In Berlin, we like to take it right to the top. Especially when it comes to sports.

Berlin Sports Week 2015
Concept Paper
Agenda

1. What is the Berlin Sports Week?
2. Goals and Target Groups
3. Join Us as a Cooperation Partner!
4. Join Us as an Event Partner!
5. Recommendations for Event Partners
7. Contact Partner
What is the Berlin Sports Week?

- The first ever Berlin Sports Week will take place from May 30 to June 6, 2015 and unite a wide variety of sports-related events.

- Berlin-based companies, organizations, institutes and associations are invited to participate by means of their own events, for example:
  - guided tours, exhibitions and open-door days
  - lectures, workshops, conferences
  - opportunities for the public to participate and try things out for themselves

- The goal of this “theme week” is to further strengthen the profile, standing and appeal of Berlin’s sports landscape. Events will speak to a wide target group, i.e. local, national and international sports-industry professionals as well as sports enthusiasts from Berlin and all over the Germany.

- The key marketing duties for the Berlin Sports Week will be undertaken by Berlin Partner. These key marketing duties will be complemented by the marketing activities undertaken by individual event organizers.

- Long-term outlook: Our goal is to give the Berlin Sports Week a central position on Berlin’s event calendar.
Goals and Target Groups

Goals

- Enhance Berlin’s national and international profile as a business location where sports play an important economic role
- Increase the mass appeal of sports as an economic factor in the sports metropolis of Berlin
- Position Berlin as a leading sports metropolis, with the ultimate goal of increasing the city’s competitiveness in acquiring the rights to host other major sporting events in the future
- Promote Berlin’s image as an friendly and open city that welcomes all regional, national and international guests and media representatives

Target Groups

- Potential investors (outside Berlin)
- Berlin-based companies and sports-related Berlin-Partner members
- National and international audiences
- Event organizers and promoters, i.e. sporting events, tradeshows, conferences, etc.
- Sports enthusiasts in Berlin
- Journalists and media representatives
- Regional, national and international tourists and guests
Join us as a *Cooperation Partner*!

**Benefits**

- logo integration in the Berlin Sports Week 2015 **key visual** (wide distribution as the central ad motif of the entire week’s events)
- logo integration in the Berlin Sports Week 2015 **online portal**, combined with self-representation and a link to your website on a separate sub-page
- active inclusion in all communication measures (e.g. social media)

**Cooperation contribution** (in the form of involvement in the marketing activities of the Berlin Sports Week 2015)

- €10,000
Join us as an *Event Partner!*

**Involvement as an Event Partner**

- Organization of one or several events
  - relating to the theme of “sports”
  - in the time period May 30-June 6, 2015
  - in Berlin
  - for a professional audience and the wider general public

- Placement of your event(s) on the online portal

- Marketing of your own event(s) using the marketing tools of the Berlin Sports Week 2015 (e.g. logo)

- PLEASE NOTE: Regular, commercial B2C events and offerings (incl. taster courses) are excluded.

**Advantages of being an Event Partner**

- Free marketing for your event(s) on the online portal, which will be promoted intensively by Berlin Partner.
  - positive image transfer, increase in the name recognition of your company
  - increased visibility as a player in a strong sports metropolis
  - access to new target groups that can be cultivated and developed
  - opportunities to network with other players involved in the Berlin Sports Week
Recommendations for *Event Partners*

- The Berlin Sports Week is an open format that companies and organizations can take advantage of by means of suitable sports-related events and offerings. There will be no program coordination.

- We recommend coordinating with other event organizers and/or planning joint activities. If necessary, we would be happy to help you contact potential partners.

- When planning your event dates and schedules, we recommend paying close attention to the time-related preferences of your target groups.

- We recommend announcing your event(s) as early as possible via the online portal and also using the portal to gain information about which events are already registered and/or scheduled.

- We recommend registering your event on the online portal of the Berlin Sports Week as an additional measure that complements your own marketing activities.

- We recommend that you promote your event(s) intensively and make strategic use of the logo of the Berlin Sports Week 2015.
**Schedule: Berlin Sports Week 2015**

<table>
<thead>
<tr>
<th>Starting Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>Starting August 2014</td>
<td>Contacting of potential event organizers</td>
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<tr>
<td>November 2014</td>
<td>1st press release issued (expected), event calendar open for entries</td>
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<tr>
<td>Starting in April</td>
<td>Information event for <em>Event Partners</em></td>
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<td>Starting mid-April</td>
<td>Target-group oriented promotion of the Berlin Sports Week via advertising, press releases, etc.</td>
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<tr>
<td>Starting mid-May</td>
<td>Additional outdoor advertising and radio spots</td>
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<td><strong>May 30 – June 6</strong></td>
<td><strong>Berlin Sports Week 2015</strong></td>
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<td>End of June</td>
<td>Post-event survey of event organizers and subsequent evaluation</td>
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Contact Partner

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