

Exposure Type	Description	Media	Main Partner	Partner	Sponsor	Supporter 1	Supporter 2
			35 000 EUR	20 000 EUR	10 000 EUR	4000 EUR	2000 EUR
Mention	TV Spot (3" exposure)	TV	YES	NO	NO	NO	NO
Mention	TV Spot (BBO with all sponsors)	TV	YES	YES	NO	NO	NO
Mention	Radio Spot	RADIO	YES	YES	YES	NO	NO
Branding	Branding at venues	OOH	YES	YES	YES	NO	NO
Branding	Video spot before the viewing	CINEMA	YES	NO	NO	NO	NO
Branding	Logo on official trailer video before the viewing	CINEMA	YES	YES	YES	YES	YES
Branding	Logo on website - partner's page	ONLINE	YES	YES	YES	YES	YES
Branding	Logo on website footer	ONLINE	YES	YES	NO	NO	NO
Branding	Logo on the events' promotional materials	OOH	YES	YES	YES	NO	NO
Branding	Logo on the events' promotional materials (programme)	PRINT	YES	YES	YES	YES	YES
Branding	Roll-up exposure at venue	OOH	YES	YES	YES	YES	NO
Custom projects	Ad in the events' programme	PRINT	YES	YES	NO	NO	NO
	DVD - video with the atmosphere and display of the sponsors logos	DVD	YES	YES	YES	YES	YES
No. Tickets			10	8	6	6	4
Custom projects			subject to separate negotiation				
Custom projects	Live streaming of event	TBD	YES	NO	NO		
Custom projects	Special lounge at venues	BTL	YES	NO	NO		
Custom projects	Sampling and promoting	BTL	YES	YES	YES		
Custom projects	Product placement	BTL	YES	YES	NO		
Custom projects	Product sales for main audience	Sales	YES	YES	YES		