

BELARUSIAN ICE HOCKEY ASSOCIATION PARTNERSHIP PROPOSAL



www.hockey.by

2021



1992
ICE HOCKEY

2021 IIHF ICE HOCKEY WORLD CHAMPIONSHIP. MINSK-RIGA

NO OTHER SPORT IN BELARUS CAN OFFER SUCH OPPORTUNITIES

- Advertising platforms along with such brands as Nike, Tissot, Skoda, Raiffeisen bank
- Both semi-finals and the final will take place in Minsk
- TV-audience of IIHF Ice Hockey World Championships amounts to 1,2 billion viewers in 165 countries
- National Teams of Russia, Belarus and probably Kazakhstan will play all games in Minsk. Audience of these teams includes 185 million residents and 18 cities with population of over million people located within the Eurasian Economic Union
- The tournament is broadcast by nationwide North American, European, Chinese channels, TSN, RDS, NBCSN, NHL Network, Canal+, RTL, Match TV, SVT, CCTV, CeskaTelevize, etc
- Keen interest in the tournament in the run-up to the 2022 Winter Olympic Games
- Interest in the championship is traditionally high in Sweden, Finland, the Czech Republic, Switzerland, Slovakia, Latvia, Germany



TV-audience of IIHF Ice Hockey World Championships amounts to

**1,2 BILLION VIEWERS
IN 165 COUNTRIES**

PROMOTION OF YOUR
BRAND WORLDWIDE

IIHF* TOURNAMENTS WITH PARTICIPATION OF BELARUSIAN NATIONAL TEAMS



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IIHF Ice Hockey World
Championship



IIHF Ice Hockey U-20
World Championship



IIHF Ice Hockey U-18
World Championship



International competition
of National Teams
“Four Nations Cup”



“Euro Hockey Challenge”
and exhibition games
of National Teams

* — International Ice Hockey Federation



ADVERTISING OPPORTUNITIES NATIONAL TEAMS

- Branding of national teams uniform
- Branding of ice rinks
- International TV- and Internet broadcastings

DISCOUNT UP TO 80%

on advertising during tournament
broadcasts on Belarus National
TV channels



National Team

4 Nations Cup

BELARUS, Minsk

November 9-11, 6 games

Opponents: Latvia,
France, Slovenia

U-20 National Team

World Championship (Division 1)

GERMANY

December 9-15, 2018,
5 games

Opponents: Latvia,
Germany, France,
Austria, Norway

National Team

Norway Cup

NORWAY

December 13-16, 3 games

Opponents: France,
Norway, Hungary

National Team

Slovakia Cup

SLOVAKIA

February 6-9, 2 games

Opponents: Slovakia,
Russia

U-18-National Team

World Championship (TOP Division)

SWEDEN

April 18-28, 2019, 6 games

Opponents: the Czech Republic,
Canada, USA, Finland, Switzerland,
Sweden, Russia, Slovakia, Latvia

National Team

World Championship (Division 1)

KAZAKHSTAN

April 29 - on May 5, 2019,
5 games

Opponents: South Korea,
Kazakhstan, Hungary,
Slovenia, Lithuania

PROMOTION OF YOUR BRAND IN BELARUS

OUR AUDIENCE:

