



Become a WIPO for Creators Sponsor

Come and join WIPO for Creators!

Partner with and support [WIPO for Creators](#), a public-private partnership aimed to raise awareness and increase knowledge of creators' intellectual property rights and related processes required for creators to be fairly acknowledged and remunerated for their work, regardless of their geographical, cultural or economic conditions.

What is WIPO for Creators?

The [Music Rights Awareness Foundation](#) (MRAF) and the [World Intellectual Property Organization](#) (WIPO) have joined to create this unique public-private partnership. With the support of creators, other stakeholders and governments across the globe, WIPO for Creators is a truly open and inclusive community. We are promoting this industry-wide collaboration to unite and provide access to the best information available, a pocketful of knowledge where and whenever needed.

Who are WIPO for Creators partners?

First partners include the Association of European Performers Organisations (AEPO-ARTIS), BEST Rechtsanwälte, Digital Data Exchange (DDEX), Digital Media Association (DiMA), European Visual Arts (EVA), Ibero-Latin-American Federation of Performers (FILAIE), Independent Music Publishers International Forum (IMPF), International Authors Forum (IAF), International Confederation of Music Publishers (ICMP), International Confederation of Societies of Authors and Composers (CISAC), International Council of Music Creators (CIAM), International Federation of Film Producers Associations (FIAPF), International Federation of Musicians (FIM), International Federation of the Phonographic Industry (IFPI), International Federation of Reproduction Rights Organisations (IFRRO), International Publishers Association (IPA), the Ivors Academy, Joint Committee of European Songwriter and Composer Association (ECSA) and Songwriters of North America (SONA), Society of Audiovisual Authors (SAA), Society for Collective Administration of Performer's Rights (SCAPR) SoundCloud Ltd., Universal Music Group (UMG) and the Intellectual Property Office of the United Kingdom (UK IPO).

We are recruiting and expect many more to join.



Help us build the Creators Platform!

With the support of all creative industry stakeholders and partners from the public and private sector, the [Creators Platform](#), a free to use online application, will provide factual and objective information to raise awareness about creators' rights.

The multi-lingual Creators Platform will include videos featuring well-known creators and useful information on rights management and related process, self-paced online courses with the option to obtain a certificate of attendance, and readily available information on legal and business questions related to creators' rights.

The Creators Platform will be widely available on third party applications, devices, information sources and services, through dedicated agreements and an Application Programming Interface (API).

Creators will be able to establish a free account with the Creators' Platform by becoming a Friend of WIPO for Creators through a simple web-based registration or by downloading the app.

Starting with music, the Creators Platform will progressively expand to cover all creative sectors, including literature, audiovisual and visual arts.

Become a sponsor

WIPO for Creators will continue to work in close collaboration with its partners to build and develop the Creators Platform. We therefore seek and welcome sponsors from the public and private sector to secure the necessary support and funding.

Sponsor categories

With six categories of sponsorship, the choice is yours:

- Platinum Sponsor: CHF 1'000'000
- Gold Sponsor: CHF 500'000 to 999'000
- Silver Sponsor: CHF 250'000 to 499'000
- Bronze Sponsor: CHF 100'000 to 249'000
- Sponsor: CHF 1'000 to 99'000
- In-Kind Sponsor: Donation of goods or services (to be assessed on a case by case basis)





Why become a WIPO for Creators sponsor?

By working in partnership with other industry representatives on mutually beneficial initiatives, you will strengthen your Organization's role in the creative ecosystem, and be recognized as a proponent of WIPO for Creators intended goal: To ensure that creators worldwide are fairly acknowledged and remunerated for their work.

The WIPO for Creators **Sponsor Recognition Package** details the benefits for your Organization.

