

Boulderen aan Zee!

Partnership Opportunities

29 + 30 August

2009

SCHEVENINGEN



BAZ! is the biggest artificial bouldering competition in the world. But there is more to it than just that.

BAZ! not only has the most competitors, it also has the **biggest audience**. We chose the most unique location we could find to create the best opportunity for you as a sponsor.

Being held in the middle of the summer on the public **beach** of The Hague, BAZ! Is sure to draw everyone's attention. With over 800 competitors in 2008 and a target registration of 1000 for 2009 there is no better way to get to the heart of the climbing community. The estimated number of general public is around 100.000.

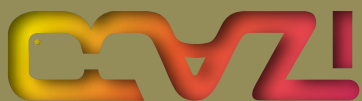
BAZ! can be described as a friendly, sports event. It is presented as a competition but most people choose to just attend and boulder and not to compete. In an **atmosphere of summer**, sun, beach and fun about 700 people hang loose, boulder and socialise. Probably 100 others choose to seriously compete which results in a very exciting top level finale, for the other crowd and the general public to watch.

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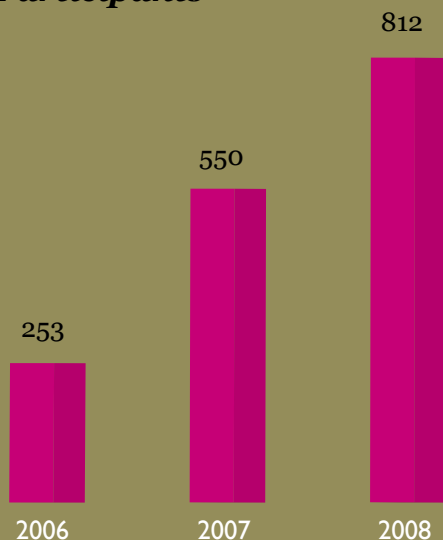
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Bouleren aan Zee!

Attendance

Participants



Demographics

Projected attendance for 2009:

1000

Male / Female:

60% / 40%

Age 21+:

85%

Median Age:

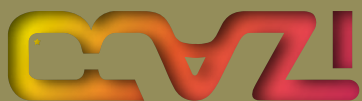
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Diamond / title sponsorship
general

Title Sponsorship

will give you the opportunity to make an international, national and local public familiar with your brand. As the title sponsor, you will have the exclusive rights in your trade. Your brand's name and logo will be prominently visible on the event's terrain, the website and posters, flyers and brochures and will be connected to the strong international name "BAZI!" for a period of exactly one year.

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Diamond / title sponsorship *general & web*

Title sponsorship incorporates:

- » BAZ! 2009 will be officially renamed using your company name (e.g., Company - BAZ! 2009). Only one company will be eligible for this sponsorship.
- » We will check other potential sponsors with you to ensure that there are no conflicts of interest.

Web

- » Prominent logo and banner placement on the festivals website
- » Link to your site (BAZ! Had 5000 unique viewers in 2008)
- » Inclusion in the BAZ! newsletter: Circulation: 1500 now, 2000 in August 2009. Frequency: 16/year (once per month and 4 in August, 2 in September)
- » Listed as title sponsor in the newsletter of Bever Zwerfsport. The biggest chain of outdoor stores selling outdoor equipment in The Netherlands. (10.000 unique addresses)
- » Listed as title sponsor on the following sites: www.climbing.nl, www.belclimb.com, www.nkbv.nl, www.bever.nl, www.klettern.de and many more climbing related websites.
- » Prominent mentioning of your brand as title sponsor in the downloadable Press Kit PDF on the festivals website. With a reserved section for your advertisement (size A4, full page).
- » Listed as the title sponsor in the press release going to all the large media in the Netherlands.
- » Access to all our contacts on Facebook, Hyves and Twitter. (500+ connections) Our connections can be targeted exclusively by you throughout the year.

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Diamond / title sponsorship

Print & TV/Radio

Print

- » Premium logo placement on 5000 flyers and 500 posters, that will be send to all gyms (25, 3 pieces each) in the Netherlands and gyms throughout Europe (1 each) and on IFSC boulder events. 100 posters will be spread in the city of The Hague starting August 15, 2009.
- » You will be entitled to a full page spread in the programme. With a number of copies of 1200.
- » You will be recognized as the title sponsor in an article about BAZ! in AD Newspaper in the week before the event. (circulation of 467.525)
- » You will be recognized as the title sponsor in an article about BAZ! in SALT Magazine. (35.000 subscribers)
- » You will be recognize as the title sponsor in an article about BAZ! in BLOK Magazine. (3.000 subscribers)
- » You can place an advertisement in the June edition and Sept edition of BLOK Magazine. (Value: 1500 Euro)
- » You can place an advertisement in the June edition of Hoogtelijn Magazine. (circulation of 37.000)
- » You will be recognized as the title sponsor in an article about BAZ! in Klimmers Magazine, circulation of 20.000
- » Your logo and brandname will be printed on all letters and envelopes that go to our participants (e.g. for sending tickets, invoices and cards.)

TV/Radio

- » Your company name will be mentioned as title sponsor in all interviews done for TV and radio with any member of our board or staff.
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Diamond / title sponsorship

LED screen & Event

LED screen

- » There will be a big LED screen present at the festival. Your commercial will be played as much as possible, depending on duration and integration with other sponsors. During the final your logo will be shown full screen, between the scores and live footage.

