

Sponsorship loyalty programme: FIGO World Congress

Update for FIGO Cape Town 2025

Introduction

At FIGO, we are committed to fostering strong and mutually beneficial relationships with our industry, academic and non-profit partners to support our vision that women of the world achieve the highest possible standards of physical, mental, reproductive and sexual health and wellbeing throughout their lives.

Following feedback from our valued partners, we have developed a sponsorship loyalty programme that is intended to support the initiatives of our sponsors and facilitate their on-going partnership with FIGO.

As a new initiative launching with FIGO Cape Town 2025, all partners will start equally at 0 and be able to collect points throughout their sponsorship journey which can be redeemed for additional rewards for the next FIGO World Congress in 2027 and beyond.

Collecting points

There are a variety of ways to start collecting points by sponsoring FIGO Cape Town 2025. Please refer to Figure 1 below for a complete list of these opportunities.

Figure 1: points table

Action	Description	Points
Sponsor the upcoming FIGO World Congress	The upcoming FIGO World Congress is FIGO Cape Town 2025. You can gain points by sponsoring any item listed in our sponsorship prospectus .	1 point per US \$1,000 spent.
Sponsor the star product for the upcoming FIGO World Congress	The star product for FIGO Cape Town 2025 is the bursary programme. Targeted towards trainees, midwives, students and nurses, as well as delegates from low and lower-middle income countries, bursaries help delegates attend the Congress who would not otherwise be able to attend. You can read more about this	Double points on the star product! For example, earn 10 points when spending US \$5,000 on the bursary programme for FIGO Cape Town 2025.

	on page 23 of our sponsorship prospectus .	
Meet deadlines	You can earn points by completing invoice payments and feedback surveys on time.	A maximum of 100 points can be earned through the following: <ul style="list-style-type: none"> • 50 points for completing your invoice payment on time • 50 points for completing the post-event feedback survey on time
Engage on social media	Post a picture on your social media channels during Congress with the hashtag #FIGO2025 and tag @FIGO_HQ .	25 points available per platform: <ul style="list-style-type: none"> • Instagram/Instagram stories • Facebook • X • LinkedIn
Sponsor consecutive FIGO World Congresses	You can earn bonus points by sponsoring multiple Congresses in a row.	100 points per Congress, cumulative for each Congress. For example, if you sponsor FIGO Cape Town 2025, you will earn 100 points to put towards your rewards for FIGO 2027. If you sponsor FIGO 2027 after having also sponsored FIGO 2025, you will earn 200 points to put towards FIGO 2029, and so on. <i>Please note that all sponsors are starting equally at 0 for FIGO Cape Town 2025, so Congress sponsorship prior to FIGO Cape Town 2025 will not be taken into consideration.</i>

Claiming rewards

After FIGO Cape Town 2025, FIGO will calculate the total number of points earned by each sponsor and determine the ranking of each sponsor in the loyalty programme. For example, the sponsor who has earned the most points from FIGO Cape Town 2025 will place first in the ranking at Rank 1. Depending on your ranking, you will be grouped into a loyalty programme tier that offers you certain rewards. Once the calculations have been made, each sponsor will be notified privately of their ranking, tier and associated rewards that they can claim at the next FIGO World Congress in 2027.

Please refer to Figure 2 below to see how the rankings are allocated into loyalty programme tiers and a list of the rewards available to redeem at the next FIGO World Congress in 2027 by tier.

Figure 2: rewards table

Tier	Rewards	Early sales access timeline*
<p>Tier 1 Sponsors ranked 1 – 5</p>	<ul style="list-style-type: none"> • Early sales access which enables priority selection on symposia slots and/or exhibit booth locations* • Upgrade on sponsorship level benefits (e.g. if sponsorship of FIGO 2027 reaches silver, sponsor will be entitled to the same benefits as a gold sponsor for FIGO 2027) • 1 additional full Congress pass for FIGO 2027 <p><i>*If multiple sponsors enquire from the same tier, items will be reserved on a 'first come, first served' basis.</i></p>	<p>10 working days* before general sales open.</p> <p><i>*Working days at FIGO are Monday – Friday.</i></p>
<p>Tier 2 Sponsors ranked 6 – 15</p>	<ul style="list-style-type: none"> • Early sales access which enables priority selection on symposia slots and/or exhibit booth locations* • 1 additional full Congress pass for FIGO 2027 <p><i>*If multiple sponsors enquire from the same tier, items will be reserved on a 'first come, first served' basis.</i></p>	<p>7 working days* before general sales open.</p> <p><i>*Working days at FIGO are Monday – Friday.</i></p>
<p>Tier 3 Sponsors ranked 16 – 30</p>	<ul style="list-style-type: none"> • Early sales access which enables priority selection on symposia slots and/or exhibit booth locations* • 1 additional exhibit-hall only pass for FIGO 2027 <p><i>*If multiple sponsors enquire from the same tier, items will be reserved on a 'first come, first served' basis.</i></p>	<p>4 working days* before general sales open.</p> <p><i>*Working days at FIGO are Monday – Friday.</i></p>

<p>Tier 4 Sponsors ranked 31 – 50</p>	<ul style="list-style-type: none"> • Early sales access which enables priority selection on symposia slots and/or exhibit booth locations* <p><i>*If multiple sponsors enquire from the same tier, items will be reserved on a 'first come, first served' basis.</i></p>	<p>2 working days* before general sales open.</p> <p><i>*Working days at FIGO are Monday – Friday.</i></p>
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*Timeline indicated is subject to adjustment.

Terms and conditions

- Total points, ranking and tier position of each sponsor will be calculated after each FIGO World Congress. All sponsors will be sent their total points, current tier and ranking with details of the associated rewards available for them to claim at the next FIGO World Congress privately via email after each FIGO World Congress that they have sponsored.
- Sponsors that have earned enough points to place in Tier 4 or above from sponsoring a FIGO World Congress will be able to use claim their rewards for the following FIGO World Congress. For example, if you collect enough points through sponsorship of FIGO Cape Town 2025 to place in Tier 4 or above, you will be able to claim the rewards associated with the relevant tier at the next FIGO World Congress in 2027.
- If a sponsor chooses not to sponsor the following FIGO World Congress, and therefore not claim their rewards at the next Congress, they will retain their points but may be overtaken by other sponsors in their ranking and tier position and so could lose the associated rewards.
- If a sponsor misses the early sales access associated with their tier position as detailed in the rewards table in Figure 2 above, then they will be given the same priority level as other sponsors who have access in the current sales timeline. For example, if a Tier 1 sponsor is only ready to book once Tier 2 sponsors have already been given their early sales access, items will be reserved for all those who currently have access (Tier 1 and Tier 2) on a 'first come, first served' basis.
- Where sponsors have no points, ranking or tier position, sponsorship opportunities will be reserved on a first come, first served basis, based on the booking dates.
- If you require further information, or would like to know the number of points accrued by your company from FIGO Cape Town 2025, please [contact us](#).