

GOLDEN FLY SERIES



INNSBRUCK - ATHENS - BANGKOK - LIECHTENSTEIN

STATUS: FEBRUARY 2019



GOLDEN FLY SERIES



Press the play button to watch the Golden Fly Series trailer.

GOLDEN FLY SERIES

**THE GOLDEN FLY SERIES IS THE
UNIQUE INTERNATIONAL PREMIUM
PROJECT IN ATHLETICS THAT BRINGS
MANY OF THE WORLD'S ELITE IN
LONG JUMP AND POLE VAULT INTO
CITY CENTRES - WITH WORLDWIDE
MEDIA EXPOSURE.**

**Enhance brand image and
shape consumer attitudes
through positive associations**

Sponsorship is a great way to
influence how your brand is
perceived by your target audience.



The sport is governed by the IAAF - one of the oldest sports organisations founded in 1912. IAAF has 214 nations as members.

Cultivate credibility and spark human interest

Accelerate the process to build trust and establish relationships with existing and potential customers.

Athletic contests are among the oldest of all sports and their roots are even prehistoric. Athletics have been a dominant sport in all Olympic Games since the first modern Games in 1896.

Athletics is a sport everybody can relate to.

ATHLETICS IS POWER, SPEED, CONCENTRATION, PRECISION.

**AND IT'S SIMPLE.
THE HIGHEST OR FURTHEST WINS.**

LONG JUMP AND POLE VAULT ARE TWO OF THE MOST SPECTACULAR DISCIPLINES IN ATHLETICS.

Spectators feel the rush of the wind and share the world's best athletes' emotion with each attempt making the competitions highly exciting to watch.

The Golden Fly Series is entertainment for all the family. Entrance is free of charge.

The Golden Fly Series is a fresh sports concept to reach, entertain and inspire an urban audience with spectacular world-class athletics.

THE GOLDEN FLY SERIES IS FRESH, ENTHUSIASTIC, ENERGETIC.

"The Golden Fly Series does an excellent job for the promotion of athletics – it's a great concept. As long as all the IAAF requirements are met – which is the case with the Golden Fly Series – the events are fully-fledged athletic competitions and enrich the IAAF competition calendar. We need such events to showcase the appeal of athletics in a modern, audience-grabbing light!"

Sergej Bubka

*35-times world record holder pole-vault
IAAF Vice-President*

We want to revamp and modernise athletics, the oldest organised sport in the world. Athletics offers an irreplaceable basic training for any other sport - with the most modern training methods, decades of experience and thousands of years of tradition. We want to contribute to re-invent Athletics as a 'cool' sport!

The Golden Fly Series educates the public about athletics and a healthy lifestyle by integrating kids and youth events.

GOLDEN FLY SERIES

LOCATIONS

Athletics is a truly global sport. While we focus on Middle-Europe with the events for now, our athletes and media exposure guarantee worldwide impact.

Golden Fly was born in Innsbruck, Austria in 2005. After great response, we created two more events in Munich and Cologne in 2011. The success of these three events gave birth to the launch of the Golden Fly Series in 2013 with events in Innsbruck, Munich, Cologne and Salzburg.

Golden Fly events have also been held in Rio de Janeiro prior to the Olympics and in picturesque Liechtenstein.

For 2020, we plan to take the Series to the next level and organise again four international events during the summer.

We can include geographic priorities of our partners regarding the selection of the hosting cities.

Other potential host cities are: Munich/GER, Vienna/AUT, Amsterdam/NL, Ljubljana/SLO, Zagreb/CRO, Riga/LAT, Tbilisi/GEO

LIECHTENSTEIN 06 SEPTEMBER 2020

Following the successful 2016 and 2018 editions of the Golden Fly Series, the third event in the Principality of Liechtenstein is scheduled for 2020 at Lindaplatz in Schaan.



INNSBRUCK AUSTRIA 08 JUNE 2020



CLASSIC

ATHENS GREECE JUNE 2020



We are excited about the opportunity to hold a Golden Fly Series event in the birthplace of the Olympics. We can't wait to see the world's best - which includes Greek - athletes perform right under the world-famous Acropolis temple.

BANGKOK THAILAND 19-21 MAY 2020



Golden Fly Series goes Asia! We're excited to bring our unique athletics concept to one of the most iconic places in the world.

THE GOLDEN FLY SERIES **PARTNERSHIP OPPORTUNITY**

**THE GOLDEN FLY SERIES BRINGS FRESH AIR TO ATHLETICS
WITH AN INNOVATIVE AND EXCITING CONCEPT!**

**We are looking for commercial partners that share our passion
for athletics want to develop this unique event series further
together with us.**

We can offer:

- ▶ **A very flexible and affordable concept that can easily be
adapted to partners priorities.**
- ▶ **Worldwide media exposure on TV, online, out-of-home and digital**
- ▶ **Access to and usage rights to all audio-visual material**
- ▶ **quattro media manages media rights and partnerships.
This allows a partner-first approach and a very high ROI.**
- ▶ **Activation program in Athletics with access to some of the
world's best athletes**

**THIS IS A GREAT OPPORTUNITY TO
GET INVOLVED IN THE MAIN
OLYMPIC SPORT JUST BEFORE THE
NEXT GAMES IN 2020 IN TOKYO.**

**WITH ITS INCLUSIVE CHARACTER,
IT'S CONTEMPORARY AND READY
FOR THE FUTURE.**

**THE GOLDEN FLY SERIES HAS INVESTED
HEAVILY IN MEDIALIZATION OF THE
EVENTS OVER THE YEARS TO GENERATE
RELEVANT MEDIA VALUE FOR PARTNERS.
WITH ADDITIONAL FUNDING, THIS WILL
BE TAKEN TO THE NEXT LEVEL.**

**BUILD BRAND AWARENESS, DRIVE
CONSIDERATION AND INCREASE BRAND
PREFERENCE**

THE FLY SWAT™

MOBILE. EASY. FLEXIBLE.

