

United Netherlands Sponsorship Value Proposition

United Netherlands (UNL) offers *the* solution to the “*War on Talent*”. Our Sponsorship opportunities are built on three core pillars: Talent Development & Recruitment Access, Brand Visibility, and Educational Support. Our partnerships are professional, transparent and impact-driven. Below, we discuss our sponsorship plan in detail.

Talent Development and Recruitment Access

As a sponsor, you gain access to UNL's pool of high-achieving students and young professionals. Connect with talent in meaningful ways through guest lectures, events or training sessions. Our programs offer face-to-face interaction with motivated participants. Private networking receptions and panels, organised by us or in cooperation with us, serve as pre-recruitment opportunities, a chance to spot promising candidates early and introduce your organisation.

Beyond the current cohort, UNL gives you entrée to a global alumni network of over 700 individuals who have graduated from our programs. Our alumni work at all levels of government, NGOs, top consulting firms, financial institutions, tech startups and more, representing a reservoir of talent and connections. As a sponsor, you will have the opportunity to attend exclusive alumni events or host in-house days at your own offices. Naturally, we display your company logo's during any events, creating wide brand visibility for students everywhere.” / “Several of our sponsorship tiers include tailored workshops, customisable to your specific needs: improve your staff's public speaking skills, practice negotiation, optimise sales pitches or take your management style to the next level. In essence, you cultivate relationships not just with this year's participants but with a growing community of UNL alumni poised to become industry and public-sector leaders at the regional, national, and international level.

Furthermore, our partnership provides targeted recruitment channels to boost your talent pipeline. We will disseminate your internship and job vacancies through UNL's internal networks, including delegate mailing lists, alumni groups, and social media. Your opportunities will be seen by a pre-selected pool of emerging talent with proven skills and ambition, effectively giving your company “a year-round recruiting booth on campus” through UNL. Additionally, at career events that UNL organises or attends, we highlight our sponsors: for instance, if UNL has a booth at a university career fair, we will display your logo and share your materials alongside our own, putting your brand on the map for students countrywide.

UNL also contributes to developing your existing talent. At higher sponsorship tiers, we offer to deliver tailored workshops to your staff as a unique benefit. For example, we can provide an in-house public speaking or negotiations workshop for your young professionals. We will customise these sessions to your context (be it impromptu speaking for sales pitches, strategic framing for managers, or other relevant skills), thereby aiding in developing your team's soft skills.

Enjoy these benefits:

- Direct access to UNL's pool of high-achieving students and young professionals through UNL programmes.
- Face-to-face recruitment touchpoints via guest lectures, events, training sessions, and panels (UNL-led or co-hosted).
- Vacancy distribution (internships and graduate roles) through UNL's delegate and alumni channels, plus social media.
- Early-talent identification through private networking moments and targeted engagement opportunities.
- Access to UNL's alumni network (700+) as a longer-term recruitment and talent pipeline.

Brand Visibility

With UNL, you can maximize your organization's exposure. Prominent branding is guaranteed: your logo will feature on our website, social media, event banners, delegates' merchandise, presentation slides, certificates, and all official UNL materials. Also at major events, such as the Delegation opening ceremony (*First Delegate Meeting*), training conferences, Public Speaking Programme, and the High School Public Speaking Programme. Higher-tier partners enjoy even greater visibility, for example with logo placement on awards or naming rights to a prize ("X Company Public Speaking Award") presented at our final ceremony. We also include sponsors in press releases and media outreach, positioning your firm as a supporter of (youth) education and professional development. Over the course of a year, your brand exposure through UNL is significant: we reach nearly 150,000 online viewers annually across Instagram, LinkedIn, and Google, meaning your sponsorship will be seen by a wide audience of students, young professionals, and educators.

By supporting United Netherlands, your company demonstrates a commitment to education, leadership, and social responsibility. You will be visibly supporting an educational non-profit that empowers diverse young people from many backgrounds to become future leaders. Sponsoring UNL is a direct way to meet those commitments by contributing to the development of top students and giving your organisation a role in shaping their skills. Your partnership with us sends a strong signal that your company is committed to youth development.

Enjoy these benefits:

- Your logo featured widely on our website, social media, banners, merchandise, and all other official material
- Named scholarship opportunities for higher-tier partners
- Exposure in press releases and media outreach
- Visibility to nearly 150,000 viewers across Instagram, LinkedIn and Google
- Tailored reports on audience engagement and outreach achieved.
- Public testimonials to highlight your support

Educational Support

Your sponsorship makes a great difference in the lives of students, which, in turn, ensures your company's long-lasting legacy. United Netherlands is an organisation dedicated to academic excellence and skill-building in areas like diplomacy, public speaking, and leadership. By partnering with us, you become an integral supporter of our educational mission. Your funding directly sustains and expands our flagship programs, the university-level UNMD Delegation, the Public Speaking Program (PSP), the High School Program (HSP), and more, allowing talented young people from across the Netherlands to access these life-changing opportunities. To honour and publicise

this contribution, we offer the chance to establish co-branded scholarships or educational grants. For example, you could endow a “[Your Company] Scholarship” that covers a participant’s fee for the Public Speaking Program or supports a financially disadvantaged high school’s entry into HSPMUN. Contributions can also be directed to special access funds (such as our existing aMUNli Fund, dedicated to widening educational access) to help more students take part in UNL programmes. By funding a scholarship or similar initiatives, your company directly transforms a young person’s future, an impact that can be celebrated both within the UNL community and publicly.

For top-tier sponsors, educational support goes hand-in-hand with collaboration. We invite our closest partners to help shape new learning initiatives in line with shared values, as well as your organisation’s specialisations, e.g. innovation, sustainability, or for instance, if your industry prioritises innovation, you might sponsor an “Innovation in Diplomacy” case competition, or if sustainability is a core value, you could help introduce a simulation on climate negotiations, all branded in partnership with your organisation. We remain flexible and creative in tailoring such opportunities (as long as they align with our educational mission).

Your sponsorship is more than a transaction, it is an investment in future leaders. By funding UNL, you help equip ambitious students with skills and experiences that will serve society for years to come. You will see first-hand the successful impact of your support and the difference you are making in the lives of our participants. We actively share such outcomes with you, providing stories and testimonials so you can appreciate and showcase the human results of your support. The bottom line is that, as a sponsor, you are not just buying a logo placement; you are changing lives and shaping the next generation of leaders, all while gaining the business advantages of recruitment access and brand elevation.

UNL is not a sponsorship. It is a talent strategy.