By helping us build the Creators Platform, you will

- From the beginning, contribute to creating a landmark platform where today's and tomorrow's creators can access information on the go – on their devices, in six languages, anywhere in the world
- Collaborate with key creative industry players and trade organizations as they provide up-to-date industry and sector specific information
- Increase visibility and reputation of your Organization with WIPO for Creators high profile creators that give their voice to the platform
- Enjoy exclusive communication benefits that revolve around branding via social media, news announcements, e-blasts, testimonials, etc.
- Have your visibility increased through our global communication channels and networks at the highest levels, with well-known creators from all corners of the world
- Complement your own awareness-raising activities and build positive brand and exposure opportunities for creators around the world
- Gain access and have opportunities to meet other sponsors and partners at WIPO for Creators events
- Have your name and logo included in WIPO for Creators communications, reports, press and media announcements
- Have the right to announce your sponsorship on your website and other communication channels
- Have first-hand information about WIPO for Creators finances and operations, and help guide the implementation of the project
- Express your support to corporate social responsibility (CSR) and economic, social and governance (ESG) commitments in the creative sector and to the implementation of the UN Sustainable Development Goals (SDGs)

Resources

- [Creators Platform Explainer Video](#)
- [Leadership Testimonial Videos](#)
- [Introduction to the Creators Platform](#)
- [WIPO for Creators Charter](#)





WIPO for Creators Sustainable Development Goals

The work of WIPO for Creators Consortium contributes to the implementation of key UN Sustainable Development Goals (SDGs) and WIPO for Creators partners' Corporate Social Responsibility (CSR) activities.

WIPO for Creators' mission is to raise awareness and increase knowledge of creators' rights and related management practices, promoting recognition and fair reward for all creators regardless of their geographical, cultural or economic conditions.

4 QUALITY EDUCATION



SDG 4 – Quality Education

The Creators Platform, an online application to educate creators in all industries, including music, literature, audiovisual, dramatic arts and visual arts, is a WIPO for Creators flagship project that will allow any creator around the world to become a life-long learner and acquire the industry knowledge and practical skills required to make a living in the creative industries.

8 DECENT WORK AND ECONOMIC GROWTH



SDG 8 – Decent Work and Economic Growth

WIPO for Creators aims to empower creators with the necessary information and knowledge to take informed business decisions so that they are recognized and remunerated for their work. This will help bolster creators and creative industries' potential to contribute to economic growth and sustainable development.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



SDG 9 – Industry, Innovation and Infrastructure

With the support of 13 leading international industry federations, members and sponsors from the public and private sectors, WIPO for Creators is developing the Creators Platform, an online application to be available on any devices and third party services to promote creators' rights awareness. This will contribute to improving rights data flow and management across the creative industry value chain to the benefit of creators, publishers, producers, intermediaries, online platforms and other distributors.

17 PARTNERSHIPS FOR THE GOALS



SDG 17 – Partnerships for the Goals

WIPO for Creators is a public-private partnership founded in 2020 by the World Intellectual Property Organization and the Music Rights Awareness Foundation. It is open to membership and sponsorship by stakeholders who adhere to and wish to support its purposes. By supporting WIPO for Creators, partners contribute to the implementation of SDGs and express their Corporate Social Responsibility commitments.



Music Rights Awareness Foundation (MRAF)

Founded by successful music industry champions [Max Martin](#), [Björn Ulvaeus](#) and [Niclas Molinder](#), the [Music Rights Awareness Foundation](#) is an apolitical foundation that works to increase knowledge of music rights worldwide. Through education and support, MRAF helps music creators to take control of their rights and be able to live on their music – regardless of economical, geographical and cultural conditions. Their vision is for all music creators to be compensated fairly for the music they share with the world.

World Intellectual Property Organization (WIPO)

The [World Intellectual Property Organization](#) (WIPO) is the global forum for intellectual property policy, services, information and cooperation. A specialized agency of the United Nations, WIPO assists its 193 member states in developing a balanced international IP legal framework to meet society's evolving needs. It provides business services for obtaining IP rights in multiple countries and resolving disputes. It delivers capacity-building programs to help developing countries benefit from using IP and it provides free access to unique knowledge banks of IP information.

For more information, please visit our website [WIPO for Creators](#) or contact us at wipoforcreators@wipo.int

