

SPONSORSHIP PROPOSAL

AI CREATORS DAVOS

World Economic Forum week · 18–22 January 2027 · Davos-Klosters, Switzerland

Hosted by Vita Shafinska · GCreators × Star Creative Agency

The most concentrated room in the world.

3,000

leaders from government, business,
finance and media

~50

heads of state and government in
one alpine town

200+

official sessions, and thousands of
side events around them



Davos is not won inside the Congress Centre. The official programme is invitation-only, but the week around it — the Promenade houses, the private convenings, the dinners — is where relationships are actually built. That surrounding programme is open to whoever builds the best room.

THE OPPORTUNITY

Davos debates AI without its builders.

WHAT DAVOS HAS

- Policymakers setting AI regulation
- Enterprise buyers and CMOs
- Institutional capital
- Global press in one square mile

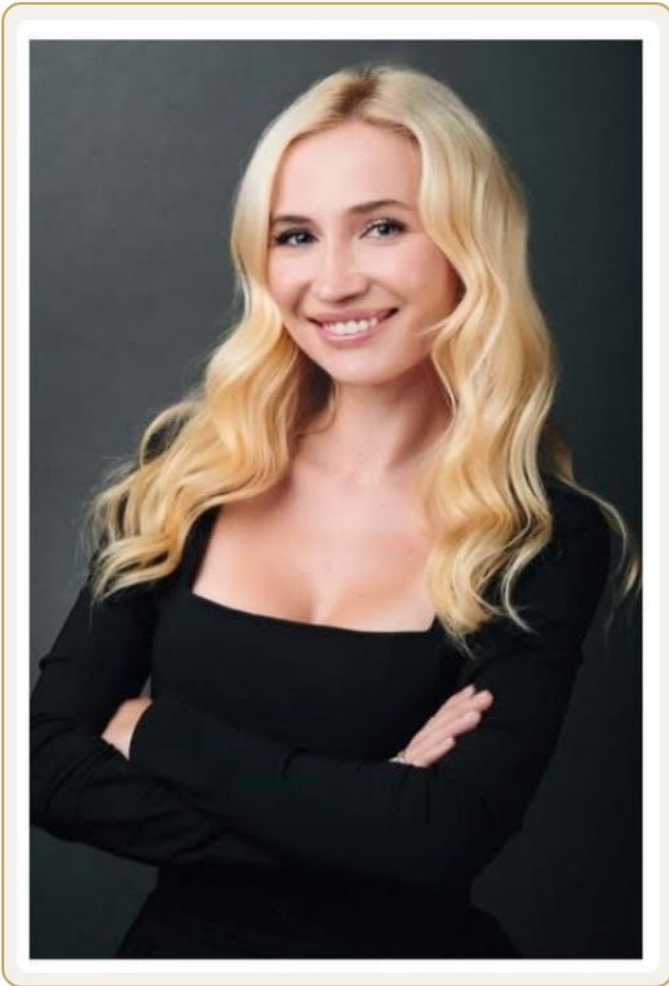
WHAT DAVOS IS MISSING

- The creators who shape public understanding of AI
- Founders building on top of the models, not just training them
- The distribution layer — the people with the audiences

AI Creators Davos closes that gap — one evening, invitation-only, built for the conversation Davos keeps having about creators without any of them in the room.

YOUR HOST

Vita Shafinska



Founder, GCreators · Founder, Star Creative Agency

- 820,000+ on Instagram, 40,000+ on Facebook and 18,000+ on LinkedIn, built over a decade in marketing and PR
- Finalist, Creator of the Year at the CreatorFest Creator Craft Awards; Creative Startup of the Year, UK StartUp Awards 2026
- Brand ambassador for ElevenLabs, HeyGen, Gamma, Magnific, Fotor, Pixi, MindGuard, RakLaw and Axil Accountants
- Partnerships with Meta, Adobe, Claude, AWS, Gemini, Google Cloud, Formula 1, Hilton and Prada
- Speaker at the UK House of Lords, SXSW London, London Tech Week and the Venture Capital World Summit
- Ukrainian-born, London-based, with an established network across UK and CEE tech

“AI doesn’t replace creativity. It removes friction. It gives people courage to build.”

