



BITCOIN
ZITADELLE

Bitcoin Citadel Switzerland

Pleb's rabbit hole

August 11 - 14, 2022

Bio Schwand Münsingen

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Join the Citadel!

Be Part of the Biggest Bitcoin event in Switzerland

After the great success of the first German-native Bitcoin Citadel 2021 in Germany, we are now bringing the event of the year to Switzerland! For the first time, the German-speaking Bitcoin community will find its home in the Swiss Confederation.

From August 11 - 14, 2022, the Bio Schwand in Münsingen (Bern) will glow orange when the Bitcoin community meets for talks, workshops, barcamps and cozy exchanges in front of the campfire.

The Crew Behind

The three Bitcoin enthusiasts and main organizers Lara (@SwissAlice), Adrian (@pauli_adrian) and Raphael (@cercatrova_21) were so impressed by the positive vibe of the first Bitcoin Citadel that they now want to bring the event to Switzerland.

The organization is done through the association Einundzwanzig, the biggest German bitcoin podcast.

Pleb's rabbit hole

Approximately 300 participants are expected on-site, mainly from Switzerland, Germany and Austria. In addition, selected program items such as panels and talks will be recorded for Youtube and broadcast live to a broad audience. On board is a wide spectrum of the German Bitcoin community (Einundzwanzig, Blocktrainer, Fulmo and many more), as well as international big names. The Bio Schwand facility was once a agricultural school and is now a seminar hotel and all organic restaurant.

This August, the Bio Schwand becomes a retreat for Bitcoiners to meet, exchange, learn together, start or get to know new projects, and possibly raise their own understanding of Bitcoin to a new level.

The Full Programm. For Four Days.

In order to give the aspect of "meeting again" an exciting and informative framework, there will be organized program items (talks, panels, workshops) on the one hand, and on the other hand, the participants are encouraged to get involved in the events themselves and contribute to the success of the conference. The Bitcoin Citadel will offer enough space for spontaneous offers, impulse talks, hacking sessions or tutorials.

Sponsoring Packages

	Rai	Silver	Gold	Bitcoin
Price	2000 CHF	5000 CHF	10'000 CHF	15'000 CHF
Available Sponsorships	10	8	6	2
Logo on web-site	✓	✓	✓	✓
Social Media Promo of Sponsorships	✓	✓	✓	✓
Give-aways for participants	✓	✓	✓	✓
Logo on the ticket		✓	✓	✓
Feature on sponsoring slides at breaks		✓	✓	✓
Promo stand at event		✓	✓	✓
Mention in the video description of the livestream			✓	✓
Logo on event merch			✓	✓
Free choice of space for promo stand			✓	✓
individual co-determination (see next slide)				✓
number of event tickets	1	2	4	6

Bitcoin-Package aka All-In-Sponsoring

Main sponsors who choose the Bitcoin sponsorship package can additionally help to individually design and showcase their brand or product. We are looking forward to your suggestions and ideas.

The following promotions are conceivable:

- **Speaker Slot** / Panel QA / Product Presentation
- One-time **cover letter to attendees** with sponsor info
- Lanyard Branding
- Contribution of a **Hackathon workshop** (e.g. with raffle of participant places on social media)
- Organization / execution of a **fun event**
- Use of brand colors for **lighting effects**
- Branding / advertising during catering
- **Raffle** during the conference

Fancy a Sponsoring- Partnership?

The entire organization of Bitcoin Citadel 2022 is done by the association "Einundzwanzig". As such, we are not-for-profit and therefore rely on sponsorship partnership.

We would be happy if your company also participates in the biggest Swiss Bitcoin event of the year and supports us.



Already Got First Sponsorship Ideas? Then just write away.

We will be happy to discuss the various options in detail in a personal meeting and answer your questions: **plebs@bitcoin-zitadelle.ch**

It's best to put the following information in the email, then we can respond as fast as lightning:

- company name & address
- contact person with phone number & email
- website & company logo
- desired sponsorship package