

United in Kindness x weDISCOVR

Gift Run Berlin 2026

Own the Gen Z Moment at Germany's Biggest Cultural Event.

May 22-25, 2026 · Karneval der Kulturen · Berlin, Kreuzberg



THE FESTIVAL

400,000 People. 4 Days. Berlin's Largest Cultural Event.

400K+

visitors over 4 days

68

international cultural groups

350+

booths and activations

30 Years

of KDK history · Government-backed

KDK takes over Kreuzberg for 4 consecutive days, May 22-25. One of Europe's largest free cultural festivals.

Attended by Berlin's most culturally engaged residents alongside international visitors from across the continent.

Organic, values-led, zero corporate artifice. The audience does not tolerate inauthentic brands.

This is where tastemakers live.

◆ **30M+ social media views generated in 2025**



THE STAGE

United in Kindness. The Stage That Generated 30M+ Views.



*Produced by Emilie Gurin, former Head of Music at MTV GSA.
She owns the IP, the relationships, and the cultural credibility
that money can't buy.*

The Healthy Spaeti

Alcohol-free hub. Healthy drinks, snacks, live music + panels + games. 4 days continuously activated.

30+ Artists and Creators

Evening performances, daytime panel talks, interactive games and cultural programming.

KDK Official Integration

Your brand in KDK's PR campaigns, press, and OOH across Berlin.

360 Degree Service

Project management, booking, logistics, security, content production, data and reporting.



United in Kindness Stage · KDK 2026

The Audience That Moves Culture.

Culturally Engaged Locals

- Core age: 16-28, Berlin-based, values-driven
- High disposable income: €40K-€80K household
- 85% post to Instagram Stories weekly
- 89% are Berlin locals with real purchasing power

Non-Resident Explorers

- International visitors drawn to KDK from across Europe
- Social-native behavior, high purchase intent during cultural experiences
- 400K+ visitors across 4 days
- 720+ UGC pieces generated organically per campaign



Not tourists. Not generic consumers. Berlin's cultural tastemakers, the people brands spend millions trying to reach.

Logos on Banners. No Data. No ROI. No Idea What Happened.

✗ **No permission-based lead capture**

You sponsor, they walk away. You don't own the audience. No email. No consent. No follow-up path.

✗ **No attribution**

You can't trace a single sale back to the activation. Gut feel is not a reporting metric.

✗ **No conversion path**

The experience ends when they leave. There's no next step, no digital continuation, no loop closure.

€840

Industry average cost per qualified experiential lead



Stop Guessing Your Experiential ROI.

AR-Locked Gift Unlocks · Permission-Based GDPR Leads · Real-Time Attribution Dashboard

- ✓ GDPR-compliant first-party data collected at the moment of engagement. No forms. No friction.
- ✓ Real-time brand dashboard. Scans, unlocks, lead quality, conversion path, dwell time. Live, during the event.
- ✓ E-commerce conversion path. Physical event to digital product purchase. The loop closes.
- ✓ AR-Locked Gift Unlock. Explorer opens camera. Branded collectible appears. They tap to unlock. No app required.
- ✓ Your branded Spaeti product booth. Direct product distribution at the United in Kindness stage.

COST PER QUALIFIED LEAD

€57

weDISCOVR activation

vs industry average

~~€840~~

16x more

cost efficient

3 Steps. Every Interaction Measured.

STEP 01



Explorer Scans

At your branded Spaeti or activation point, they open the weDISCOVER camera. A branded digital collectible appears floating in physical space.

Location + dwell time captured

STEP 02



AR Unlock + Data Capture

They tap to unlock. Your gift is revealed. GDPR-compliant consent data is captured instantly at the moment of engagement.

Permission-based lead captured · Consent verified

STEP 03



Live Brand Dashboard

Your team sees it in real time. Scans, leads, conversions, neighbourhood attribution. The ROI you have always wanted.

Real-time · e-commerce path

No app download required. Works on any smartphone camera.



Everything. Measured.



Exclusive Top-Sign Branding

Your brand above the United in Kindness main stage for all 4 days.