PROOF

This is not a first visit.

Vita was profiled in **Davos Club Magazine** following the World Economic Forum, in a long-form interview on AI, creative infrastructure and the future of the knowledge economy.

- Interview by Armando Camacho, Davos Club Magazine
- Established relationships with Davos week organisers and hosts
- A sponsor is buying into a presence that already exists, not a first attempt



A big thank you to **Kamil Grund** and **Armando Camacho** for the opportunity to share my story.

Grateful to be part of conversations that connect innovators, entrepreneurs, and leaders from around the world.

WE TALKED ABOUT:

- ✓ Building a community of 800k+ followers
- ✓ Founding StarCreative marketing agency
- ✓ Creating GCreators – an AI operating system for creators
- ✓ The future of AI
- ✓ Personal branding & entrepreneurship
- ✓ Why creativity will always remain at the heart of innovation

DISTRIBUTION

The room is 120 people. The audience is 878,000.

820K+

Instagram

@miamayka — AI, creative tech and founder content

40K+

Facebook

@miamayka — second-largest owned channel

18K+

LinkedIn

Founder and B2B audience across UK and EU tech

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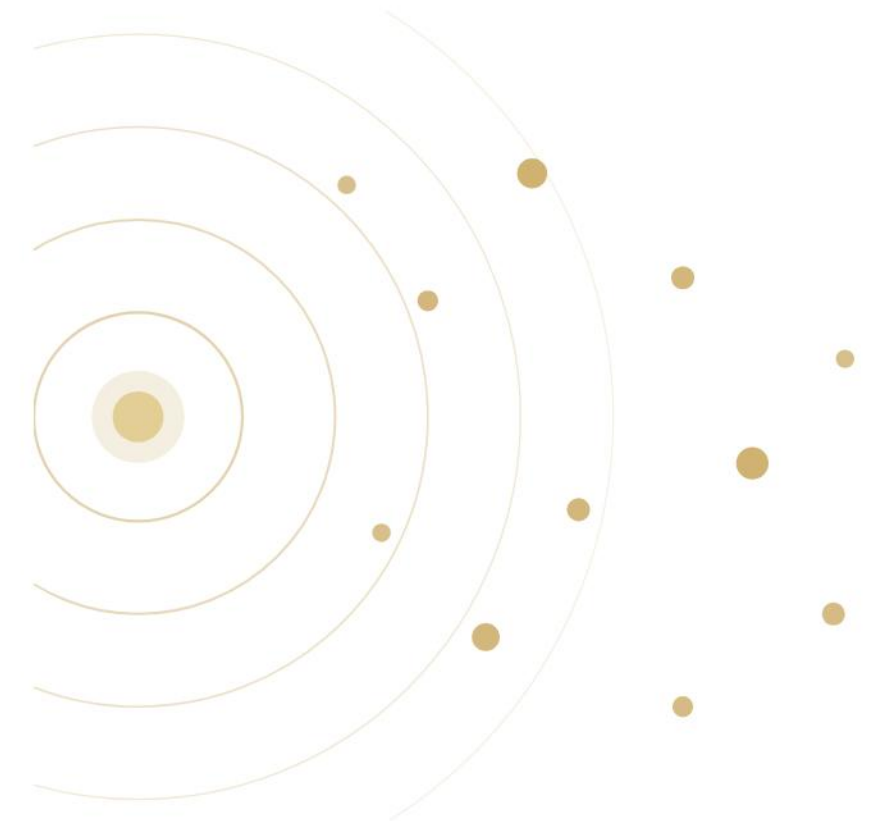
Ambassadorships

ElevenLabs · HeyGen · Gamma · Magnific · Fotor · Pixi · MindGuard · RakLaw · Axil

