel-Motors. Mit dem Preis werden Personen für besondere Erfindungen und Innovationsleistungen geehrt. Zu den bisherigen Preisträgern zählten Gottlieb Daimler und Wilhelm Maybach als Pioniere des Automobilbaus, Conrad Zuse als Erfinder des Computers, der Raketenpionier Werner von Braun, die Gründer der SAP AG sowie mehrere Nobelpreisträger.

In der Begründung zur Verleihung der Medaille heißt es unter anderem: Das



PT-MAGAZIN 14.07.2023

## Podcast Handelsblatt Disrupt gewinnt renommierten Innovationspreis

Die Rudolf-Diesel-Medaille kürt Personen, die zum Erhalt der Innovationskultur in Deutschland beitragen. Sebastian Matthes gewinnt in der Kategorie Medien.



25.06.2022 - 11:56 Uhr • Kommentieren • 2 x geteilt



Die Preisträger der Rudolf-Diesel-Medaille 2022

Dr. Kurt Schmalz (i. Schmalz GmbH), Romy Stühmeier (Girls Day - Mädchen Zukunftstag), Sebastian Matthes (Handelsblatt Podcast „Disrupt“) und Renate Pilz (Pilz GmbH & Co. KG) (von links nach rechts). (Foto: Eichmeister Kreativagentur)

Handelsblatt 25.06.2022



Elektroniknet 28.06.2022





SPS Magazin 01.07.2022



Presseportal 30.05.2022



Maschinenmarkt 01.07.2022



Automationspraxis 30.06.2022



Computer & Automation 04.07.2022



DDS Online 04.07.2022

# RANGE OF THE AWARD

16 Mio.

Total range\*

14.900

Web page views in the period  
of the even

26.000

Social media outreach



\*Potential and actual contacts, as well as interactions measured in terms of physical presence, media coverage, webpage views, and social media reach.



# THE NEXT AWARD

The Rudolf Diesel Medal awards ceremony in 2023 at the MAN Museum in Augsburg was undoubtedly a fitting 70th anniversary celebration. This year, in July 2024, the Rudolf Diesel Medal awards ceremony will once again take place there.

