



EUROPEAN KARATE CHAMPIONSHIPS
8TH. - 9TH APRIL 2017

SPONSORSHIP OF THE EUROPEAN KARATE CHAMPIONSHIPS 2017

SPONSORSHIP OF THE EUROPEAN KARATE CHAMPIONSHIPS 2017

The annual European Karate Championships is being held in Denmark in April 2017. Danish Karate Union (DKU) is offering profiling and marketing opportunities at one of the biggest martial arts event in Denmark.



BRANDING

Sponsorship of the European Championships means supporting an international karate event in Denmark and will associate your company with the core values of the sport:

- Fighters spirit
- Discipline
- Endurance
- Flexibility
- Bravery

FOCUS GROUP

The European Championships is a large event attracting various segments all with a mutual interest in martial arts and Japanese culture.

EVENT ORGANIZER

The DKU is non-commercial and represents many members of clubs all over the country. Its activities promote karate and martial arts in general, not least at the annual Danish Open tournament, which ranks among the best in Europe and is one of the main reasons that DKU has been awarded an event like the European Championships. DKU is a member of the World Karate Organization WKO, which is a Non Profit Organization NPO

MEDIA PLAN

The event is expected to be covered by local as well as international martial arts media.

A video trailer will be uploaded to Facebook and YouTube.

The entire event will be streamed live on YouTube.



SPONSORSHIP OF THE EUROPEAN KARATE CHAMPIONSHIPS 2017

WHAT WILL A SPONSORSHIP GET YOU?

(See price list for details)

- Large banner at the venue
- TV boards close to the arenas
- Ad space in the event magazine
- Logo space on athlete uniforms
- Commercial spot on a large screen at the venue
- VIP-tickets with seats close to the arena incl. food and other refreshments

PLATINUM SPONSORSHIP – ONE SPONSOR DKK. 48.000

- Logo space on athlete uniform numbers
- First priority ad space at all arenas
- Large banner at the venue
- Logo on all official material for the event incl. first priority space on the website
- Official banner outside the venue
- Ad space in the event magazine (four colours, full page A-4, flip side)
- Invitations to the event (VIP-tickets with seats close to the arena incl. food and other refreshments)
- Extra tickets (free seating)

GOLD SPONSORSHIP – TWO SPONSORS DKK. 34.000 EACH

- Ad space at the central arena
- Large banner at the venue
- Logo on the official banner
- Logo on the official website
- Ad space in the event magazine (four colours, full page A-4, page two)
- Invitations to the event (VIP-tickets with seats close to the arena incl. food and other refreshments)
- Extra tickets (free seating)

SPONSORSHIP OF THE EUROPEAN KARATE CHAMPIONSHIPS 2017

SILVER SPONSORSHIP – TWO SPONSORS DKK. 22.000 EACH

- Ad space at the arena
- Logo on the official banner
- Logo on the official website
- Ad space in the event magazine (four colours, half page A-4)
- Invitations to the event (VIP-tickets with seats close to the arena incl. food and other refreshments)
- Extra tickets (free seating)

BRONZE SPONSORSHIP – TWO SPONSORS DKK 12,000 EACH

- Ad space at the arena
- Logo on the official banner
- Logo on the official website
- Ad space in the event magazine (four colours, half page A-4)
- Invitations to the event (VIP-tickets with seats close to the arena incl. food and other refreshments)
- Extra tickets (free seating)

SPONSORSHIP OF THE EUROPEAN KARATE CHAMPIONSHIPS 2017

AD PRICES IN THE EVENT MAGAZINE

Ad size / colour	Price excl. VAT in DKK	Size
One page / four colours	14.000	210x297mm
One page / black	8.000	210x297mm
Half page / black	3.000	210x148mm / 105x297mm
Quarter page / black	2.000	105x148mm
Eighth page / black	1.200	105x74mm

TV BOARD AT THE ARENAS

TV- and photo friendly



OFFICIAL EVENT MAGAZINE

The magazine will contain the type of fight, schedule and various articles about the sport.

It will be distributed and used actively by all spectators throughout the event.



SPONSORSHIP OF THE EUROPEAN KARATE CHAMPIONSHIPS 2017

OFFICIAL WEBSITE

All international athlete registration will take place through the official website and will be used by participants and spectators.



OFFICIAL POSTER

The official poster will be distributed to all European clubs eligible for the event.



VARIOUS MATERIALS

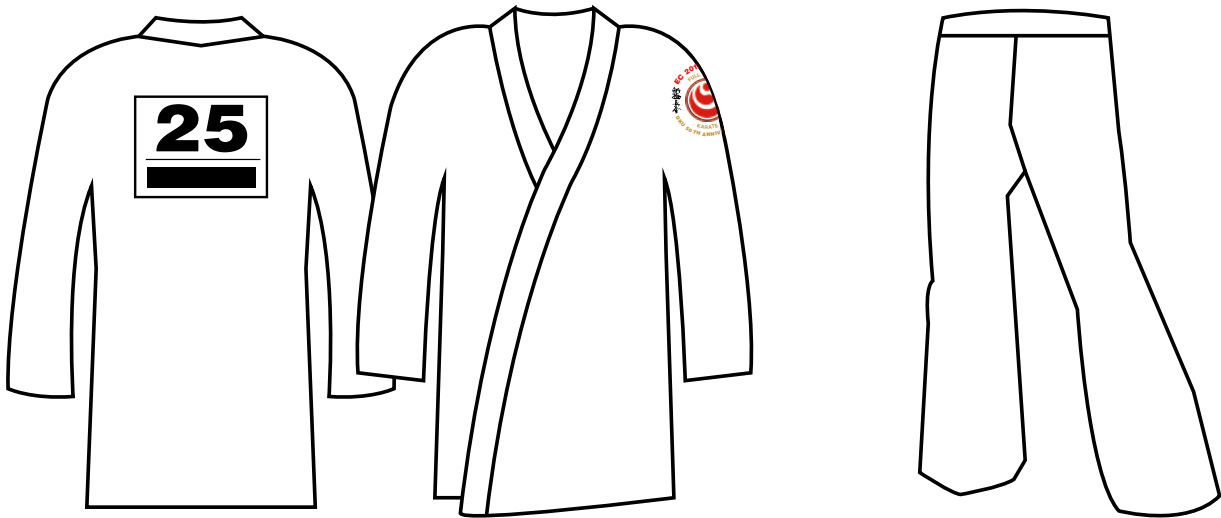
Various materials include flyers, tickets, information etc.



SPONSORSHIP OF THE EUROPEAN KARATE CHAMPIONSHIPS 2017

OFFICIAL UNIFORM/DOGI

Focus will be on a high degree of visibility.



UNIFORM/DOGI NUMBERS

Uniform numbers provide a high degree of visibility and will be worn by all participants throughout the event.

All prices are excl. VAT



FURTHER INFORMATION ABOUT THE SPONSOR PACKAGE AND EC2017 IN GENERAL

Jan Bülow

e-mail: sponsor@ec2017.dk

Mobile: +45 40168000