Event

- » There will be a lounge exclusively accessible for our important guests. This will be the “Your Company/BAZ! lounge” and hospitality will be provided by BAZ! in your name.
- » 12 banners with your brand(s) will be given priority placement on the festival area and main stage. These will be in sight for public and all visual media. Banner dimensions and placement to be confirmed and agreed
- » The wrist straps that are to be worn by all participants all weekend will have your logo and/or brandname printed on them. (1200 pieces)
- » There will be a reserved area on the terrain for your stands, product or other promotional activities.
- » All T-shirts worn by volunteers, staff and management of the tournament will have your logo. (120 pieces)
- » Option to include a product in the “Welcome goodie bag” for all participants.
- » Option to provide the actual bag for the goodies with your logo.
- » You will be announced as the main sponsor by the speaker during the two days of the festival.

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Diamond / title sponsorship *Finale/Show & Hospitality*

Finale/Show

- » The speaker will announce you and thank you as the title sponsor.
- » Opportunity for you as a title sponsor to be involved in the prize ceremony and hand out the BAZI Cup to the champions of 2009.

Hospitality

- » 20 free tickets are available for you and your relations to enroll in the event and to take part in the VIP hospitality program.

€ 24.000,-

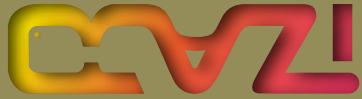
(suggested participation)

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Platinum / sponsorship

Web & Print & Led Screen

Web

- » Logo and banner placement on the festival website, including a link to your site (BAZ! had 5000 unique viewers in 2008)
- » Inclusion in the BAZ! newsletter: Circulation: 1500 now, 2000 in August 2009
Frequency: 16/year (once per month and 4 in August, 2 in September)
- » Listing of your brand as sponsor in the downloadable Press Kit PDF on the festival website.
- » Listed as a Platinum sponsor in the press release going to all the large media in the Netherlands.

Print

- » Logo placement on 5000 flyers and 500 posters, that will be send to all gyms (25, 3 sets each) in the Netherlands and gyms throughout Europe (1 each) and on IFSC boulder events. 100 posters will be spread in the city of The Hague starting August 15, 2009.
- » You will be entitled to a half page spread in the programme. With a number of copies of 1200.

LED screen

- » There will be a big LED screen present at the festival. Your logo will be shown several times during the festival and the finals.

Partnership Opportunities

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Platinum / sponsorship

Event & Finale/Show & Hospitality

Event

- » 6 banners with you brand(s) will be given priority placement on the festival area and main stage. These will be in sight for public and all visual media. Banner dimensions and placement to be confirmed and agreed
- » There will be a reserved area on the terrain for your stands, product or other promotional activities.
- » Option to include a product in the "Welcome goodie bag" for all participants.
- » Your brand will be announced by the speaker as a sponsor during the two days of the festival.

Finale/Show

- » The speaker will announce you and thank you as a sponsor.
- » Opportunity for you as a title sponsor to be involved in the prize ceremony

Hospitality

- » 8 free tickets are available for you and your relations to enroll in the event and to take part in the VIP hospitality program.

€ 8.000,-

(suggested participation)

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Partnership Opportunities

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Gold / sponsorship

Web & Led Screen & Event

Web

- » Logo and banner placement on the festival website, including a link to your site (BAZ! had 5000 unique viewers in 2008)
- » Inclusion in the BAZ! newsletter: Circulation: 1500 now, 2000 in August 2009. Frequency: 16/year (once per month and 4 in August, 2 in September)
- » Listing of your brand as sponsor in the downloadable Press Kit PDF on the festivals website.
- » Listed as a Gold sponsor in the press release going to all large media in the Netherlands.

LED screen

- » There will be a big LED screen present at the festival. Your logo will be shown several times during the festival and the finals.

Event

- » 2 banners with you brand(s) will be given priority placement on the festival area and main stage. These will be in sight for public and all visual media. Banner dimensions and placement to be confirmed and agreed
- » There will be a reserved area on the terrain for your stands, product or other promotional activities.
- » Option to include a product in the "Welcome goodie bag" for all participants.
- » Your brand will be announced by the speaker as a sponsor during the two days of the festival.

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Gold / sponsorship *Hospitality*

Hospitality

- » 4 free tickets are available for you and your relations to enroll in the event and to take part in the VIP hospitality program.

€ 3.000,-

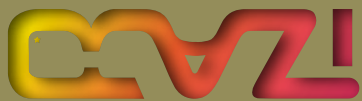
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To all sponsors:

This year we will cover the event and especially the finals live through our website. There will be live coverage, live results and live footage. Furthermore viewers can chat, react to polls and watch your adds. This all through a new web 2.0 software package called CoveritLive. It turns blogging into an online event.

“When you use CoveritLive’s software your commentary is streaming live onto your web pages or blog, so your readers hear from you immediately after that election result comes in, or that terrible play gets called, or the next time an actor gets bleeped at the Oscars. Because they can instantly get their questions to you as well as participate in polling questions you create, there is a reason for them to stay online for a long time... not just check back in once in a while. Once you add in some pictures and videos all in real time, you’ve created an event worth watching.”

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Interested? contact us

sander@boulderenaanee.org
+31 (0)6 41 288 322

abel@boulderenaanee.org
+31 (0)6 17 508 147

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