10+

Years

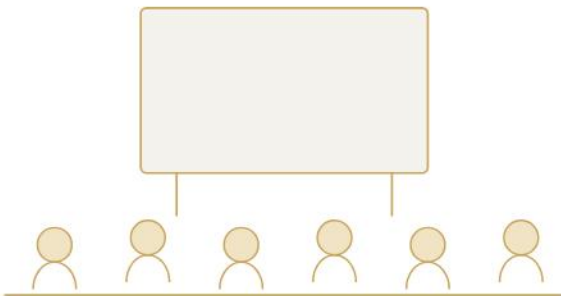
Marketing and PR, with a data science background



Every sponsor tier includes documented coverage across these channels. Davos gives you the room; the content gives you everyone who wasn't in it.

THE FORMAT

One evening, tightly produced.

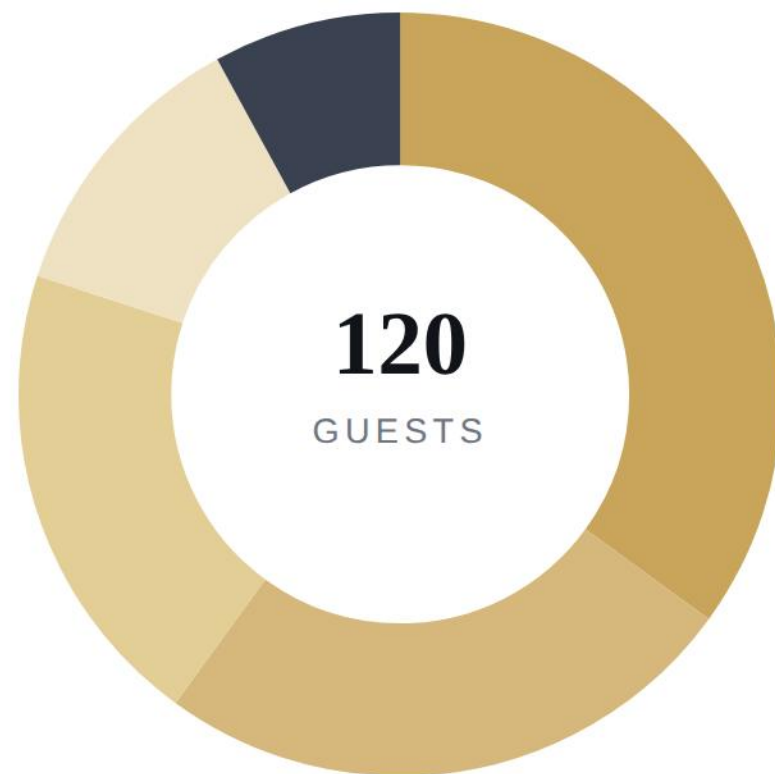


1	Arrival and private reception	60 min	Champagne reception, hosted introductions, sponsor presence throughout the space.
2	Opening remarks	10 min	Host framing from Vita, and the title sponsor’s two minutes from the stage.
3	Panel: creativity in the age of AI	40 min	Four speakers, moderated. Filmed for post-event distribution.
4	Live build demonstration	20 min	AI tools used on stage in real time — the format sponsors rate highest.
5	Drinks, DJ and open floor	90 min	The part that matters. Cocktails, a DJ set and a room people stay in — sponsor teams placed deliberately.

Venue: central Davos, walking distance from the Congress Centre. Capacity 120.

THE GUEST LIST

120 invitations. Curated, not sold.



- **35% Founders and operators**
AI-native startups, creator-tools companies and platform teams in Davos for the week.
- **25% Brand and marketing leaders**
CMOs and heads of content from companies buying AI creative tooling.
- **20% Investors**
Early-stage and growth funds active in AI, media and consumer technology.
- **12% Creators and media**
Selected AI-focused creators, journalists and Davos week press.
- **8% Policy and institutions**
Delegates working on AI policy, digital economy and the creative industries.

Invitation only. Every sponsor tier carries guaranteed places for its own guests.