"The FlySwat™" is a worldwide unique, mobile combination-track for pole vault, longjump/triple jump and sprint with a maximum total length of 83.30 meters and a total weight of 25 tons (including 12 tons of sand).

The "FlySwat" makes it possible to stage athletics competitions outside a stadium and close to the spectators.



The FlySwat complies with the requirements of IAAF rule 149.2 and is fully IAAF certified - this means that seasonal bests and records would be officially recognised.

Dimensions:

Length: 72.30m/83.30m

Width: 1.50m

Weight: 25 t (including 12 t sand)

Runway Length: up to 61,50 m

Surface: Mondo Synthetic

Take-off board: Solid Oak

Long/triple jump pit: 11.00m/22.00m

Pole Vault Platform: 10.50 x 7.50m

The Fly Swat can be installed within 7 hours and does not require big construction work or machinery. The whole facility is transportable in one truck!

The "FlySwat™" is a registered trademark and intellectual property of Golden Fly Sports Ltd.

CROSS-FIRE MODE

UNIQUE. EXCLUSIVE. SPECTACULAR.

Long Jump and Pole Vault action alternates all the time. This creates a non-stop firework of world-class jumping.

No boring breaks and down-time. A modern, exciting and media- and spectator-friendly competition format .

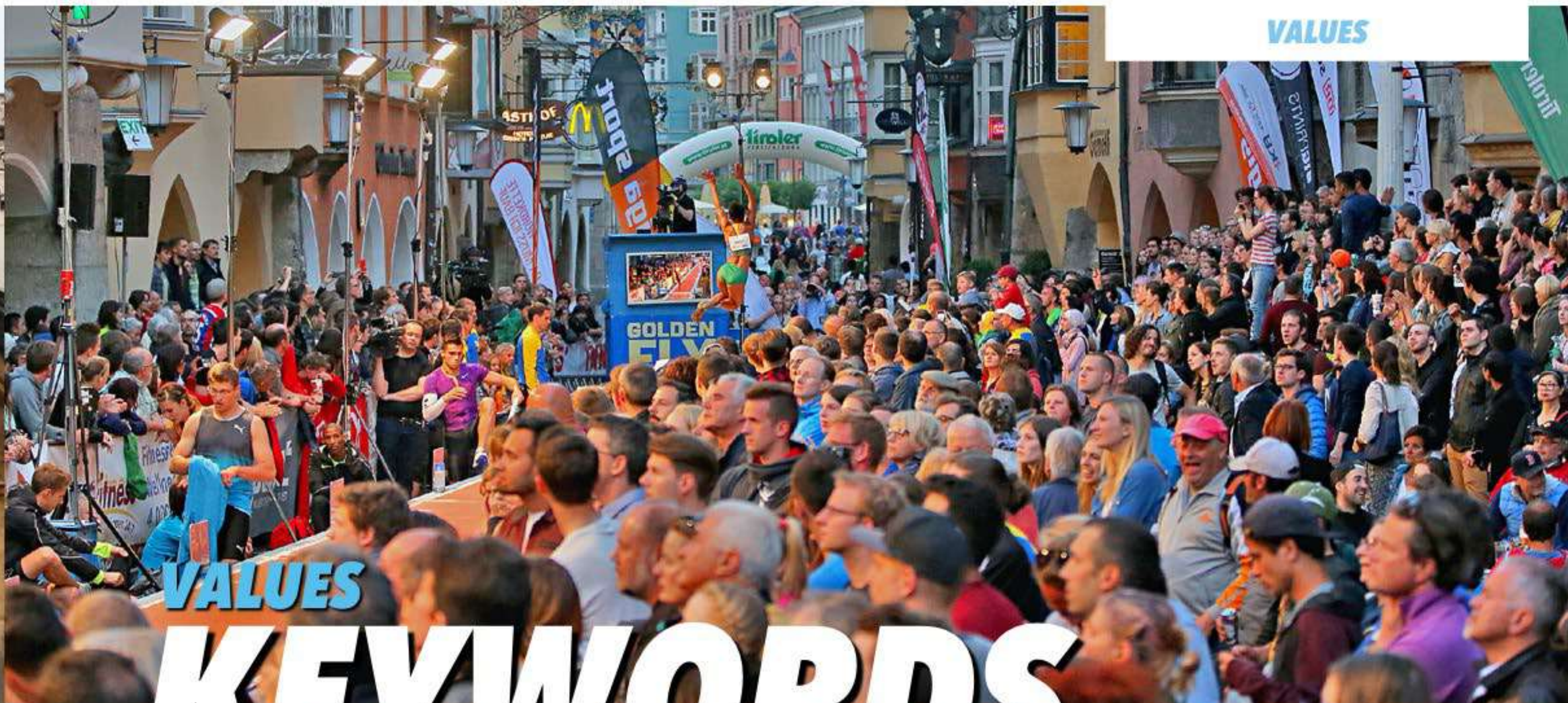
Golden Fly is the only athletics event concept in the world applying the cross-fire mode - due to the deep know-how and understanding of the disciplines by event creator and former national coach Armin Margreiter.

