



**The Employer's 6<sup>th</sup>  
CORPORATE FOOTBALL  
TOURNAMENT**

**Hayah Sports Academy  
February 2012**

**SPONSORSHIP  
& MARKETING  
PACKAGES**

Organized by

**THE MARKETER**



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## **SPONSORSHIP PRICES/ FOOTBALL TOURNAMENT**

- Platinum Sponsor LE 80,000
- Gold Sponsor LE 60,000
- Silver Sponsor LE 40,000
- Bronze Sponsor LE 25,000
- Associate Sponsor LE 15,000

In addition of 10% Tax Charge

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## **PLATINUM SPONSOR LE 80,000**

- Logo on all marketing material
- Two complementary Teams
- 6 Side banners on field
- Logo on schedule sent to companies
- Advert in Schedule Booklet Back cover sent to companies
- Logo on backdrop placed behind all team photos
- Logo on cup and medal
- Logo on report mailshot sent to all companies after each day of the tournament
- Logo on certificates presented to the winning team
- Logo on all coverage of the event
- 4 wooden stands provided by the Sponsor
- Logo on Ring Road billboards
- 6 large flags to be placed in different locations (provided by the sponsor)
- Announcement on Microphone during tournament opening & Final
- Announcement on Microphone on daily basis
- Distribution of your promotional flags among the audience
- Distribution of your promotional material, brochures, flyers....etc among all attendees
- Presenting a welcome speech in the opening ceremony and a thank you speech in the final ceremony
- One month sponsorship package in The Employer Magazine (worth of 16000)
- Sponsor will receive a CD with their matches as well as the opening and closing ceremonies



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## **GOLD SPONSOR LE 60,000**

- Logo on all marketing material
- One complementary team
- 4 side banners on field
- Logo on schedule sent to companies
- Advert in Schedule Booklet sent to companies
- Logo on backdrop placed behind all team photos
- Logo on certificates presented to the winning team
- Logo on all coverage of the event
- Logo on Ring Road billboards
- 3 wooden stands (provided by the Sponsor)
- 4 large flags to be placed in different locations (provided by the Sponsor)
- Logo on report mailshot sent to all companies after each day of the tournament
- Announcement on Microphone during tournament opening & Final
- Announcement on Microphone on daily basis
- Distribution of your promotional flags among the audience
- Distribution of your promotional material, brochures, flyers....etc among all attendees
- Back Cover in The Employer Magazine (Worth of 15,000LE)
- Sponsor will receive a CD with their matches as well as the opening and closing ceremonies



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## **SILVER SPONSOR LE 40,000**

- Logo on all marketing material
- One complementary Team
- 3 side banners on field
- Logo on schedule sent to companies
- Advert in Schedule Booklet sent to companies
- Logo on backdrop placed behind all team photos
- Logo on all coverage of the event
- 2 wooden stands (provided by the Sponsor)
- Logo on Ring Road billboards
- Logo on report mailshot sent to all companies after each day of the tournament
- 2 Large flags to be placed in different locations (provided by the Sponsor)
- Announcement on Microphone during tournament opening & Final
- Distribution of your promotional flags among the audience
- Distribution of your promotional material, brochures, flyers....etc among all attendees
- First page in The Employer Magazine (Worth of 7,500LE)
- Sponsor will receive a CD with their matches as well as the opening and closing ceremonies



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## **BRONZE SPONSOR LE 25,000**

- Logo on all marketing material
- 2 side banner on field
- Logo on schedule sent to companies
- Advert in Schedule Booklet sent to companies
- Logo on backdrop placed behind all team photos
- Logo on all coverage of the event
- 1 wooden stand ( provided by the Sponsor)
- 1 Large flags to be placed in different locations ( provided by the Sponsor)
- Announcement on Microphone during tournament opening & Final
- Distribution of your promotional flags among the audience
- Half Page in The Employer Magazine (Worth of 4,000LE)
- Logo on report mailshot sent to all companies after each day of the tournament
- Sponsor will receive a CD with their matches as well as the opening and closing ceremonies
- 2 banners in The Employer Magazine (Worth of 2,000LE)



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## ASSOCIATE SPONSOR LE 15,000

- Logo on all marketing material
- Logo on schedule sent to companies
- Logo on backdrop placed behind all team photos
- Logo on all coverage of the event
- 2 wooden stands ( provided by the Sponsor)
- Announcement on Microphone during tournament opening & Final
- Logo on report mailshot sent to all companies after each day of the tournament



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**WHY NOT USE THIS EVENT  
TO MARKET YOUR PRODUCT,  
CREATE AWARENESS AND  
BRAND LOYALTY!!?**



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Marketing Options Available	Price
1 side banner on field	2,500
3 side banners on field	6,500
Distribution of promotional materials such as flyers, brochures...etc among attendees (provided by company)	1,500
1 day distribution promotional materials such as flyers...etc among audience (provided by the company)	400
Placing 1 wooden banner in entrance ( provided by company)	2,000
Placing 2 wooden banners in entrance ( provided by company)	3,500
Exhibition space in The Tournament (9 square meters)	5,000
Advertising in schedule booklet sent to all teams	1,500
Printing of 500 flags for cheering	2,000
Placing 3 large flag in the Tournament (provided by sponsor)	4,000
CD with all the matches + the opening & closing Ceremonies	300



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**DON'T MISS THE CHANCE TO JOIN  
THE BIGGEST CORPORATE FOOTBALL  
TOURNAMENT IN EGYPT!!**

**LOOKING FORWARD TO A GREAT AND  
EXCITING SERIES OF TOURNAMENTS!!**

FOR DETAILS ABOUT THE MARKETING  
CAMPAIGN PLANNED FOR THE TOURNAMENT,  
CONTACT YOUR ACCOUNT MANAGER!