

# ETTU inventory Events – Sponsorship

## European Table Tennis Championships

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 Championship with Event Title (eg. Sponsor Name Year European Table Tennis Championships)
  - Top floor sticker in court of all TV-produced tables and on other show courts being online streamed (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 and online produced tables.
  - Each show-court is composed by total of thirty-six (36) advertising boards except for the (2) TV tables.
  - Twelve (12) advertising boards in each court of TV-produced tables; see illustration below for positions. To note that for the two (2) TV tables, A/B-boards are replaced by LED surrounds where 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 for sessions during the week and fifteen (15) for sessions during the weekend. VIP-passes entitle Sponsor access to VIP-facilities at the Championships/Event.
  - The Sponsor benefits from product exclusivity.
  - Sponsor is entitled to receive ten (10) day tickets (general admission) for sessions during the week and more than ten (10) for sessions during the weekend (where available).
  - Sponsor is entitled to two (2) double rooms for the duration of the Championship in the official Event hotel (from the night before the Championships 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, right side of the table(s) of maximum size of 2.5m<sup>2</sup>, at the show court tables covering the TV broadcast and live streaming.
    - 4 advertising boards in each live streaming court.
    - 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) m<sup>2</sup>.
    - 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) double rooms for the duration of the Championship in the official Event hotel (from the night before the Championships starts to the morning after the final day).
    - The Sponsor may benefit from product exclusivity.
- **Ball Sponsor** (Nittaku) will have the following rights, to be implemented by the LOC:
    - The Sponsor's logo to be displayed:  
On all umpire chairs, score boards, towel boxes and umpire tables with exclusive right subject to the condition that the equipment is provided and delivered free of charges to the LOC by the Sponsor and confirmed by ETTU.
    - 1 Trade stand of twenty-five (25) m<sup>2</sup> space, free of charges
    - full hospitality two (2) double rooms and four (4) VIP accreditations per day.
    - Logo on Event official program and poster.
    - 2 advertising boards in each non TV produced court.
    - Six percent (6%) of the LED sequences in each TV court which equals (by round-up) two (2) out of thirty-six (36) classic advertising boards.
    - Logo on Backdrops with agreed percentage of logo appearance.

*The ball supplier will supply the LOC with 300 dozens (3.600) balls (Team Championships) and 360 dozens (4.320) balls (Individual Championships).*

- **Official Timekeeper Sponsor** will have the following rights, to be implemented by the LOC:
  - 3 advertising boards in each live streaming court.
  - Nine percent (9%) of the LED sequences in each TV court 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) double rooms for the duration of the Championship in the official Event hotel (from the night before the Championships 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 court of all TV- broadcast and live streaming tables.
  - ETTU is entitled to four (4) advertising boards in each (non-TV) court and to eleven percent (11%) of the LED sequences in each TV court, 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 a Championship, 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.

