

# Expo 2025 Osaka, Kansai, Japan

Netherlands Participation | Sponsor Opportunities



Copyright AND BV | Plomp

オランダ

# Sponsorship for the Netherlands Pavilion at Expo 2025 Osaka, Kansai, Japan



The Netherlands is an official participant of Expo 2025 Osaka. The Netherlands' participation will showcase public-private partnership in many ways, including through sponsorship. We welcome your interest in sponsoring the Netherlands Pavilion at Expo 2025 Osaka!

Three different sponsorship packages have been designed and are detailed below. Flexibility is a priority: we would be happy to discuss amounts and benefits that match your needs.

## Package 1 – Silver Sponsor (contributions of €25,000 in cash or €40,000 in kind):

- Your company's name will appear on the joint sponsor boards in the business lounge in the Netherlands Pavilion and at the exit of the Dutch exhibition area. On these boards you will be highlighted as a silver sponsor and thanked for your contribution to the Netherlands' participation.
- Your company's name and a link to your website will appear on the Netherlands Pavilion website ([www.nlexpo2025.nl](http://www.nlexpo2025.nl) and [www.orandaexpo2025.nl](http://www.orandaexpo2025.nl)), and we will dedicate a social media post to your company, introducing it as a silver sponsor.
- In consultation with the project team, you can refer to your sponsorship and use related images in your own external communications.
- One representative of your company will be invited to attend the Netherlands National Day at the Netherlands Pavilion.
- During Expo 2025 Osaka, you can book one slot to use the business facilities (i.e. the event room for business meetings and networking activities) at the Netherlands Pavilion; catering costs are not included.
- You will be given priority to participate in one networking event at the Netherlands Pavilion that is relevant to your organisation.

## Package 2 – Gold Sponsor (contributions of €50,000 in cash or €80,000 in kind):

- Your company's name will appear on the joint sponsor boards in the business lounge in the Netherlands Pavilion and at the exit of the Dutch exhibition area. On these boards you will be highlighted as a gold sponsor and thanked for your contribution to the Netherlands' participation.
- Your company's name and a link to your website will appear on the Netherlands Pavilion website ([www.nlexpo2025.nl](http://www.nlexpo2025.nl) and [www.orandaexpo2025.nl](http://www.orandaexpo2025.nl)), and we will dedicate two social media posts to your company, introducing it as a gold sponsor.
- In consultation with the project team, you can refer to your sponsorship and use related images in your own external communications.
- A representative of your company in Japan will be invited to attend the opening of Expo 2025.
- One representative of your company will be invited to attend the Netherlands National Day at the Netherlands Pavilion and a meet and greet with the guests of honour.
- During Expo 2025 Osaka, you can book up to two slots to use the business facilities (i.e. the event room for business meetings and networking activities) at the Netherlands Pavilion; catering costs are not included.
- You will be given priority to participate in two networking events at the Netherlands Pavilion that are relevant to your organisation.

Package 3 – National Sponsor (contributions of €150,000 in cash):

- Your company's name will appear prominently on the joint sponsor boards in the business lounge in the Netherlands Pavilion and at the exit of the Dutch exhibition area. On these boards you will be highlighted as a national sponsor and thanked for your contribution to the Netherlands' participation.
- Your company's name and a link to your website will appear on the Netherlands Pavilion website ([www.nlexpo2025.nl](http://www.nlexpo2025.nl) and [www.orandaexpo2025.nl](http://www.orandaexpo2025.nl)) and sponsor testimonials and/or interviews will be published on the website and on social media. You will be included in external communications at key milestones of the Netherlands' participation highlighting the contribution of our national sponsors in this regard.
- In consultation with the project team, you can refer to your sponsorship and use related images in your own external communications. You can also use the Common Ground NL sticker logo and related communications.
- A representative of your company in Japan will be invited to attend the opening of Expo 2025.
- One representative of your company will be invited to attend the Netherlands National Day at the Netherlands Pavilion and a meet and greet with the guests of honour. This person will also be part of the official Dutch delegation during the National Day.
- During Expo 2025 Osaka, you can book up to five slots to use the business facilities (i.e. the event room for business meetings and networking activities) at the Netherlands Pavilion; catering costs are not included. You will receive video registration of a sponsor's event.
- You will be given priority to participate in up to four networking events at the Netherlands Pavilion that are relevant to your organisation.
- A small delegation from your company will receive a VIP tour of the Dutch Pavilion visitor experience.

Conditions and additional information:

- Sponsorship is in principle open to all businesses and organisations with a substantial presence in the Netherlands.
- The Ministry of Foreign Affairs will assess proposals for sponsorship from businesses and organisations. The proposed sponsorship must be aligned with the objectives of the Netherlands' participation. The request must tie in with the main theme and five tracks.
- The sponsor must comply with Dutch rules and standards regarding responsible business conduct. The Dutch government expressly reserves the right to reject proposals for sponsorship.
- Sponsorship must comply with the rules set by the Expo organisers for the participating countries.
- Please contact us about the possibilities of becoming a sponsor. Sponsorship will be finalised through a sponsorship agreement between the sponsor and the Netherlands Enterprise Agency (RVO).

Contact:

Expo 2025 Osaka Project Team  
[expo2025-osaka@rvo.nl](mailto:expo2025-osaka@rvo.nl)



OFFICIAL PARTICIPANT