



better cotton initiative™
conference 2027

Sponsorship Opportunities



Marrakech, Morocco
25-27 January 2027



bci™
better cotton
initiative

Become a sponsor of the Better Cotton Initiative Conference 2027

Position your brand at the forefront of sustainable cotton within BCI's flagship global forum. Share your goals and preferred sponsorship level, and we will help shape the right opportunity to maximise your impact.



Gain field-level insight,

through inspirational speakers, Innovation Marketplace solutions, and field trip experiences that bring sector challenges and opportunities to life.



Connect with stakeholders from 25+ countries,

bringing diverse regional perspectives, market insights, and opportunities for international collaboration.



Reach 400+ C-suite leaders, senior executives, farmers, field-level representatives, policymakers, industry innovators, and technical specialists,

representing brands, retailers, suppliers, manufacturers, producer organisations, certification bodies, programme partners, and civil society.



Build high-value relationships in the Exchange Zone,

an appointment-based 1:1 meeting space with streamlined tables that support direct dialogue, and dedicated time blocks and reserved sponsor tables to ensure priority access to productive, high-value conversations throughout the conference.



Tap into BCI's trusted understanding of the cotton sector,

built through global engagement, technical expertise, deep partnerships, and opportunities to connect directly with BCI's leadership.

We warmly invite you to connect with us to discuss your sponsorship needs, explore available packages, or ask any questions you may have.

For more information, please contact the Conference Secretariat:

- Sarah Powell, Global Events Manager
- Bibiana Estrada-Bonilla, Events Coordinator

✉ sponsorship@bettercottonconference.org

🌐 conference.bettercotton.org



Participate in an immersive, in person event,

with receptions, networking dinners, and interactive breakout sessions, designed to help you build relationships and collaborate across the global cotton sector.

Photo credit: BCI/Evronas.



Sponsorship Packages	Platinum	Gold	Silver	Bronze
	€45,000	€25,000	€12,000	€7,000
Total Available	1	1	4	10
Full Delegate Passes	5	5	3	2
Sponsor Stand	Deluxe	Deluxe	Standard	Standard
Private Meeting Room	✓			
Reserved sponsor table in the Exchange Zone during dedicated slots	✓	✓	✓	✓
Logo placement on venue signage and post-event showreel	✓	✓	✓	✓
Logo placement on livestream overlay	✓	✓		
Welcome-remarks slot in plenary	✓	✓		
Acknowledgement by conference host at plenary opening and closing	✓			
Networking Dinner welcome speech, venue branding, and sponsor promo video (own)	✓			
Welcome Reception welcome speech, venue branding, and sponsor promo video (own)		✓		
Host a branded breakout session (listed on the website and app; subject to BCI content review)	✓	✓		
Promo video (own) played at registration	✓			
Company profile on the BCI Conference website	✓			
Company listed on the BCI Conference website		✓	✓	✓
Priority placement within the BCI Conference app	✓	✓		
Company listed on the BCI Conference app			✓	✓
LinkedIn & Instagram posts delivered in line with BCI Conference marketing timeline	Up to 6	Up to 4	2 Group Posts	2 Group Posts
Sponsor mentions in BCI launch press release, post-event press release, and post-event blog	✓	✓		
Spotlight in conference email campaigns	✓	✓		
Access to opt-in attendee list	✓	✓		
Access to sponsor-related app and website engagement data	✓			
Silver Tier Exclusive choice of ONE activation. For detailed activation descriptions and availability, please contact the Conference Secretariat. (Subject to availability; allocated on a first-come, first-served basis.)			One activation	
Bronze Tier Exclusive choice of ONE activation. For detailed activation descriptions and availability, please contact the Conference Secretariat. (Subject to availability; allocated on a first-come, first-served basis.)				One activation