We are constantly exploring and applying new, innovative competition formats to keep athletics fresh and cool.

Golden Fly's "FlySwat™" is the only athletics arena in the world where long jump and pole vault pits are built opposite to each other and are connected by the runway that is used in both directions.

The competition director manages the order and timing of the attempts in both directions to guarantee the most exciting program.

The "FlySwat™" is a registered trademark and intellectual property of Golden Fly Sports Ltd.



VALUES

KEYWORDS

**#FUN #FAMILY #SOCIAL
#INCLUSIVE #FAST #TOPSPORT
#SPECTACULAR #CROSSFIRE
#ACCESSIBLE #TECHNICAL
#FRESH # EXCITING #OLYMPIC**

Enhance brand image and shape consumer attitudes through positive associations



THE SPORT

Athletics, a sport that was founded in antiquity, has continued to adapt through the centuries, offering a dynamic, life-enhancing sport.

The sport is governed by the IAAF - one of the oldest and largest sports organisations founded in 1912.

Athletics has been and is the biggest sport at the Olympic Games. World & European Championships and the IAAF Diamond League are the other pinnacle competitions and most coveted titles.

The IAAF has 214 nations as members.

THE EVENTS

4 events per season

More than 200 elite athletes competed so far at the Golden Fly Series - including Olympic Champions, World record holders, World Champions, Olympians and European Champions.

Disciplines: Men & Women Long-Jump & Pole-Vault.
Triple Jump is an option.

An average of 10.000 spectators on-site
No admission fee for public.

We create an exceptional atmosphere with entertaining event presentation music and special effects. Our presenters inform about the sports, but can also entertain the crowd.

LED video wall with live video, results, commercials and editorial content

High-end video/TV production for all programming purposes - live, TV, online, social media

Golden Fly Series developed the laser marker "Primeline" to indicate the leading distance to beat - a world innovation in athletics.

THE "FLY SWAT" RECORDS

Pole Vault Men:

5.93 m

Renaud Lavillenie, FRA - Salzburg 2015

Pole Vault Women:

4.61 m

Angelica Bengtsson, SWE - Innsbruck 2019

Long Jump Men:

8.18 m

Ignisious Gaisah, NED - Innsbruck 2010

Long Jump Para-Athletics Men:

8.24 m

Markus Rehm, GER - Rio de Janeiro 2016

Long Jump Women:

6.83 m

Elena Sokolova, RUS - Innsbruck 2012

Speed Record Men:

41.4 km/h

Mauro da Silva, BRA

Speed Record Women:

37.2 km/h

Elena Sokolova, RUS

Our mobile structure "Fly Swat" is fully certified by the IAAF - meaning that records are officially valid.



THE WORLD'S BEST ATHLETES

Including Olympic Champions, World record holders, World Champions, Olympians and European Champions.

20 world-class athletes will compete in crossfire mode on "The FlySwat" - marking more than 8 m in long jump, sprinting at up to 41 km/h, flying 5.70 m or higher in pole vault.

Participation is on invitation-only. We aim to attract the current international top stars, the sports' most shining personalities and up-coming talent.

A selection of the 2018 line-up:



**JUAN MIGUEL
ECHEVARRIA**

Cuba

Long Jump

Personal best: 8.68 m

Nr. 1 World Rankings 2018

World Indoor Champion 2018



**MARKUS
REHM**

Germany

Long Jump

Personal best: 8.48 m

World Record Holder
Paralympics

6-times Paralympic
World Champion

Paralympic Champion
2012, 2016



**NASTASSIA
MIRONCHYK**

Bulgaria

Long Jump

Personal best: 7.08 m

Nr. 3 World Rankings Indoor
2019

2nd European Indoor
Championships 2019

3rd World Championships
2011



**KONSTANTINOS
FILIPPIDIS**

Greece

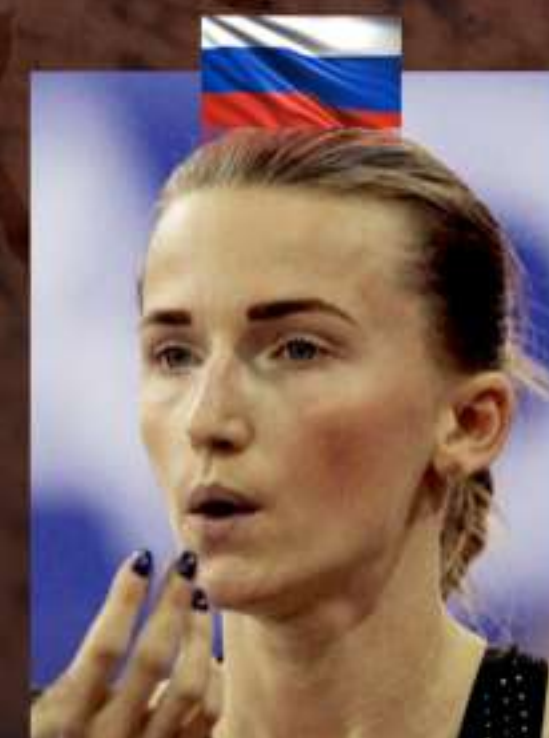
Pole Vault

Personal best: 5.91 m

World Indoor Champion 2014

2nd European Indoor
Championships 2017

Final Olympic Games 2016



**ANZHELIKA
SIDOROVA**

Authorised Neutral (Russia)