Your Own Branded Späti Booth

A fully branded product distribution point directly at the stage for 4 days.



AR-Locked Activation

Branded AR experience in the weDISCOVR platform. Every scan generates a lead.



Permission-Based Lead Capture

GDPR-compliant behavioral data at the point of engagement. You own the leads.



Content and Media Value

Professional content production and integration into KDK's official campaign assets.



Drops

AR gifts and brand products, together in one place. Explorers unlock, browse, and buy, all without leaving the event.

THE ROI CASE

16x More Cost-Efficient Than Industry Average.

weDISCOVR

€57/lead

Industry Avg

€840/lead

2,400+

Qualified Explorers activated across Gift Run Berlin

720+

UGC pieces generated organically per campaign

89%

Audience are Berlin locals with real purchasing power

In-house equivalent activation: €2M-€4.2M+

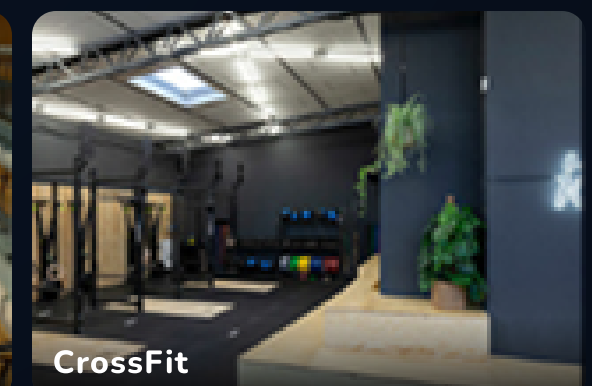
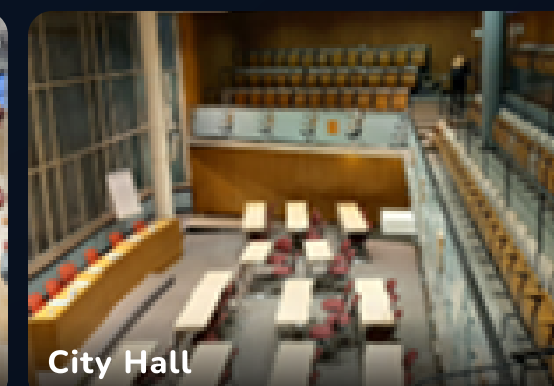
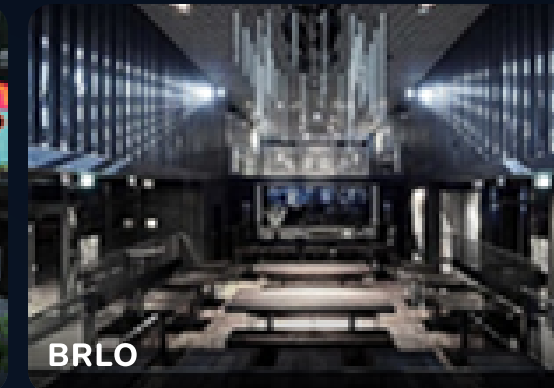
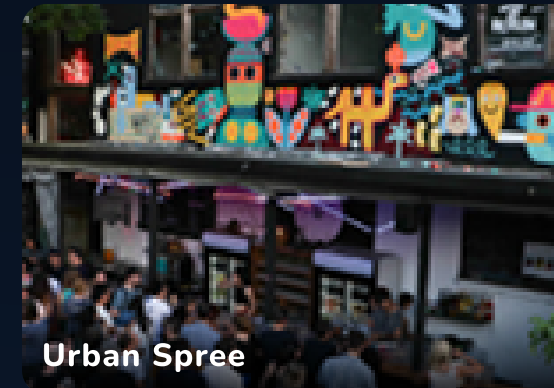
Our price: €100,000 + VAT



THE ECOSYSTEM

United in Kindness is Your Anchor. Gift Run Berlin is the Network.

Gift Run Berlin runs April-July 2026. 34 AR-powered activations across 13 Berlin neighborhoods. Your €100K United in Kindness sponsorship is the flagship moment, and the gateway into the larger ecosystem.



