



The Loop

05.03.27.

Where Utrecht's creative
industry comes together

join the loop | creativeloop.nl | [@theloop_utrecht](https://twitter.com/theloop_utrecht) | info@creativeloop.nl

The Loop brings together creative agencies, makers, designers, developers and digital professionals from Utrecht for an evening of inspiration, connection and creative culture.

During the event, participating agencies open their doors, professionals meet people beyond their usual networks, and space is created for new ideas, collaborations and connections within Utrecht's creative community.

With more than 450 visitors and 20 participating agencies to date, The Loop has grown into one of the city's leading events for bringing the creative industry together.



The Loop is not just about creative agencies. It's about the people behind them.

The people who shape brands, build digital experiences and turn ideas into reality. It's about meeting others outside your daily bubble and strengthening the creative energy that makes Utrecht unique.

We believe in an open, accessible and community-driven creative industry where inspiration, collaboration and meaningful connections take centre stage.



Creative professionals and emerging talent

The Loop attracts creative professionals and students from Utrecht and beyond. From designers and developers to strategists, marketers and agency founders, our visitors are actively involved in the creative and digital industries.

- | | |
|---------------------|------------------------------------|
| Designers | - 20–40 years old |
| Strategists | - Creative |
| Developers | - Digitally minded |
| Artists | - Based in and around the Randstad |
| Marketers | - Socially engaged |
| Agency founders | |
| Community managers | |
| Young professionals | |
| Students | |



Looking ahead
to 2027

1000+

expected visitors

20+

participating Utrecht-
based agencies

4th

edition of a growing annual
event

∞

new connections and
creative encounters

Current reach

500+

LinkedIn followers

500+

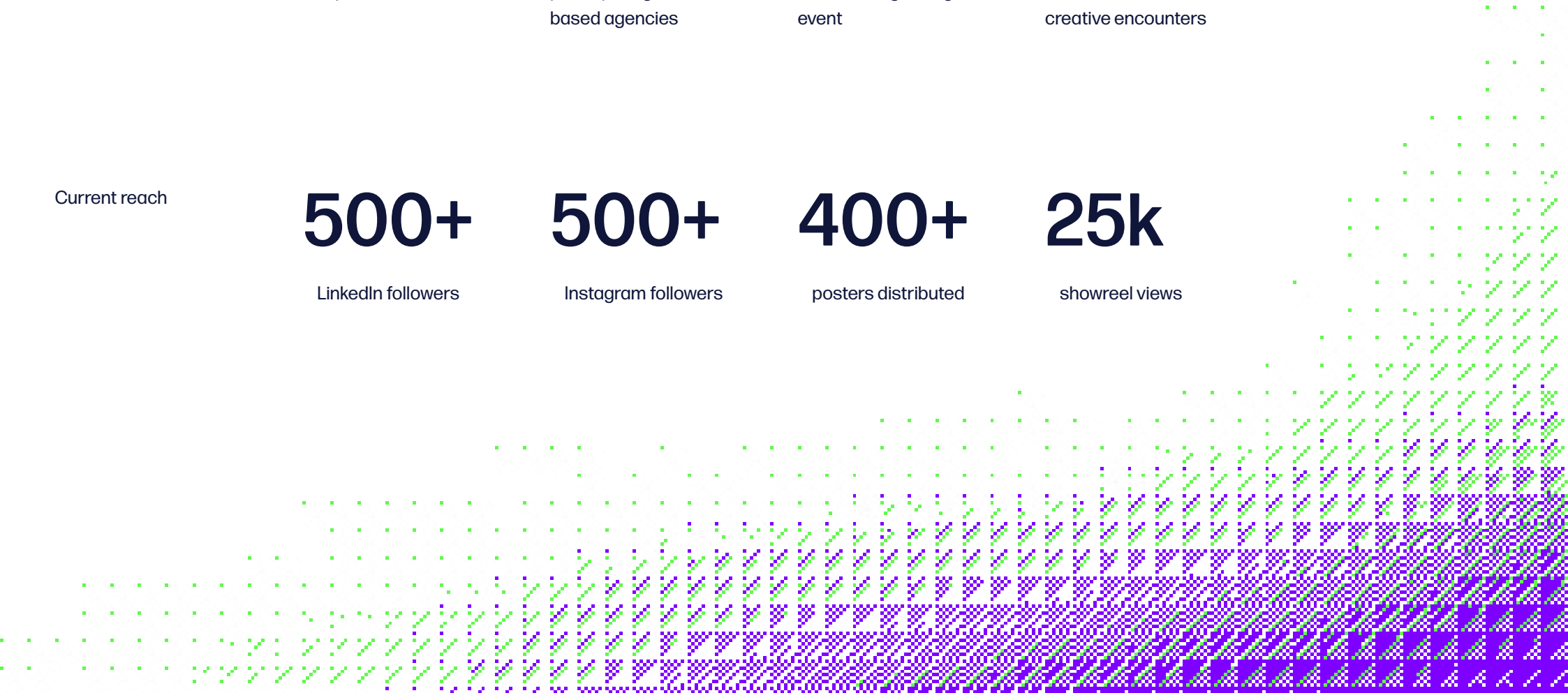
Instagram followers

400+

posters distributed

25k

showreel views



Agencies that have opened their doors to our visitors

The Loop is shaped by a growing network of creative and digital agencies from Utrecht and beyond.

These agencies open their doors, share their work and help make The Loop a place where the creative industry comes together.

acato



:Daymakers



HAN
SNEL



TODAY



Working together with Utrecht's creative community

The Loop is supported by a strong local network. Educational institutions, industry organisations, creative communities, media platforms and local initiatives all contribute to the visibility, content and growth of the event.