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

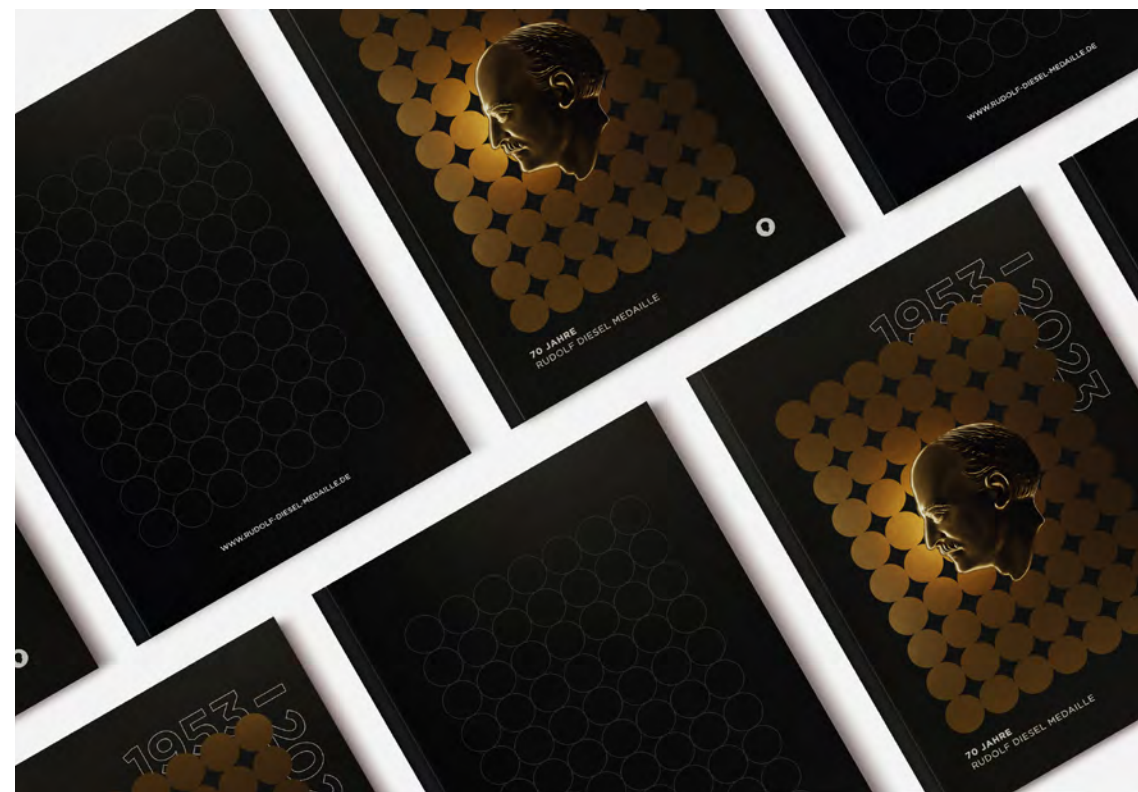
	Start-Up	Beverage sponsor	Premium	Platin	Official main sponsor
<b>Sponsorship contribution (net)</b>	€ 7.500,-	€ 7.500 + Beverages (value: min. 1.000€)	€ 15.000,-	€ 30.000,-	upon request
Award publication	Logo	Logo	Logo	Logo + Editorial (4 pages)	Logo + Editorial (6 pages)
Webpage	Logo	Logo	Logo	Introduction with picture + text	Introduction with picture + text
Invitation	Logo	Logo	Logo	Logo	Logo + mention in the text
Newsletter	-	Logo in footer	Logo in footer	Logo in footer + introduction	Logo in footer + introduction in separate mailing
Blog	-	-	-	Own blog post	3 own blog posts
Social Media	Naming	Naming	Introduction	Introduction	Introduction
Sponsor wall	Logo	Logo	Logo	Large logo	Very large logo
Mention in Welcome Speech	-	-	-	✓	✓ + Keynote
Livestream	-	Logo	Logo	Logo	Logo + banner on webpage
Event-Film	-	Logo	Logo	Logo + contribution	Logo + contribution + interview
Number of gala tickets	3	5	5	10	15
Special features		Possible drinks: beer, wine, champagne, water, soft drinks			"Rudolf Diesel Medal 2024 sponsored by [xxx]"

# PLACEMENT



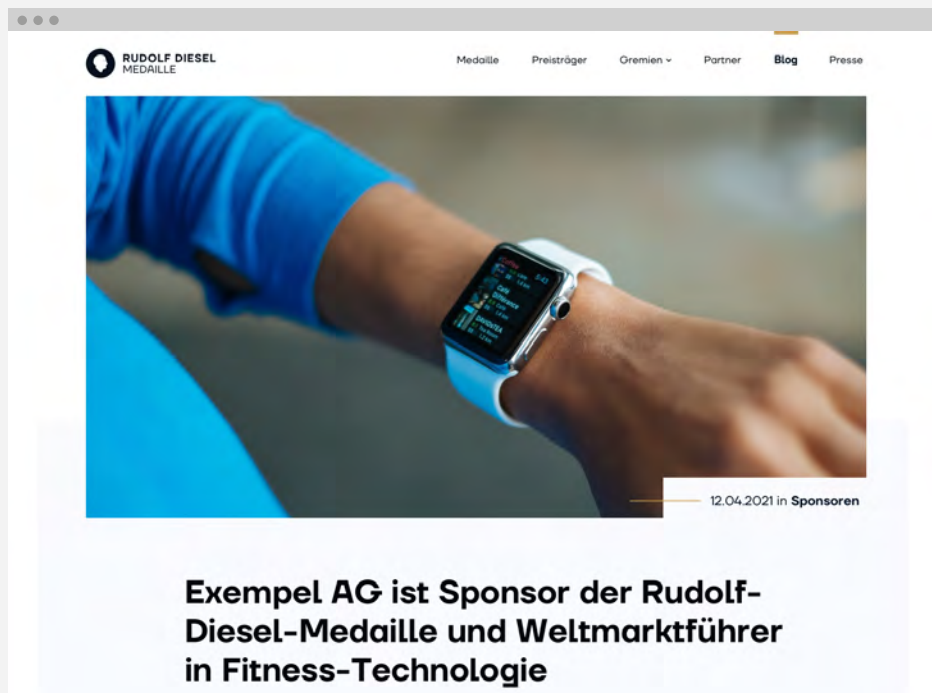
The event publication accompanies the annual medal ceremony. In addition to the presentation of all nominated companies and the history as well as the committees, all main sponsors receive a four-page editorial.