Pole Vault

Personal best: 4.91 m

Nr. 1 World Rankings indoor
2019

2nd World Indoor
Championships 2014, 2018

European Champion 2014,
2015, 2019 indoor



**AXEL
CHAPELLE**

France

Pole Vault

Personal best: 5.88 m

World U20 Champion 2014

Nr. 6 World Rankings indoor
2018

6th World Championships
2017



**ZARCK
VISSER**

South Africa

Pole Vault

Personal best: 8.41 m

Nr. 2 World Rankings 2015

Nr. 8 World Rankings 2018

African Champion 2014



OBJECTIVE #5: Engage with an audience

TARGET GROUP

Very broad and very deep - pretty much spanning the whole society

Sports fans in general

Families with children

Local population & tourists alike

All age groups - from children to grand-parents and everything in between

All income & education levels

SIDE EVENTS

HOSPITALITY PROGRAM

Sightseeing activities for athletes, media and VIP's visiting cultural and sportive landmarks in town and the area (Innsbruck has hosted two Olympic winter games)

VIP Area with catering

Meet The Champions Dinner for VIP's and media to meet the athletes.

Pole Vault clinics for VIP's and media

Long Jump competitions for VIP's and media

ATHLETES PROGRAM & SERVICES

Full Service Package with accommodation, catering, shuttle services, athlete lounge, photoshoots, sightseeing trips with local tour guides - combined with media events (e.g. cablecar ride to the summits above Innsbruck, Alps Zoo, castles, ski jumping stadium)

MEDIA PROGRAM & SERVICES

Photo sessions with athletes, media busses to accompany the athlete trips, athlete dinner, dedicated media area onsite.

KIDS PROGRAM

Children are the future of Athletics, so it is important to educate them about sport and the need for a healthy lifestyle.

Golden Fly Series organises a side-program for children at each event where they to battle it out in jumps and sprints on the Fly Swat.

Thousands of kids have competed in the qualification rounds, hundreds in the finals on "The FlySwat"!

For the Innsbruck event, more than 8.000 children from 200 schools of the neighbouring regions of Tirol (Austria), South-Tyrol and Trentino (both Italy) qualified to compete at the final on the day of competition - just before the elite athletes!



MEDIALIZATION

**GOLDEN ROOF CHALLENGE
INNSBRUCK
2018**

GLOBAL EXPOSURE

The Golden Fly Series has invested heavily in medialization of the elite level events to generate relevant media value for partners. The initial objective was to generate global TV & online exposure (since 2015). We started with social media work in 2018 and will expand this area now - together with our sponsor partners.



**25
MILLION**

TV AUDIENCE PER EVENT

13 M in Western Europe, 4.8 M in Eastern Europe, 5.4 M in Asia Pacific



**3.245
TV BROADCASTS**

These broadcasts consist of 561 news items on 100 channels in 193 countries, 845 short reports and 1839 long-format highlight shows on 44 channels in 145 countries



TOP REGIONS BY NUMBER OF TRANSMISSIONS

| Market | Transmissions |
|-----------------------|---------------|
| 1 West Europe | 486 |
| 3 S/C America | 221 |
| 4 East Europe | 126 |
| 5 Asia Pacific | 305 |
| Rest of World | 2101 |



**LIVESTREAM
ON FACEBOOK &
LIVESTREAM.COM**



**TV COVERAGE IN
153
MARKETS**

With the top 14 markets in Europe, Northamerica and Asia being responsible for a reach of 20 million (80% of total reach)



**101
TV CHANNELS**

**REPORTED ON THE
2018 EVENT**



**TOTAL TV BROADCAST TIME
883
HOURS**

Western Europe ranks top, followed by Middle-East, South & Middle America, Eastern Europe and Asia Pacific.



**10.000
ONSITE VISITORS
PER EVENT**

MEDIALIZATION

GOLDEN ROOF CHALLENGE
INNSBRUCK
2018

TV BROADCAST TIME BY REGION & OVER THE YEARS

DEVELOPMENT NUMBER OF BROADCASTS

2015/16 - 2018/19



EUROPE

130:41:38 hrs Total Airing Time
612 Transmissions

DEVELOPMENT TOTAL AIRING TIME

2015-2018



CENTRAL & SOUTH AMERICA

56:53:00 hrs Total Airing Time
221 Transmissions

REST OF THE WORLD

592:07:24 hrs Total Airing Time
2101 Transmissions

ASIA PACIFIC

101:13:52 hrs Total Airing Time
305 Transmissions

MEDIA DISTRIBUTION HIGHLIGHTS

LIVE

Golden Fly Series has been investing in live production and has streamed the 2018 events live on the website and selected online outlets.



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NEWS, SHORT REPORTS & HIGHLIGHT PROGRAM

More than 100 channels in more than 147 countries

International: Fox Sports Europe

Germany: ZDF

Austria: ORF 1, ORF Sport+, ORF 2, Servus TV

Switzerland: My Sports

France: TV5 Monde, beIN Sports, France Ô

Italy: Rai Sport, Rai Südtirol, Rai News 24, Sky Sport 24, Sky Sport Italia

UK & Ireland: Sky Sports Arena, Free Sports

Sweden: TV4

Portugal: RTP 2 PT

Greece: ERT

Czech Republik & Slovakia: CT Sport, Nova Sport

Slovenia, Croatia, Serbia, Bosnia/Herzegovina, Macedonia, Montenegro: Sportklub

Poland: Polsat Sport, TVN24, TV4, Sportklub

Russia: Match TV, Match Arena

Bulgaria: bTV Ring

Turkey: TRT Spor, Fox Sports Turkey

USA & Canada: Eleven Sports & more than 100 local affiliates of the major national networks FOX, NBC, ABC, MNT, CW and CBS network in the USA

Pan-Middle East: BBC Arabic, Abu Dhabi Sports TV, Dubai Sports TV

Pan-Asia: Fox Sports Asia

China: Star Sports

Korea: Star Sports, KBS 1

New Zealand: TV New Zealand Duke

South Africa: SABC 1

MEDIALIZATION SOCIAL MEDIA

Next to our owned channels, we work intensively with our athletes to spread the message of the Golden Fly Series. With their combined followership, we enlarge the reach on social media enormously.



