

Europe Corporate Games™

Coventry UK 2019

1 - 4 August



Sponsorship Packages



THE **ULTIMATE MIX**
OF **SPORT, BUSINESS & TOURISM**



In Partnership



Sponsoring the *Europe Corporate Games*

The **Europe Corporate Games** offers rich and varied opportunities for Sponsors and Supporters of every type, size and interest.

The Games will have thousands of competitors and hundreds of organisations participating.

The organisations include some of the most famous multinationals, the largest and most powerful of the national companies, and many others of all kinds and sizes.
In addition it regularly partners with local authorities, universities, influential colleges and business groups.

The **Europe Corporate Games** brings together CEOs, Managing Directors, Senior and Middle Management, as well as thousands of employees, clients and the public in an event featuring a unique mix of sport, business and tourism.

Presentation Scheme

The Games provides a wide range of Presentation Packages tailored to the budget and business objectives of the Sponsor.

Details of each option are provided here, however all options can be modified and made specific to meet the needs of the Sponsor.



Headline Sponsor Package

Brand Visibility

Company Logo to be in a prominent position on the front page of the following:
Europe Corporate Games Brochure, Souvenir Programme, Entry Forms, Posters, PowerPoints, Travel Guide plus all printed and electronic media

Company logo on the **Europe Corporate Games** home page with web link

Signage rights at **all Europe Corporate Games** Sports and Celebration venues across the Games weekend

Double pitch Exhibition Space at the SuperCentre Registration

Exposure and PR at all **Corporate Games** promotional events during the build-up to the **EuropeCorporate Games**

Special Provisions

200 complimentary Entries for the **Europe Corporate Games**

200 Complimentary Party Tickets for the Great Games Party

Guaranteed Entry into any sport

5 VIP Seats & tickets at the Opening Celebration & Games Reception

Paragraph in the mass circulation Games Gossip newsletter (Circa 26,000) with regular follow up messages

Sponsorship of 3 Sport Championship Awards of Choice

Double page spread in the **Europe Corporate Games** Souvenir Programme

Representative to present Sponsored Awards at the Closing Awards Celebration

Extensive Media Coverage across the Games weekend

Additional Benefits

Introductions to Team Leaders and senior representatives from participating organisations and partners

10, 3 x 1 metre PVC Banners

Presentation Sponsorship Packages

Brand Visibility	PLATINUM	GOLD	SILVER
Exhibition Space in the SuperCentre	●	●	●
Company logo on Games Brochure (Printed & Electronic)	●	●	●
Company logo with web link on Europe Corporate Games Website	●	●	●
Company logo on Entry Forms, Posters and all Electronic Media	●		
Promotion through Live Streaming, Web Cast, Facebook & Social Media	●	●	●
Closing Awards Presentation of the Europe Corporate Games	●	●	●

Special Provisions			
Entries to the Europe Corporate Games (Excluding Supplements)	101	75	50
Guaranteed Entry into any sport	●	●	●
Tickets to the Great Games Party	30	20	10
VIP Seats & tickets at the Opening Celebration & Games Reception	5	4	3
Sponsorship of Championship Division for Europe Corporate Games	●	●	
Paragraph in the mass circulation Games Gossip newsletter (Circa 26,000) with regular follow up messages	●	●	●
Representative to present Awards at the Closing Awards Presentation	●	●	
Media coverage across the Games Weekend	●	●	●

Signage Rights			
Brand placement points at Sports Venues & Celebrations	500	250	100