THE PROGRAMME

Speakers



Vita Shafinska

CONFIRMED

HOST AND MODERATOR

Founder, GCreators. Davos Club Magazine, UK StartUp Awards 2026.



Senior AI platform leader

IN DISCUSSION

KEYNOTE

In discussion — a product or research lead from a frontier AI company.



Policy voice

IN DISCUSSION

PANEL

In discussion — a delegate working on AI and the creative economy.



Title sponsor speaker

IN DISCUSSION

PANEL

Reserved for the title sponsor's nominated representative.

Title and Partner sponsors each nominate one speaker. Remaining places are invited by the host — no speaking slot is sold to a non-sponsor.

INVESTMENT

Sponsorship packages

TITLE PARTNER



£75,000

One available

- Event named in association with your brand
- Stage time and a nominated panel speaker
- 20 guest places on the invitation list
- Dedicated content series across all channels
- Alpine shoot day — 20 creators, your product
- Full data capture from the guest list

PARTNER



£30,000

Two available

- Prominent brand presence in the space
- A nominated panel speaker
- 10 guest places on the invitation list
- Co-branded content across the week

SUPPORTING



£10,000

Five available

- Brand presence across event materials
- 4 guest places on the invitation list
- Inclusion in post-event coverage

Total inventory: £185,000 · Commitments confirmed by 15 November 2026

COMPARISON

What each tier includes

Benefit	Title £75,000	Partner £30,000	Supporting £10,000
Naming rights in event title	Yes	—	—
Stage time (opening remarks)	2 min	—	—
Nominated panel speaker	Yes	Yes	—
Guest places on invitation list	20	10	4
Brand presence in venue	Primary	Prominent	Listed
Dedicated content series	Yes	Co-branded	—
Inclusion in post-event film	Featured	Yes	Yes
Guest list data and report	Full	Summary	Summary
Alpine shoot day (20 creators)	Yes	—	—
Right of first refusal, 2028	Yes	—	—

The event ends on Friday. The campaign does not.

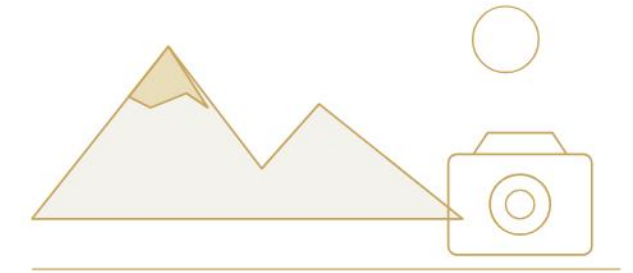
1	Before	Announcement content across Instagram and LinkedIn, sponsor brands named from the first post. Four weeks of build-up.
2	During	Live coverage through Davos week — Stories, Reels and founder interviews filmed on the ground.
3	After	A produced event film, a cut-down per sponsor, and a photo library your team can use for twelve months.
4	Reporting	A post-event report with reach, engagement, guest list composition and every piece of published content.



No other Davos host can offer this. It is the reason the packages are priced where they are.

TITLE PARTNER EXCLUSIVE

The Alpine shoot day.



The morning after the evening, twenty creators go up the mountain with the title partner's product. Alpine backdrop, professional crew, everything shot on location and published within 48 hours.

20

Creators

Selected from the guest list and briefed in advance. Combined reach in the millions, publishing to their own audiences.

48h

To publication

Content live while Davos is still the story — not three weeks later when the week has moved on.

1

Of its kind

No other Davos event can offer this. Nobody else has the creators in the room to begin with.

Included at Title partner level. Crew, location permits and post-production carried by the host.

NEXT STEPS

Timeline

- October 2026** Sponsor conversations and package selection
- 15 November 2026** Commitments confirmed, 50% payable on signature
- December 2026** Speaker line-up announced, invitations issued
- 18–22 January 2027** AI Creators Davos, World Economic Forum week
- February 2027** Event film, asset library and performance report delivered

Contact

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