

European Championship Tour – English Masters 2009 – Blackpool

Sponsorship Benefits	Presenting Partner (1)	Main Partner (3)	Supplier (5)
A. Media and Advertising Benefits	TOTAL OF 4 EVENT PARTNERS		
Product Category Exclusivity	•	•	-
Event Title	•	-	-
Logo on Player Shirts (front/back)	•	-	-
Logo on Netline (Lower) -	•	•	-
Logo Netline Ends (between Net and Poles)	•	-	-
Logo on Referee Chair (Lower Construction)	•	-	-
Logo Net Posts Padding	•	-	-
Logo on Netline Padding	-	•	-
1st Tier Advertising Boards (Centre Court)	4 (3.5x1m)	3 (3.5x1m)	-
2nd Tier Advertising Boards (Centre Court)	2 (3.5x1m)	2 (3.5x1m)	1 (3.5x1m)
3rd Tier Advertising Banners (Centre Court) ¹	15%	10%	3%
Logo on Ballkid Shirts (front/back)	•	-	-
Logo Ballkid Podiums (Centre Court)	•	-	-
Advertising Boards (Side Courts)	3 (3.5x1m)	2 (3.5x1m)	-
Inflatables (Centre Court)	•	-	-
Inflatables Public Area Venue	•	•	•
Flags on Centre Court	6	4	-
Logo on Player Benches -	-	-	-
Umbrellas at Player Benches	-	-	-
Logo on Timer and Scoreboards	•	-	-
Internet Identification and Hyperlink	•	•	•
Logo on Official Print Material	•	•	-
Advertising in Official Programme	2 Pages	1 Page	1 Page
Logo on Backdrops (Media Conferences, Award Ceremonies)	•	•	-
Access to Media Conferences	•	•	•
B. Promotional Benefits			
Use of Event Marks throughout Europe	•	•	•
Premiums	•	•	•
VIP Ticket Supply (incl. Catering)	20	10	2
Invitations to Social Events	•	•	•
Parking Passes	•	•	•
Own Hospitality Unit Opportunity	•	•	•
Display, Franchise, Retail Opportunities	•	•	•
Service Accreditation	•	•	•
Integration in Award Ceremony	•	•	-
C. Sole and Exclusive Tailor-Made Benefits			
Event-related Benefits	•	•	-
Beach Volleyball-related Benefits	•	•	-
D. Client Servicing Benefits			
Approval of Marks	•	•	•
Partner Workshops	•	-	-
Full Client Servicing Programme	•	•	•
Hotel Room Booking (at cost)	•	•	•
Access to TV Research Data	•	•	•
Access to Photo Archive	•	•	•
Ambush Protection	•	•	-
Post-event Report	•	•	•

Notes: 1 Exact numbers to be confirmed according to specific measurements of the stadium construction and flag plan