



rad am ring

Sponsoring Facts
Rad am Ring 2019

Instruments for corporate communication and presentation

Sponsoring-Facts Rad am Ring 2019

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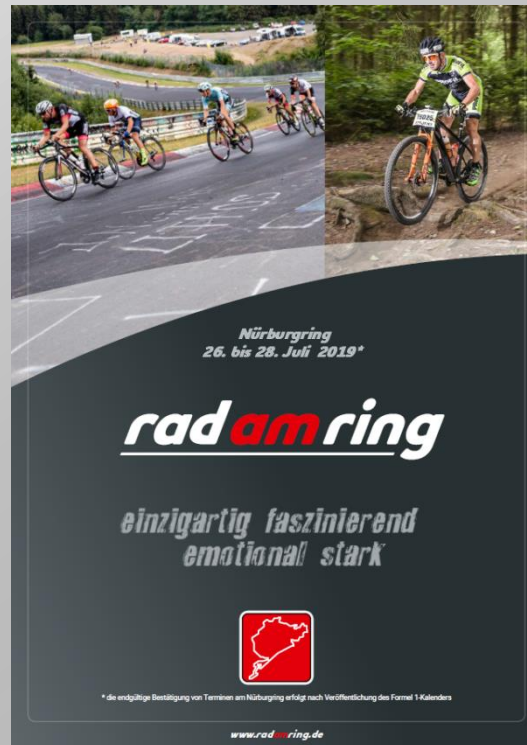


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Data and facts of Rad am Ring 2019



Data and facts of Rad am Ring with current status you will find in the marketing brochure.
(if not at hand – [Download](https://www.radamring.de) at radamring.de – Business)



Company presentation through branding and logo presence I



Rad am Ring powered by...
Implementation of the company logo as part of the event-logo



Exklusive status as official sponsor and/or eponym of disciplines at Rad am Ring



Branding Start & Finish inflatable



Forex plates and banner in the Start & Finish area



Branding of one ore more track sections, banner or tarmac stickers



Placement of own inflatables around the race track



1000-meter-mark „Flamme Rouge“ at the pro-race Rudi Altig Race



Placement on the award ceremony wall

Company presentation through branding and logo presence II



Placement on the photo wall



Branding of the Exhibition fence (Heras fence)



Branding participants center (...point of contact for all participants)



Banner, Beachflags & Co around the team parcel / team camp



Brand presence on the starter backs / goodie bags (9.500 pieces)



Logo on the website sponsor-flash



Logo on the website in the sponsor-base



Sponsors list on the flyer (55.000 pcs.), poster (1.000 pcs.), magazin (8.500 pcs.)

Internet News, Newsletter & Social Networks



Integration in News articles on our homepage (4,5 mio. views) and in Social Networks (over 10.000 fans)



Integration of articles in the Newsletter (34.500 contacts)



Integration of pictures on Facebook, Instagram etc.



Sharing of available Social Media content in the Newsfeed



Internet-Subsite for advertisements and information

Audio, Video & Displays



Advertisement in – Auflage 8.500



Spots / Clips on the video wall



Audio over the course public address system and / or integration into the moderation



Videospot as opening credits of the event trailer

Press conference, stage & Co.



Integration into the Press conference (products, logos, dialog partner, press sheet)



Integration into the event promotion



Interviews on stage during the event



Presentations on stage during the event



Equipment of the event team with brand products



Sponsoring of the stage program on Saturday evening

Exhibition / Fair



Promotion of products



For product launches



Sale of products



For brand presentation



Sampling on the expo area



For testing of products (e.g.: Testbikes etc.)



Service for participants

Brand worlds



Presentation of the brands directly on the track with an advanced offer to be more available and reachable for participants



Booking of an area inclusive parcels , directly affiliated to the expo area



Booking either just for participants with your brand or brands open



Permanent chance to activate the the target group due to intense contact



Create value by self-initiative (for example: technical service, rims service, massage, support, catering...)



Target group can test products extensive on site during the race and you get resonance from first hand



At the same time you are available for visitors at the expo. Win-win situation for you!

Actions for the increase of brand knowledge I



Free start for a certain amount of participants



Team pit next to expo and near the start&finish area



Raffle and contests



Special product offers with added value for the participants



Free gift in the Goodie-Bag (9.500 pcs.)



Exclusive sampling at the event area, not expo



Product exhibition in the Rad am Ring VIP-Lounge



Bike-Workshops, Distributors-/Partner-Meeting, Service-Actions, Product-Launch

Actions for the increase of brand knowledge II



Product-samplings at the food/aid stations



Entertainment of riders with music (Hohe Acht – challenge, finisher celebration)



Guided bike tours



Technic courses



Bike presentation on stage



Testimonials



Testbikes



Riders camp inclusive branding and start coupons

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