



IWBF

Europe

International Wheelchair
Basketball Federation

NAMING
PARTNER

PARTNERSHIP PROPOSAL

Marketing & IP-Rights

- Official Designation: Official Naming Partner of IWBF Europe
- Naming rights for IWBF Europe national und club competitions, event and program logos in connection with company logo and marketing campaigns
- Right to use official IWBF Europe Logo for commercial products
- Right to create co-branded products with IWBF Logo

Above The Line Benefits

- Header brand integration in all European Championship games broadcasted (TV or online)
- Header brand integration in all Championsleague Final 4 games broadcasted (TV or online)
- 2 x Banner (4x1m) at every regular European Championship and Championsleague game
- 4 x Banner (4x1m) at every European Championship final games (semifinal, final, game for 3rd place) and Championsleague Final 4 games
- 3D on-court stickers at European Championships and Championsleague Final 4 event
- 6 minutes of exposure in courtside advertising system at the European Championships if available
- 4 minutes of exposure in courtside advertising system at the Championsleague Final 4 if available

Below The Line Benefits

- Right to use the IWBF Europe arenas (National and club competitions) to promote your brand through promotional activities and advertising spots (Every game per season)
- Brand exposure at IWBF Europe Youth program
- Total of 20 Tickets in preferential seating areas (1-5 tickets per game) for final games of European Championships and Championsleague Final 4 games
- 20 A-class preferential tickets for final games of European Championships and Championsleague Final 4 games

Digital, PR & Content Marketing

- Brand exposure in all IWBF Europe web pages
- Right to integrate 10 promotions on IWBF Europe's YouTube, Facebook and/or Twitter channels (1 each month)
- Exclusive campaigns on social media (including fan contests) during final games of European Championship and Championsleague Final 4 games
- Brand exposure in media platform directed toward press, press backdrops & press notes at European Championship and Championsleague Final 4