**COMBINED
SOCIAL MEDIA
REACH OF ALL
ATHLETES**

2.000.000



ATHLETES ON SOCIAL MEDIA

| | Athlete | Nation | Instagram |
|---|--------------------|--------|-----------|
| 1 | Maryna Bekh | UKR | 143.000 |
| 2 | Juan M. Echevarria | CUB | 23.000 |
| 3 | Angelica Bengsston | SWE | 22.200 |
| 5 | Axel Chappelle | FRA | 7.946 |
| 4 | Markus Rehm | GER | 5.100 |

**ALL ATHLETES AGREE
TO POST FROM THE
EVENTS AND SHARE
THE EVENT'S POSTS ON
THEIR SOCIAL MEDIA
CHANNELS.**

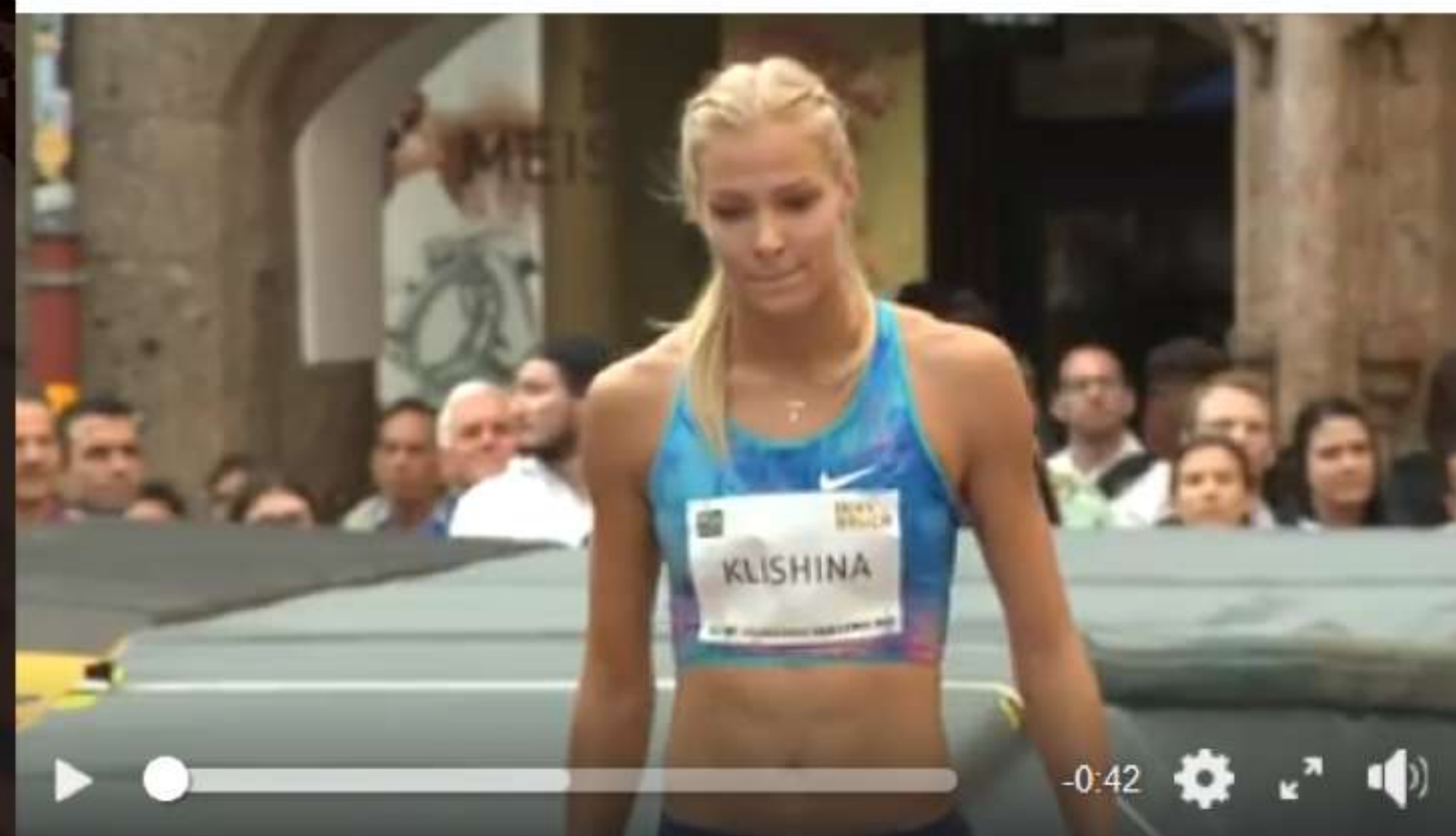
**BEST SOCIAL MEDIA POST
FROM AN ATHLETE SO FAR
WAS ATHLETICS STAR DARYA
KLISHINA'S POST FROM
INNSBRUCK 2017 WITH**