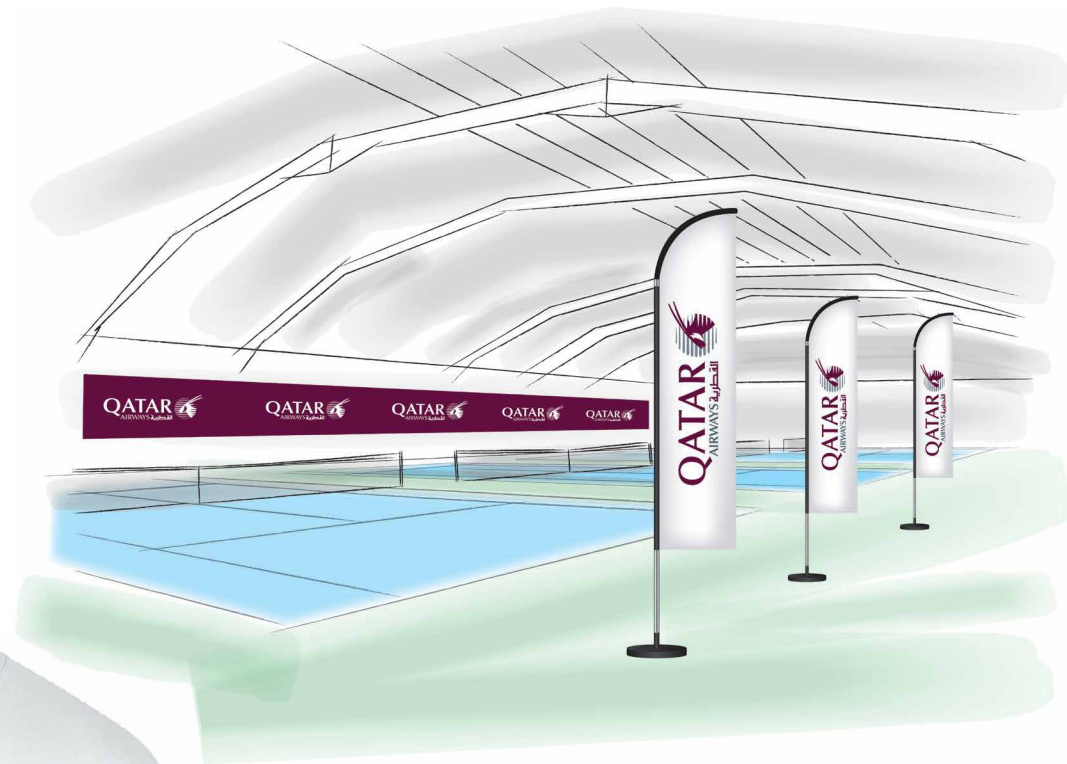
Additional Benefits			
Introductions to Team Leaders from participating organisations	●	●	●

Fees cover the whole package. Should a Champion not reach the Complimentary entry numbers no refund will be made.

Sponsorship Bolt Ons

- Branded Lanyards
- Staff Kit
- Officials T-shirts
- Souvenir Programme Adverts
- Athletes T-shirts (Back)
- Athletes T-shirts (Front)
- Games Videography
- SuperCentre Sponsor
- Great Games Party Sponsor
- Opening Celebration
- Closing Awards Celebration
- Business enterprise Day
- Individual Sports
- Championship divisions
- Vpar Scoring System for golf
- Stu Web Timing System
- Swimming Caps
- Running numbers
- Branded sports equipment
- Ceramic Giftware/Awards

NB* Please talk to us about bespoke options.



Additional Sponsorship Opportunities

The **Corporate Games** offers a very wide range of options for the Sponsor.

In order of value the available sponsorships are:

- Games Celebration Sponsor
- SuperCentre Sponsor
- Great Games Party Sponsor
- Games Ambassador Sponsor
- Sport Title Sponsor
- Championship Division Sponsor
- Games Gift Supplier
- Official Supplier





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THE **ULTIMATE** MIX
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GAMES MARKETING 2017/2018

facebook.

