

ETTU inventory Events – Sponsorship

Europe Top 16 Cup

The following describes the rights for the ETTU sponsors/suppliers.

- **Title Sponsor** will have the following rights, to be implemented by the LOC:
 - Naming right of the competition with Event Title (eg. Sponsor Name Year Europe Top 16 Cup)
 - Top floor sticker in court of all TV-produced tables (ETTU and Sponsor to agree floor sticker design e.g. dimension, size and 1.5 stretch up to 5m2 size; Title Sponsor to print and ship floor stickers with other activation equipment).
 - Sponsor logo in the net of all TV-produced tables.
 - LED surrounds are mandatory for each Field of Play. The Title Sponsor is entitled to thirty-three percent (33%) of the LED sequences which equals twelve (12) out of thirty-six (36) classic advertising boards. The LED rotation will be made after each point.
 - 1 Trade stand of thirty (30) m2 in prime Title Sponsor position.
 - Other branded machines, equipment or activation items as agreed between Title Sponsor, ETTU and LOC; this includes secondary banner branding opportunities which may or may not be possible dependent on the Event branding plan and Event branding identity.
 - Sponsor's logo on Press conference "back drop" and Mixed zone (for TV interviews) "back drop".
 - Sponsor's logo and name on the front cover of the Event official programme and the Official Poster for the Event.
 - One (1) full page colour advertisement, in the Official programme. Sponsor to provide advertisement to required specification at Sponsor's own cost.
 - 30 second Sponsor advert played on the venue big screen or TV screens.
 - Sponsor is entitled to receive ten (10) VIP-passes per day.
 - The Sponsor benefits from product exclusivity.
 - Sponsor is entitled to receive forty (40) tickets (general admission) per day.
 - Sponsor is entitled to two (2) double rooms for the duration of the Event in the official Event hotel (from the night before the Event starts to the morning after the final day).
 - Sponsor is entitled to transport between the venue, hotel and airport. LOC shall endeavour to ensure one (1) private car for the use of Sponsor.
 - Sponsor shall provide all necessary artwork and logos.

- **Major Sponsor** will have the following rights, to be implemented by the LOC:
 - 1 logo sticker on the floor, on the short side i.e. left or right side of the table(s) of maximum size of 2.5m², at the show court table(s) covering the TV broadcast and live streaming.
 - Eleven percent (11%) of the LED sequences which equals four (4) out of thirty-six (36) classic advertising boards.
 - 1 Trade stand of fifteen (15) m².
 - Logos on the backdrops
 - 1 advertisement in the Official programme. Sponsor to provide advertisement to required specification at Sponsor's own cost.
 - Sponsor's logo on Press conference "back drop" and Mixed zone (for TV interviews) "back drop".
 - 10 entry tickets per day .
 - 5 VIP accreditations per day.
 - Two (2) rooms for the duration of the Event in the official Event hotel (from the night before the Event starts to the morning after the final day).
 - The Sponsor may benefit from product exclusivity.

- **Official Timekeeper Sponsor** will have the following rights, to be implemented by the LOC:
 - Nine percent (9%) of the LED sequences which equals (by round-up) three (3) out of thirty-six (36) classic advertising boards, which (9%) includes but with the guarantee of all sequences to be granted to Sponsor used at time outs and change of ends.
 - The time-out devices including exclusive advertisement (to be provided by Sponsor).
 - 1 Trade stand of twelve (12) m² space, free of charges
 - Logos on the backdrops
 - 1 advertisement in the Official programme. Sponsor to provide advertisement to required specification at Sponsor's own cost.
 - Sponsor's logo on Press conference "back drop" and Mixed zone (for TV interviews) "back drop".
 - 4 entry tickets per day.
 - 4 VIP accreditations per day.
 - Two (2) rooms for the duration of the Event in the official Event hotel (from the night before the Event starts to the morning after the final day).

- **Suppliers Pool Members** will have the following rights, to be implemented by the LOC:
 - sales booth of each twelve (12) m2 space in the commercial area, but only to those who have confirmed until deadline date as agreed between LOC and ETTU.
 - 1 half-page colour advertisement in the event official program and two (2) VIP lounge/room accreditations

Each supplier pool member benefiting from this right must pay to the LOC a flat fee, amount to be confirmed by ETTU.

- **General terms:**
 - The **ETTU logo** (1) must be placed on the short side, right side of the table(s) of maximum size of 2.5m2 in all courts.
 - ETTU is entitled to eleven percent (11%) of the LED sequences which equals four (4) out of thirty-six (36) classic advertising boards.
 - In case any of the above ETTU sponsors/suppliers are not confirmed for the Event, ETTU can, at its sole discretion, redistribute the inventory with limitation to only field of play and surrounds advertisement of the not confirmed ETTU sponsors/suppliers to other ETTU sponsors/suppliers listed above. The same applies also in case all ETTU sponsors/suppliers are confirmed but a different agreement in place between ETTU and one or more of the ETTU sponsors/suppliers (i.e. 1 ETTU logo space given to sp./sup. or 1 sp./sup. logo space given to another sp./sup.).
 - LOC may define and allocate at its discretion and according to the available rights, the rights and obligations for its own sponsors and suppliers.

TITLE SPONSOR

Major Sponsor
(LOC right)

Major Sponsor
(LOC right)



Major Sponsor
(ETTU right)



Major Sponsor
(LOC right)

LED SEQUENCES

Title Sponsor 33%

Major Sponsor ETTU 11%

Official Time-Keeper 9%

ETTU 11%

LOC 36%



(Main) Camera Position