**268.500
VIDEO VIEWS**
(TOTAL REACH 612.000)



Darya Klishina ✓

6. Juni 2017 · 🌐



268.483 Aufrufe

Golden Roof Challenge

3. Juni 2017 · 🌐



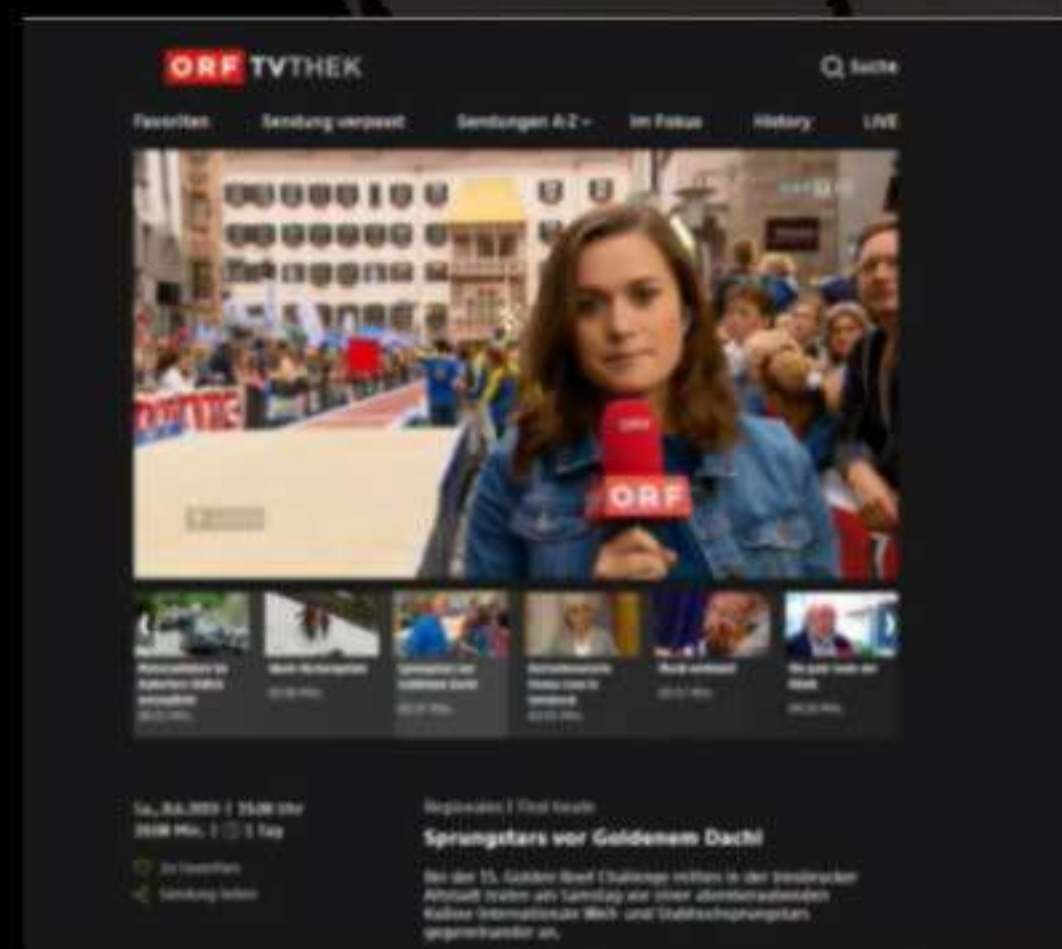
139 Kommentare 9 geteilte Inhalte

MEDIALIZATION

GOLDEN ROOF CHALLENGE INNSBRUCK 2018

ONLINE EXPOSURE

As athletics is one of the basic mainstream sports, we receive a lot of free publicity in online media



Some examples:

tt.com (Tiroler Tageszeitung Online)