> **26,575** GLOBAL FANS

twitter 

> **5,559**
GLOBAL FOLLOWERS

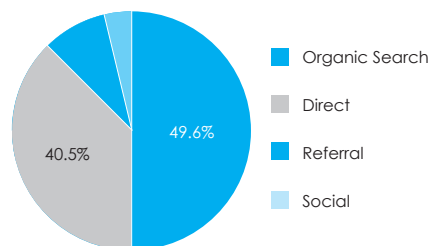
> **13,087**
VIDEO VIEWS



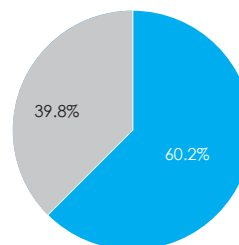
Official Website - www.corporate-games.com
1/10/2017 - 19/9/2018

> **122,410** PAGE VIEWS
> **93,345** UNIQUE USERS

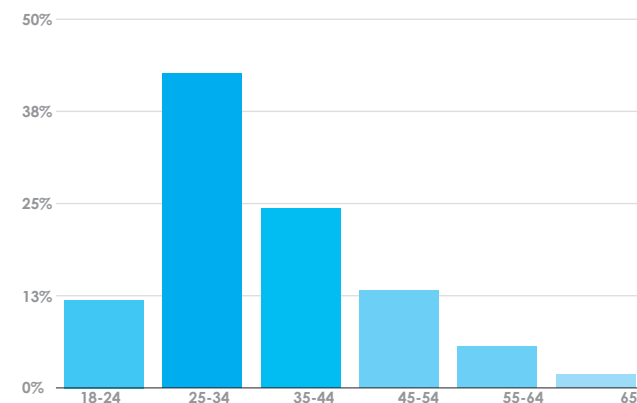
TOP CHANNELS



male female



AGE



GAMES LOYALTY

Major Organisations have competed in the **Corporate Games** on multiple occasions around the world. For example...

Deloitte.

80+



70+

IBM

70+

KPMG

65+



40+

Coca-Cola

35+

FUJITSU

30+



30+



30+

CSC

25+



25+

ERICSSON

25+



25+



20+

Canon

20+

Honeywell

20+



BOSCH



citibank

ConocoPhillips

CATERPILLAR®



Microsoft



NEXTEL®

Nestlé

ORACLE®



PEPSICO

3M

DELL™



P&G

SIEMENS

xerox





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TAKE ADVANTAGE OF AN EXCEPTIONAL MARKETING AND BRANDING SPONSORSHIP

The **Europe Corporate Games** Doha 2019 provides a global marketing reach into the senior leadership of multinational companies and an outstanding introduction to national and local businesses of every kind and size.

The branding opportunities are exceptionally wide ranging and direct to the client. Sponsors benefit from a tailor-made package specifically designed to support their branding and marketing objectives, whether worldwide, local or both.

Marketing will start on the Games World Headquarters web site as soon as sponsorship is agreed, and quickly be followed by social media, traditional media and whatever other channels are identified to suit the Sponsor's needs.

The **Europe Corporate Games** is a highly developed marketing and branding project combining sport, health, tourism, fitness and friendship with the business and institutional world.

THE PARTICIPANTS SAY...



Based on feedback from participants, this year was again a massive success! 99% rated their overall experience of the **Corporate Games** as either Extremely Satisfied or Satisfied, with 96% agreeing that their morale has increased & 73% increased their exercise /fitness level. The Games is a fantastic event & brings



vodafone



Just wanted to say wow what an amazing weekend!! On behalf of everyone at Vodafone a massive thanks. Really exceeded our expectations from start to finish in every department. We've had nothing but positive feedback from everybody who took part. Already looking forward to next year.



**Willis
Towers
Watson**



We have supported our associates' participation in the **Corporate Games** for many years. The Games and Willis Towers Watson share many core attributes, including integrity, collaboration, respect & excellence. To be successful in the Games or the business world, organisations need healthy competition & great team work. For this reason we are delighted to be closely associated with the Games.



Be part of the *Worldwide Corporate Sport Community*... Get fit for Business!



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In Partnership

