Dear Friends, Dear Partners,

We are delighted to invite you to participate in the organisation of the World Stamp Exhibition Praga 2028, which will be held in Prague from 22 to 26 March 2028.

Prague is widely regarded as one of the most beautiful cities in Europe, with an exceptional history, architecture and cultural atmosphere. It attracts millions of visitors every year, who come to admire its UNESCO-listed monuments and enjoy the unique atmosphere of its old streets, bridges and historic palaces. Its modern infrastructure also makes Prague an ideal location for hosting international events.

The magnificent setting of the city lends the Praga 2028 exhibition unique significance. Taking place in an environment that combines tradition, culture and openness to the world, the exhibition is located in a place that is beautiful, easily accessible and attractive to both the professional community and the general public.

Praga 2028 will offer over 2,500 exhibition frames and more than 650 exhibits, with participants from over 60 countries. It will bring together experts, collectors, postal administrations, dealers and philatelic institutions, and will also offer a rich programme of accompanying events, including social events, lectures and professional meetings.

Like all major global events, Praga 2028 is financed through a combination of institutional support, exhibitor contributions, and partner funding. For this reason, we have prepared a sponsorship and partnership programme offering a variety of brand, company and institutional presentation opportunities, ranging from basic support to prestigious levels with exceptional visibility.

By participating, you will help to create an exhibition that will showcase Czech philately and Prague as a cultural metropolis of global importance. You will also have the opportunity to be part of a unique event that will attract experts and visitors from around the world.

Thank you for considering supporting us. We look forward to the opportunity to work with you to create an exhibition that the Czech Republic will be proud of.

Yours faithfully,

Jiří Kraus
President of the Organising Committee of Praga 2028

Basic parameters of the partnership programme

Based on your support, we offer the following partnership levels and related benefits:

Donor

Contribution: EUR 42,00 - 417,00

Benefits:

- Name/logo listed on the official website and in the catalogue
- Certificate of exhibition support
- Name/logo listed on the thank-you roll-up banner at the exhibition venue

Supporter

Contribution: EUR 417,00 – 999,00

Benefits:

- Name/logo listed on the official website and in the catalogue
- Certificate of exhibition support
- Name/logo listed on the thank-you roll-up banner at the exhibition venue
- 1 invitation to the opening ceremony
- 1 catalogue

Patron

Contribution: EUR 1 000,00 – 3 125,00

Benefits:

- Certificate of exhibition support
- Name/logo listed on the thank-you on the official website, roll-up banner at the exhibition venue and in the catalogue
- The opportunity to present a philatelic gem or rarity in the prestigious publication "Philatelic Gems from the Patrons of PRAGA 2028".
- A VIP Package, including the "Philatelic Gems from the Patrons of PRAGA 2028" publication.
- An invitation to two special presentations followed by an exclusive reception for the PRAGA 2028 Patrons.
- Admission for one person to the VIP Lounge.
- 1 invitations to the opening ceremony
- 1 catalogues

Bronze Partner

Contribution: EUR 3 126,00 – 6 250,00

Benefits:

- Name/logo listed on the official website and in the bulletin
- ½ page advertisement in the exhibition catalogue
- Certificate of exhibition support and partner medal
- Name/logo listed on the thank-you roll-up banner at the exhibition venue
- 2 invitations to the opening ceremony
- 2 catalogues
- 1 ticket to the gala opening (the evening before the exhibition)
- 1 ticket to the VIP Lounge
- 1 ticket to the Palmares

Silver Partner

Contribution: EUR 6 251,00 – 12 500,00

Benefits:

- Name/logo listed on the official website, in the bulletin and on the banner
- 1 page advertisement in the catalogue
- Certificate of exhibition support and partner medal
- Name/logo on the thank-you roll-up banner at the exhibition venue
- 2 VIP invitations to the opening ceremony
- 2 catalogues
- 2 tickets to the gala opening (the evening before the exhibition)
- 2 tickets to the VIP Lounge
- 2 tickets to the Palmares
- Possibility of a roll-up banner (approx. 1m x 2m) in a designated area
- Guided tour of the exhibition for the partner and their guests

Gold Partner

Contribution: EUR 12 501,00 – 29 167,00

Benefits:

- Name/logo listed on the official website, in the bulletin and on the banner
- 1-page advertisement in the catalogue
- Certificate of exhibition support and partner medal
- Name/logo on the thank-you roll-up banner at the exhibition venue
- 4 VIP invitations to the opening ceremony
- 4 catalogues
- 4 tickets to the gala opening (the evening before the exhibition)
- 4 tickets to the VIP Lounge
- 4 tickets to the Palmares
- Possibility of 2 roll-ups (approx. 1m x 2m) in a designated area
- Guided tour of the exhibition for the partner and their guests
- Possibility of a basic presentation space (stand) of up to 6 m²

Platinum Partner

Contribution: EUR 29 168,00 – 62 500,00

Benefits:

- Name/logo listed on the official website, in the bulletin, on posters, and on banners
- 2-page advertisement in the catalogue
- Certificate of exhibition support and partner medal
- Name/logo on the thank-you roll-up banner at the exhibition venue
- 6 VIP invitations to the opening ceremony
- 6 catalogues
- 6 tickets to the gala opening (the evening before the exhibition)
- 6 tickets to the VIP Lounge
- 6 tickets to the Palmares
- Possibility of 2 roll-ups (approx. 1m x 2m) in a designated area
- Guided tour of the exhibition for the partner and their guests
- Possibility of a basic presentation space (stand) of up to 9 m²
- Awarding of prizes at the Palmares in individual classes (according to individual agreement)

Main Partner

Contribution: from EUR 62 501,00

Benefits:

- ***Main partner of Praga 2028***
- Name/logo listed on the official website, in the bulletin, on posters, and on banners
- 4-page advertisement in the catalogue and 2-page advertisement in the bulletin
- Certificate of exhibition support and partner medal
- Name/logo on the thank-you roll-up banner at the exhibition venue
- 10 VIP invitations to the opening ceremony
- 10 catalogues
- 10 tickets to the gala opening (the evening before the exhibition)
- 10 tickets to the VIP Lounge
- 12 tickets to the Palmares
- Possibility of 2 roll-ups (approx. 1m x 2m) in a designated area and 1 roll-up at the main entrance
- Guided tour of the exhibition for the partner and their guests
- Possibility of a basic presentation space (stand) of up to 12 m²
- Name/logo on the official exhibition T-shirt and agreed souvenirs
- Provision and awarding of one of the main prizes, including the partner's logo (Grand Prix) at the Palmares (according to individual agreement)
- VIP table at the Palmares marked with the partner's name with the choice of a table location in a designated area
- Presentation of the company at the opening ceremony and gala opening
- Placement of the logo on exhibition frame labels
- Individually negotiated media and presentation options

ADDITIONAL PROMOTIONAL OPTIONS BY INDIVIDUAL AGREEMENT

(for partners from Patron level upwards)

- Option to purchase ¼, ½ or 1-page advertisement in the catalogue
- Option to include logo on the Palmares ticket
- Option to purchase additional tickets (opening ceremony, gala opening) and VIP catering
- Option to add additional banners/roll-ups at the exhibition venue
- Option to expand your presentation with a partner table or display case
- Addition of a presentation space (stand) according to individual requirements
- Individual option to sponsor individual days of the exhibition or individual events

One page in bulletin I	EUR 250,00
One page in bulletin II	EUR 500,00
One page in the exhibition catalogue	EUR 1 000,00
One page in the Palmares	EUR 1 500,00
Ticket to the Palmares:	EUR 130
Marked table (selected location) at the Palmares	EUR 625,00
An additional ticket to the VIP Lounge with refreshments (from *Patron level*)	EUR 500,00

We reserve the right to modify the sponsorship programme.

	Donor	Supporter	Patron	Bronze Partner	Silver Partner	Gold Partner	Platinum Partner	Main Partner
from (EUR)	42	418	1 000	3 126	6 251	12 501	29 168	62 501
to (EUR)	417	999	3 125	6 250	12 500	29 167	62 500	
Main Partner of PRAGA 2028								x
Individually negotiated media and presentation options								x
Name/logo								
On the web and in the catalogue	x	x	x	x	x	x	x	x
Certificate of exhibition support	x	x	x	x	x	x	x	x
On the roll-up banner at the exhibition venue	x	x	x	x	x	x	x	x
On the banners					x	x	x	x
On the posters							x	x
On the official T-shirt and agreed souvenirs								x
Exhibition material								
Catalogue		1x	1x	2x	2x	4x	6x	10x
Partner medal				x	x	x	x	x
Guided tour for the partner and their guests					x	x	x	x
Invitations								
Opening ceremony		1x	1x	2x	VIP 2x	VIP 4x	VIP 6x	VIP 10x
Gala opening (evening before the exhibition)				1x	2x	4x	6x	10x
VIP Lounge			1x	1x	2x	4x	6x	10x
Palmares				1x	2x	4x	6x	12x
VIP table at Palmares (name, choice of location)								x
Advertisement								
In the catalogue [pages]				1/2	1	1	2	4
In the bulletin [pages]								2
Roll-up 1 x 2 m in a designated area					1	2	2	2
Roll-up 1 x 2 m at the main entrance								1
Presentation at the opening ceremony and gala opening								x
Logo on frame labels								x
Exhibition presentation stand						up to 6 m2	up to 9 m2	up to 12 m2
Palmares - prize awarding							in the exhibition class	one of the main prizes

Contact:

Organising Committee

Chairman of the Organising Committee

Jiří Kraus jiri.kraus@praga2028.cz

Details:

PRAGA 2028 - Světová výstava poštovních známek, z.s.

Opletalova 1337/29
110 00 Praha 1
Czech Republic

Bank Account - EUR : ČSOB Liberec

Account Owner: **PRAGA 2028 - Světová výstava poštovních známek, z.s.**

Account No: 369019377/0300 ***IBAN:*** CZ67 0300 0000 0003 6901 9377 ***BIC/SWIFT:*** CEKOCZPP

Website: www.praga2028.cz

In Prague: 22nd December 2025