Daily readership: 132.000

Unique Clients: 2.200.000

Visits: 9.000.000

Page Impressions: 30.000.000

athleticsweekly.com

Average monthly web traffic stats

80,000 Unique visitors monthly

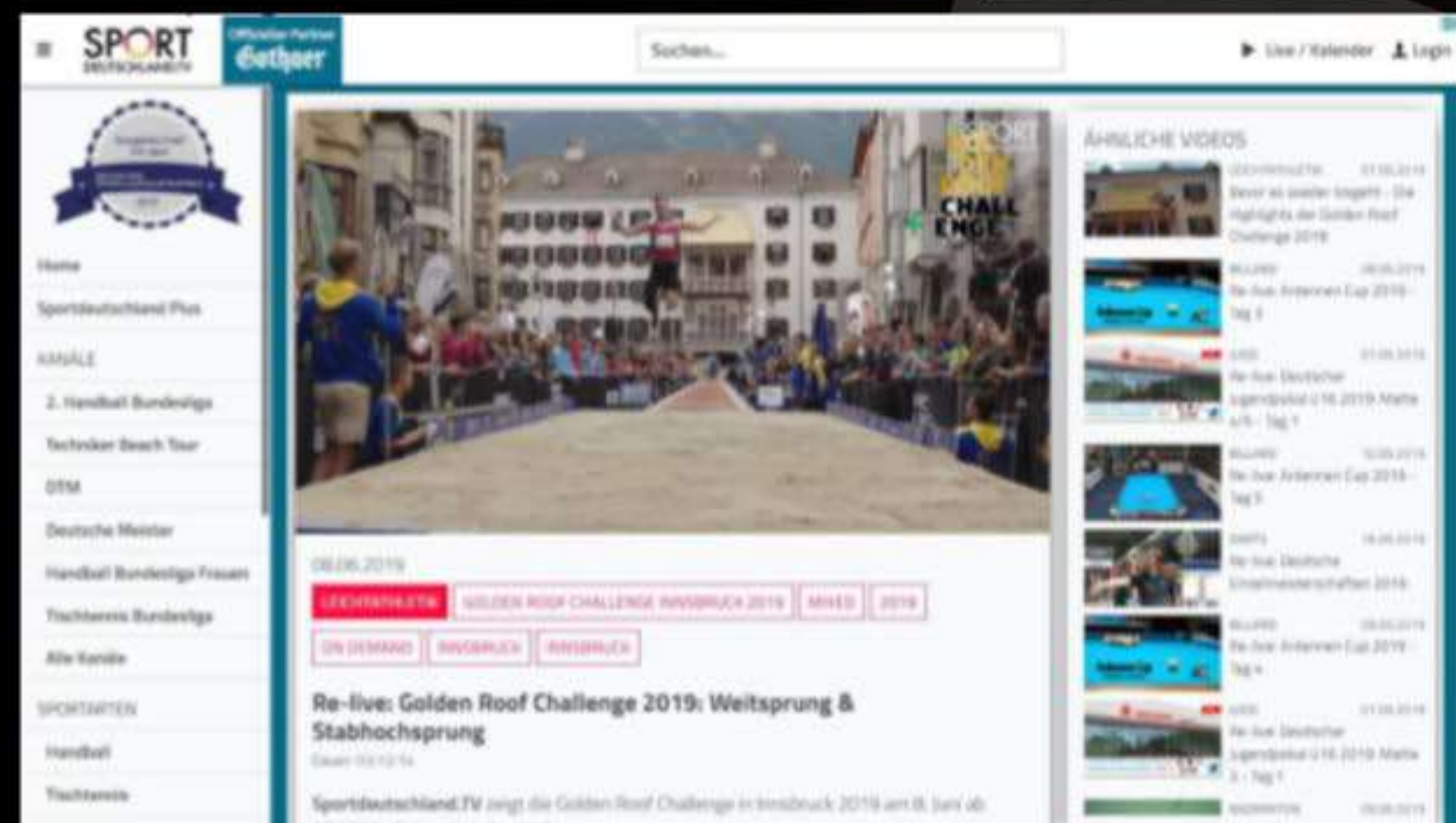
265,000 page impressions monthly

leichtathletik.de

Page Impressions: 3.090.000

Visits: 770.000

Unique Users: 150.000



sportdeutschland.tv

Unique Users: 480.000

Visits: 570.000

Page Impressions: 1.810.000

Video Views: 1.640.000

MEDIALIZATION

GOLDEN ROOF CHALLENGE INNSBRUCK 2018

PRINT MEDIA INSIGHTS

As athletics is one of the basic mainstream sports, we receive a lot of free publicity in print media - with an average of 100 articles locally and approx. 500 articles internationally for each event.



ADDITIONAL EXPOSURE



INFOSCREEN

Short videos on many local info video screens - e.g. 3500 screens at German subway- and train stations, shopping malls etc. for 3 months.

Reach: 80 million people per week



Golden Fly Series videos are shown in all 264 McFit Fitness-Studios in Europe on 3.300 screens for the duration of 4 weeks.

Reach: 7 million active people



Local Advertising
Flags & Posters at strategic locations in hosting city (airports, city centers)

Reach: 7 million active people

DIGITAL ACTIVATION

CREATING TRUE VALUE FOR THE ATHLETICIS COMMUNITY

SOCIAL MEDIA

We establish and own #goldenfly and make it the central hub for all things Golden Fly Series

We establish @goldenflyseries as the main account for all Golden Fly Series events.

We focus on Instagram, Facebook and Youtube.

WEBSITE

www.goldenflyseries.com is the place where athletes, media, partners and fans can find all information about our events.



MEDIALIZATION

GOLDEN FLY SERIES 2020 & BEYOND

GLOBAL EXPOSURE IN THE ENTIRE MEDIA ECO-SYSTEM

FUTURE PLANS

Production & distribution the entire media eco system

For each event, the following broadcast products will be produced and distributed globally: 4 hr live program for web streaming, digital platforms, television and video walls, 3 min news cuts, short clips & social stories, athlete profiles and 26min highlight shows

With increased budgets, we will further develop the medialization and will enhance the live production set-up with more cameras and for all events.

Global media distribution

- Linear TV
- Digital platforms, VOD
- OTT & Out-Of-Home Media
- Online
- Social Media
- Focus on live and news

quattro media has played a pivotal role in transforming the recognition of outdoor sports programming and has been working with Golden Fly for 5 years.

GOLDEN
FLY
SERIES
LIECHTENSTEIN

Winner Long Jump 2018

OMNICHANNEL MARKETING STRATEGY

We provide a better experience for consumers through a seamless and consistent communication process across all channels.

CONTENT MARKETING & PR

Our most important channel. Content marketing demonstrates authority and expertise, all while helping you reach customers at different stages of the funnel. Content marketing must be high quality in order to withstand the over saturation that is happening now

You need to do more than just write and publish the post, you need to actively distribute it across multiple channels - this is where quattro media's distribution department comes in and distributes the content to a enormous network of linear and digital publications.