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.



	Start-Up	Premium	Platin
Award publication	✓	✓	Presentation of the Sponsor on 4 pages
Invitation	✓	✓	✓





Example blog article



Example LinkedIn Post



Example LinkedIn Post

# PLACEMENT NEWSLETTER, BLOG AND SOCIAL MEDIA

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.

	Start-Up	Premium	Platin
<b>Newsletter and Blog</b>	X	Logo placement in footer	Presentation in the 2. or 3. newsletter
<b>Social Media Channels</b>	Mention on LinkedIn	Presentation on LinkedIn	Presentation on all channels

# PLACEMENT WEBPAGE

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.

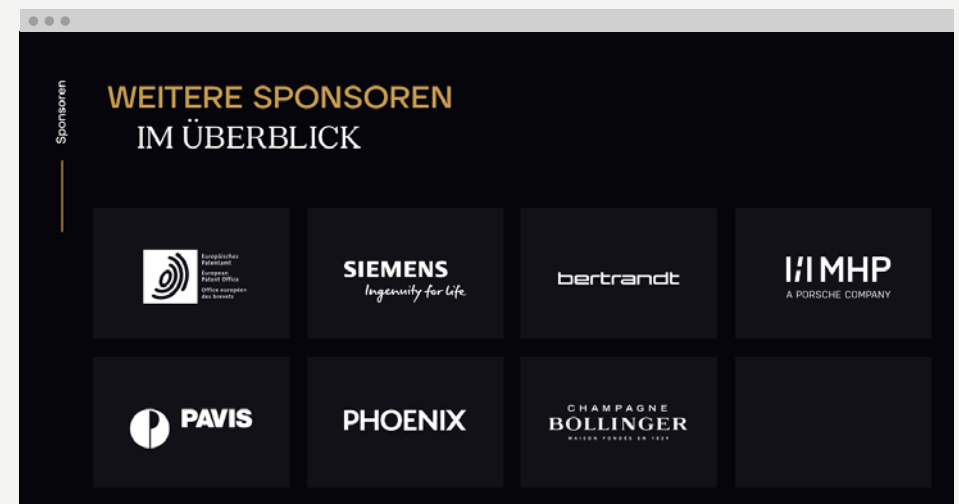
The webpage of the Rudolf Diesel Medal offers sponsors and supporters new placement opportunities in the "Partner" section. Main sponsors of the Rudolf Diesel Medal receive a placement with company portrait and link to the company page. Start-up and premium sponsors are listed with logo.

The webpage of the Rudolf Diesel Medal as well as the partner area can be found at [www.rudolf-diesel-medaille.de/partner](http://www.rudolf-diesel-medaille.de/partner)

	Start-Up	Premium	Platin
Webpage	Logo placement	Logo placement	Presentation of the sponsor and logo placement



Presentation of the main sponsors on sponsor page



Placement of logo in sponsor section



# PLACEMENT AWARD FILM & LIVESTREAM



Event-Film

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.

	Start-Up	Premium	Platin
<b>Mention in Welcome Speech</b>	X	X	✓
<b>Event-Film</b>	X	Logo placement	Logo placement and contribution in video

# PLACEMENT SPONSOR WALL

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.

	Start-Up	Premium	Platin
Sponsor wall	✓	✓	✓
Roll-Up	x	✓	✓
Dropflags	x	x	✓





# CONTACT AND CONTACT PERSON



**RUDOLF DIESEL  
MEDAILLE**



Deutsches Institut für  
Erfindungswesen

## CONTACT

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Fax: +49 (0) 89 242978 -21  
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www.eichmeister.de

## FURTHER INFORMATION

For further information on our partners  
and our sponsorship program, please  
visit

[www.rudolf-diesel-medaille.de/partner](http://www.rudolf-diesel-medaille.de/partner)