



**IWBF**  
**Europe**  
International Wheelchair  
Basketball Federation

# IWBF EUROPE PARTNERSHIP PROPOSAL

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# NAMING PARTNER

## Marketing & IP-Rights

- Official Designation: Official Naming Partner of IWBF Europe
- Naming rights for IWBF Europe national and 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

## 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 Champions Cup Final 4 games
- Brand exposure in media platform directed toward press, press backdrops & press notes at European Championship and Champions Cup Final 4

## **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 Champions Cup game
- 4 x Banner (4x1m) at every European Championship final games (semifinal, final, game for 3rd place) and Champions Cup Final 4 games
- 3D on-court stickers at European Championships and Champions Cup 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 Champions Cup 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 Champions Cup Final 4 games
- 20 A-class preferential tickets for final games of European Championships and Champions Cup Final 4 games

# PREMIUM PARTNER

## Marketing & IP-Rights

- Official Designation: Official Premium Partner of IWBF Europe
- Rights for IWBF Europe national and club competitions

## Digital, PR & Content Marketing

- Brand exposure in all IWBF Europe web pages
- Right to integrate 5 promotions on IWBF Europe's YouTube, Facebook and/or Twitter channels (1 each month)
- Brand exposure in media platform directed toward press, press backdrops & press notes at European Championship and Champions Cup Final 4

### **Above The Line Benefits**

- 1 x Banner (4x1m) at every regular European Championship and Champions Cup game
- 2 x Banner (4x1m) at every European Championship final games (semifinal, final, game for 3rd place) and Champions Cup Final 4 games
- 4 minutes of exposure in courtside advertising system at the European Championships if available
- 2 minutes of exposure in courtside advertising system at the Champions Cup 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 (10 games per season)
- Brand exposure at IWBF Europe Youth program
- Total of 10 Tickets in preferential seating areas (1-5 tickets per game) for final games of European Championships and Champions Cup Final 4 games
- 10 A-class preferential tickets for final games of European Championships and Champions Cup Final 4 games

## **Marketing & IP-Rights**

- Official Designation: Official Supporter of IWBF Europe
- Rights for IWBF Europe Youth or Development program

## **Digital, PR & Content Marketing**

- Brand exposure in all IWBF Europe web pages
- Right to integrate 5 promotions on IWBF Europe's YouTube, Facebook and/or Twitter channels (1 each month)

## **Above The Line Benefits**

- 1 x Banner (4x1m) at every regular European Championship and Champions Cup game

## **Below The Line Benefits**

- Right to use the IWBF Europe arenas (National and club competitions) to promote your brand through promotional activities (5 games per season)
- Brand exposure at IWBF Europe Youth or Development program



# KEEP ON ROLLING



[www.iwbf-europe.org](http://www.iwbf-europe.org)

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