SOCIAL MEDIA

Social media is a big player in the marketing world right now. Customers are actively seeking out brands they are interested and are taking to social media to research or make buying decisions. Social media offers valuable community-building opportunities that you really won't find anywhere else. BUT: Focus on relationships, not sales. **We will build on a central place for everything around the Golden Fly Series and will use hashtags smartly to gather all contributions around the sport.**

WEBSITE

Websites will always be an important area to display in-depth information. All partners will be prominently be displayed on the Golden Fly Series website. (click here to go to website)

DIGITAL ADVERTISING

As far as marketing channels go, pay-per-click advertising is still a good way to introduce the sport to a new audience. There are two dominating forces in the PPC world: Google Ads and Facebook/Instagram Ads. Our budgets will be limited, but we would like to invest in this area to grow faster.

With platforms like Netflix, YouTube, Amazon Prime Video, Facebook Live, video is a big trend online that will continue to grow. Traditional content that people had to watch on their TV in the past is now available through their smartphones at the touch of their fingertips.

MOBILE

All digital channels must be mobile-first. Social media will play an important role here.



EMAIL NEWSLETTER

Email marketing is the best method of direct response marketing there is. Users have opted into hearing from you, so they're more willing to open those messages to learn about the latest news, related products, sales and how to benefit from them. A great tool to include our sponsors.

MESSAGING PLATFORMS

The combined user base of the top four chat apps (WhatsApp, Messenger, WeChat, Viber) is already larger than the combined user base of the top four social networks. This channel allows direct interaction with consumers.

**A DIVERSE,
MODERN,
DIGITAL
VIDEO
FIRST
STRATEGY**

PARTNERSHIP PROPOSAL

WE DON'T HAVE GOLD/SILVER/BRONZE SPONSORSHIP PACKAGES. WE WILL DISCUSS PARTNERSHIPS ON AN INDIVIDUAL BASIS AND WANT TO INCORPORATE COMMERCIAL AND STRATEGIC DIRECTIONS AS MUCH AS POSSIBLE.

Just to give an idea, hereunder is a basic framework of the benefits our partners will receive. In principle, anything is possible as we hold all marketing & media rights.

TITLE PARTNER

4 x Golden Fly Series events per season, long-jump & pole vault (men & women)

Naming Rights "Sponsor Name Golden Fly Series" - **Sponsor name/logo integrated in event logo/name** - where applicable & possible.

In general, **50% of all available branding space:**

- Athlete bib numbers - top third area = 30% of total area
- Track Branding = 50% of total area and all crucial positions
- 50% of logo presence on prize-giving and interview back-drops.

Logo on all communication material and in all channels (poster, program booklets, start- and result lists, credentials, billboards, etc)

Logo and name inclusion in all owned and operated digital channels: live webcast, website, Social Media Channels, press mailings.

Unlimited usage rights to video footage and photography from all events - also for commercial purposes. Cooperation to develop branded content for partners.

20 VIP accreditations for each event for sponsor's staff and guests

Exhibition area in event area - anything is possible there.

10 x 15 sec commercials per hour on video wall in finish area per event

10 x 15 sec commercials per hour in live streaming per event

We **grant all marketing rights** to our partners to organise hospitality and incentive programs for B2B and B2C.

TERM: we suggest an initial 3-year-deal to establish a meaningful partnership.

EVENT BRANDING



Track Branding

Athlete Branding



Pole Vault Branding

TV Graphics

Backdrops

These are only some examples. We will work out the branding design together with our sponsors to integrate corporate visual identities - including color schemes, branding elements & structures, etc.

We offer exclusivity, a reduced number of partners. A Less is more approach. Natural, functional branding - start & finish structures, half-way marks, timing display frames, athletes. High impact. High visibility Clean layouts.

INVESTMENT

A female athlete is captured in mid-air during a pole vault jump. She is wearing a dark blue and black athletic top with white polka dots, black shorts, and bright yellow-green Nike running shoes. Her hair is blonde and tied in a high ponytail. She is holding a green pole vault pole. The background shows a historic building with stone carvings and a large window with a decorative pattern. The word "INVESTMENT" is overlaid in large, bold, white letters on the left side of the image.

SPONSORSHIP INCOME WILL BE USED TO:

- **Attract the world's best athletes**
(Optional: rewards for records and season bests - special trophies and monetary rewards, which can be owned and branded by partners)
- **Develop events in major cities at iconic landmark locations**
- **Medialize all events professionally with video production**
- **Enable live video production and live streaming from all events**
- **Improve media services & distribution - especially online and social media community management**
- **Improve event infrastructure**
- **Improve athlete facilities**
- **Develop youth programs**
- **Add events in new locations in dialogue with partners**



quattromedia

ABOUT US

quattro media is a unique sports company. Centrally based just outside Munich, Germany, we work with many international sports organizations to develop new and exciting but also traditional sports to push the boundaries in performance and entertainment.

We love the outdoors and many of the sports we're involved with share our passion for nature, mountains, water, air and land. From skiing to mountainbiking, from snowboarding to paragliding, but we also translate our creative and innovative approach to more classic sports like rowing and triathlon - and the international federations love it!

With our long experience and deep knowledge of outdoor, adventure and action sports, we inspire the worldwide sports audience and media by creating unforgettable and innovative sports experiences, producing and distributing high-end compelling programming and reaching a large worldwide audience across all channels to inspire current and future sports generations.

Being down to earth, honest and transparent, we aim to build long-term partnerships with sports organizations and brands to create real value and establish lasting impact.

We work with and for global federations, global brands, international sports events and sports destinations.

IT HAS BEEN A LONG AND FUN RIDE. LONG MAY IT CONTINUE.

CONTACT

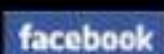
EVENT MANAGEMENT

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