We love collaborating with partners who want to connect with Utrecht's creative ecosystem and help strengthen the community around it.

BNO

BROED

EMERCE

FONK

**GRAFISCH
LYCEUM
UTRECHT**

HKU

**HU HOGESCHOOL
UTRECHT**

NIMETO

QCOMMUNITY

**UC Utrecht
Creative
Community**

We're always looking for new partnerships and collaborations that complement both the audience and the experience of The Loop.

Our partners join The Loop because they want to contribute to an event where creativity, culture and meaningful connections come together.

We believe in partnerships tailored to the people involved. From visibility and storytelling to activations and funding, we look for collaborations that create value for visitors, partners and the event itself.



Marketing partner

Collaborations focused on content, storytelling and visibility before, during and after the event.



Experience partner

Creative activations and experiences that enhance the visitor journey and contribute to the atmosphere of the event.



Food & drinks partner

Partners who help create memorable moments through hospitality, catering and social gatherings.



Talent partner

Partnerships centred around talent development, education and supporting the next generation of creatives.



Merchandise partner

Branded merchandise and tangible experiences that become part of The Loop.



Funding partner

Organisations that contribute financially to the development and production of The Loop.

Event Timeline

The Loop offers partners multiple opportunities to connect with the community, from the first announcement through to post-event content and engagement.

Lead-up to The Loop 2027



*Dates are indicative and subject to change.

Interested in Partnering with The Loop 2027?

We'd love to explore what a partnership could look like together.

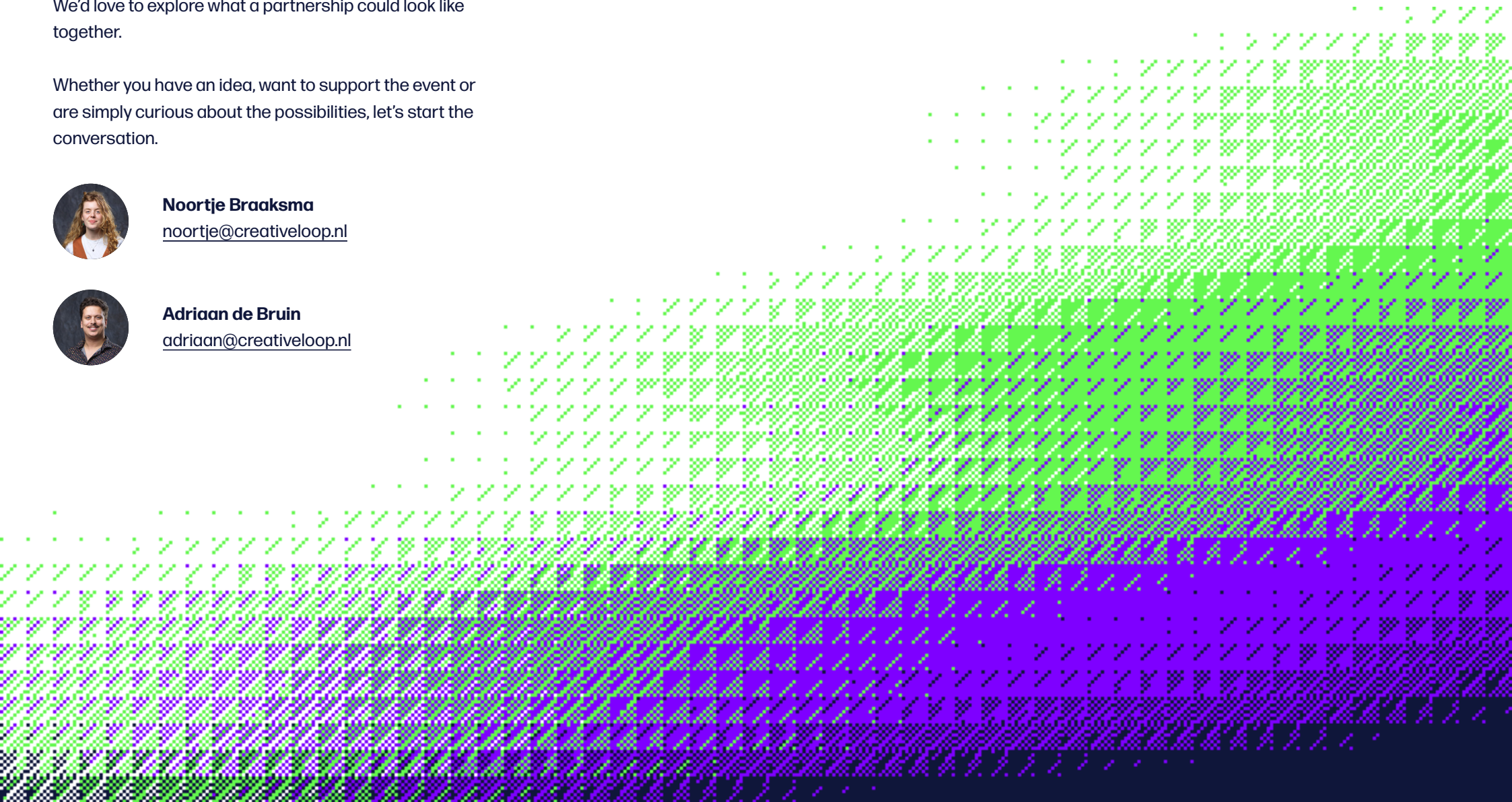
Whether you have an idea, want to support the event or are simply curious about the possibilities, let's start the conversation.



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