PR in Cannes

@Cannes Lions International Festival

Monday June 16 – Thursday June 19 2025

Partner's Pack 2025

ICCO

Cannes Lions

The only truly global meeting place for advertising and communication professionals

Over 15,500 delegates from 94 countries attend

Client side; global brands, consumer and industry

PR focus in press and competitions

Competitions include PR Lions since 2010

Large networks, creative shops, independent agencies, all industry press, major industry bodies

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Opportunity

Sponsorship of ICCO's 'PR in Cannes'

Multiple joint branding opportunities pre, during and post the show

Panel sessions to highlight thought leadership and expertise

Networking with other agencies, influencers and media

Creating content to be distributed in your channels

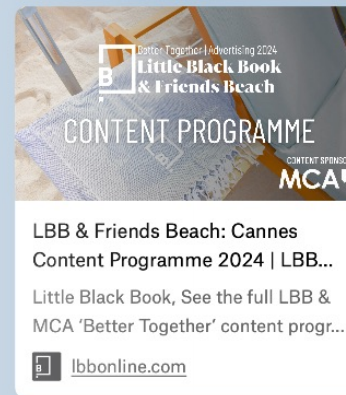Branding along other industry leaders

ICCO and the PR in Cannes @ LBB & Friends Beach

Event space on beach as focus for PR industry

Networking, panels, media briefings, hospitality

Sponsored by media, suppliers and networking groups

Interactive map

LBB Beach

The original Cannes beach 'clubhouse', the LBB & Friends Beach is set up to enable you to make contacts to help you grow your business.

On the beach, sponsors have venue that they can call their own; real estate in Cannes at a reasonable price and a place to invite clients, to entertain, to meet new people and to mane new business contacts.

Sponsorships include

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Website of PR in Cannes
Logos, program, registration, additional info

Videographer
Record interview with partners
Record of panel discussion
Deliverance of raw material + 1 min overview of videos to be shared

Invitation process

Social media service
Before, during and after posts
Support o invitation process
Promotion of agenda and speakers
Preparation of posts and stories for partners

Up to 50 wristbands

Gift bags
With logos of PR in Cannes and Partner of LBB Beach and PR in Cannes
Possibility for each partner to include its promo materials into the bags
Distribution to each attendee of PR in Cannes

Media partnership with PRovoke Media
Invitation article
Overall report

Photographer & social media manager
Preparation of content to be shared on social media

Gold Partnership

Partner of LBB Beach and PR in Cannes

Includes:
- Logo on official LBB & Friends Beach materials and during the event
- Logo on official PR in Cannes materials
- Up to 50 wristbands and invitation process
- Own 20 minutes panel discussion
- Coverage in trade media
- Video, photo and social media services
- Possibility to distribute materials in goodie bags

15.000 €

Silver Partnership

Content partner of PR in Cannes

Includes:
- Logo on official PR in Cannes materials
- Up to 50 wristbands and invitation process
- Own 20 minutes panel discussion
- Coverage in trade media
- Video, photo and social media services
- Possibility to distribute materials in goodie bags

5.000 €

Bronze Partnership

Partner of PR in Cannes

Includes:
- Logo on official PR in Cannes materials
- Up to 10 wristbands
- Photo and social media services
- Possibility to distribute materials in goodie bags

2.000 €

Sponsor of Happy hour

Sponsoring of happy hour, which takes place after the official part, after 5pm and will last till 7pm. Perfect place for branding and networking

Includes:
- Free drinks for all participants
- Possibility of own branding during the happy hour
- Logo on official PR in Cannes materials
- Photo and social media services
- Possibility to distribute materials in goodie bags

9.000 €

![ICCO logo]

Sponsoring Lunch

Possibility of inviting your partners and customers for lunch during busy Cannes Lions week and have with tranquil time to catch up, network and discuss business.

- Includes:
- Three course lunch including drinks
- Wristbands for all attendees of the lunch
- Logo on official PR in Cannes materials
- Photo and social media services
- Possibility to distribute materials in goodie bags

145 €/person

PR in Cannes by ICCO are organized by:

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