34

Drops across Berlin

13

neighborhoods

90

days of data collection

2,400+

Explorers activated

Title Sponsor United in Kindness → Unlock preferred access to all 34 Gift Run drops



WHO YOU'RE REACHING

Not a Generic Festival Audience. A Permission-Based Data Layer.

Culturally Engaged Locals

- 16-28, Berlin-based
- €40K-€80K household income
- 85% post IG Stories weekly
- Values-driven purchase behaviour
- High local brand loyalty

Gift Run Venue Partners

Urban Spree BRLO Tree House NIO House Sports Hub
Maaya Saalchen City Hall CrossFit

Every Explorer interaction generates permissioned behavioral data. You get the leads. weDISCOVR generates the intelligence. The city of Berlin gets a cultural health data point. That is the Permission Infrastructure model.



Clear Pricing. Clear Value.

UNITED IN KINDNESS TITLE SPONSOR

 **€100,000** + VAT

KDK 2026 · Exclusive · One brand only

Stage top-sign · Spaeti booth · AR-Locked Gift Unlock · Permission-Based Lead Capture · Content production · KDK PR/OOH · 360 degree service · Gift Run access

Gift Run Co-Sponsor

€100,000

24 activations across Berlin

Gift Run Title Sponsor

€300,000

All 34 events, category exclusivity

Single Activation

€7,000

One AR drop at chosen event

A la carte add-ons: Sponsorship Caucus €6.5K · Ambassador Workshop €6.5K · weDI Shop €6.5K · Campaign Website €6.5K

THE PEOPLE BEHIND IT

Built by Culture Insiders. Backed by Technology.



Emilie Gurin

Creator · United in Kindness

Former Talent Consultant at MTV/Paramount Berlin. Creator and IP holder of United in Kindness. 400K+ visitors, 30M+ social views.



Devonte Lemonte

CEO, Founder & CPO · weDISCOVER

2x founder. 25M+ streams as a recording artist. Master's from Berklee. Inventor of the wSI. €400K ARR bootstrapped.



Sarannya Salim

Chief Engineer · weDISCOVER

Senior engineer. Zenjob, Wunder Mobility, Ruby Seven Studios. Leading AR platform, OS Unification, and wSI patent architecture.



Jon Maree

GM DACH & Head of Global PR

Leads all public relations globally. Architect of the weDISCOVER comms framework. Driving Berlin market expansion.



Ez Blaine

Angel Investor & Strategic Advisor

Former Creative Director at Beats by Dre, Apple, Nike. Chief Creator Officer at HUGE, Inc. Co-investor in ELEV8 Global Beat Battle.



Georgia McDonnell-Adams

Brand Advisor

20+ years at Absolut, Pernod Ricard, Boiler Room, AMFE Group. Founder of Satori Inc. Builds brand strategies that move into culture.



Niklas Mascher

Head of Venue Partnerships

Activating the Spaces where Drops happen. Owns venue agreements and physical network expansion. 500 Spaces target.



Marcel Melzig

Strategic Advisor · Data & Policy

15+ years in luxury, fashion, sportswear. Strategic Partner at LigaNova. Advising on brand intelligence and experiential data packaging.



Yaprak Boyacioğlu

Operations Manager

Manages the operational backbone of weDISCOVER's day-to-day execution across Berlin and beyond.



Tamir Bar-Niv

Product Designer

Product strategist and interface designer. Fintech, SaaS, e-commerce. Translating behavioral data into high-converting interfaces.



FROM 2025

The Activation That Generated 30M+ Views.



This is what happened in 2025, before weDISCOVR's AR layer.

In 2026, every person in this crowd who engages with your brand generates a lead, a data point, and a conversion path. The energy stays the same. The ROI changes everything.



Your Brand at the Center of Berlin's Cultural Summer.

- 400,000 visitors · 30M+ social views · May 22-25, 2026
- €100,000 + VAT · Title sponsorship · Exclusive · One brand only
- First-party data from every interaction · AR-Locked Activation · Real-time dashboard

partners@wediscovr.co

United in Kindness title sponsorship is exclusive, one brand only. Outreach is live now.