15 CITIES, 15 RINKS



Audience in the stands



Audience of TV-broadcastings



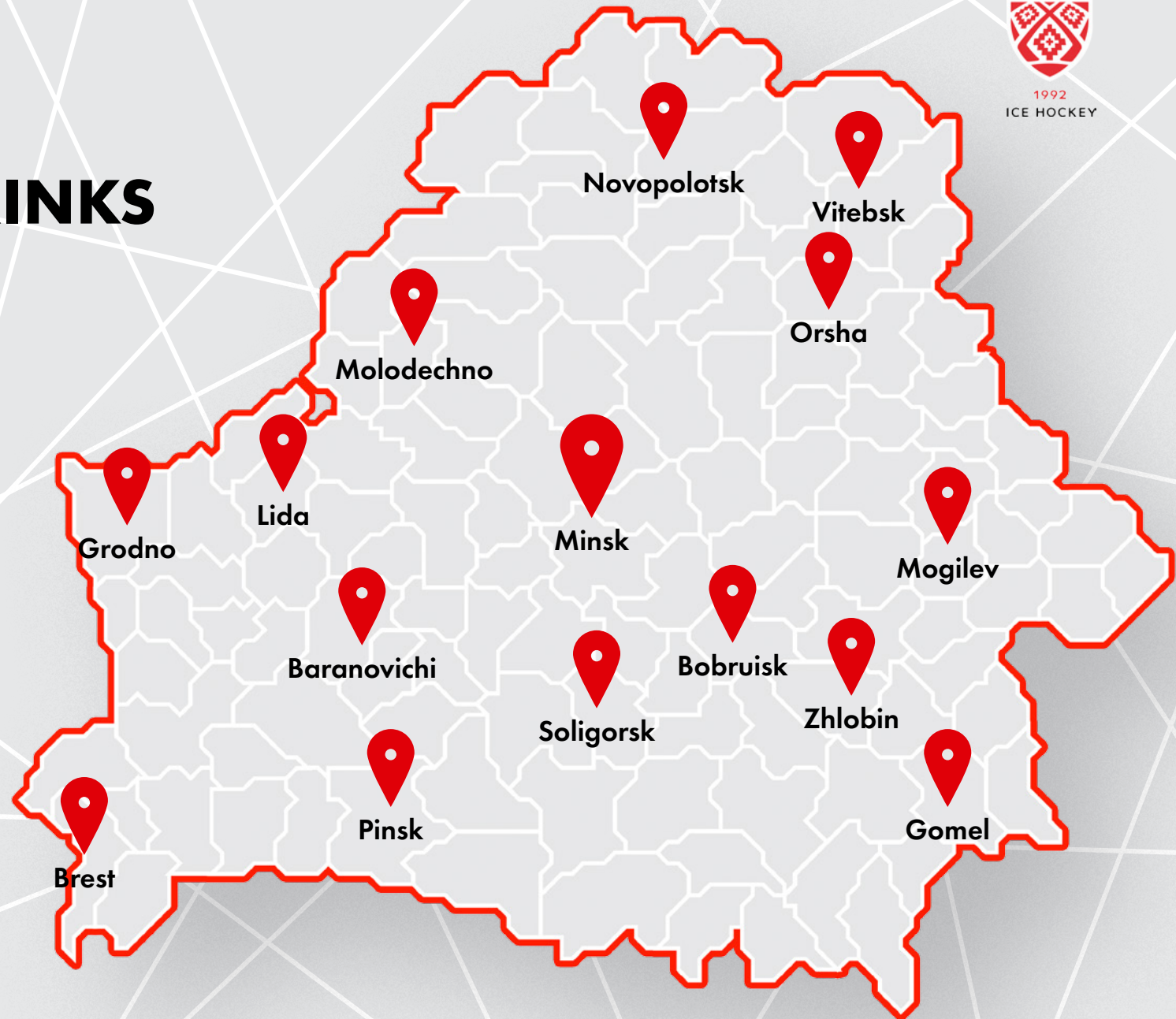
Audience of Internet broadcastings



Readers of print and web-based media



Sports community



PROMOTION OF YOUR
BRAND IN BELARUS

BELARUSIAN ICE HOCKEY ASSOCIATION (BIHA) TOURNAMENTS



Belarusian Extraleague
(Tier I) and Major League
(Tier II)



Ruslan Salei Cup



International Amateur
Christmas Cup for the
Prize of the President of
the Republic of Belarus

**OVER 1000
GAMES PER SEASON**



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SOCIAL MARKETING

Become the trustee of ice hockey schools and your brand will be associated with development of children's ice hockey and names of young talented Belarusian players

30
CHILDREN'S AND
YOUTH SPORTS
SCHOOL

**MORE THAN
500 CHILDREN'S
AND YOUTH
TEAMS**



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ICR HOCKEY

ADVERTISING OPPORTUNITIES

NAMING OF TOURNAMENTS.

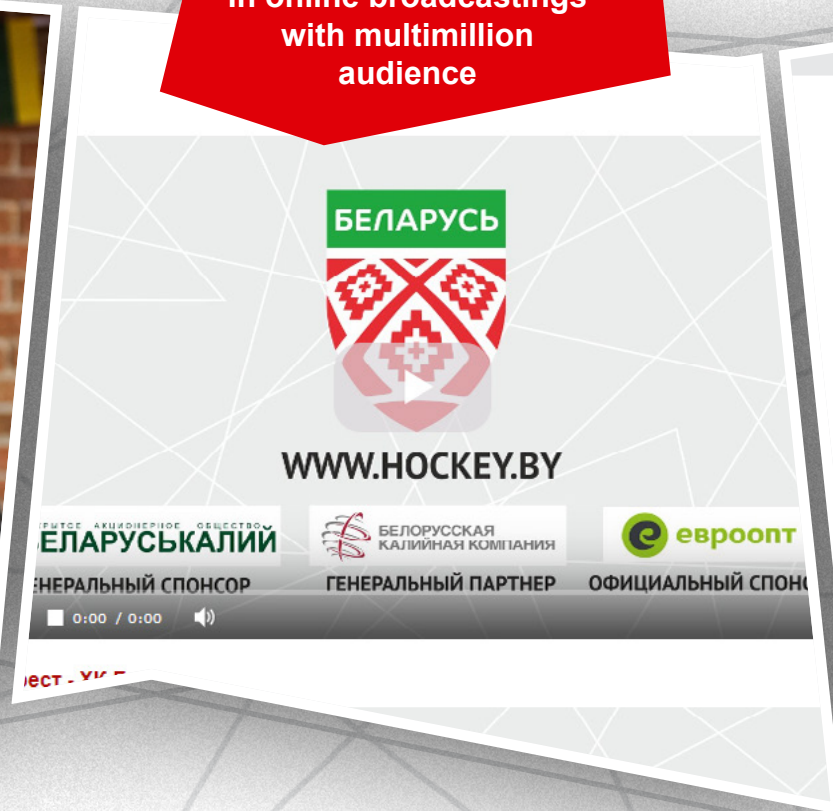
Opportunity to assign give the name of your company to any tournament

NAME OF YOUR BRAND

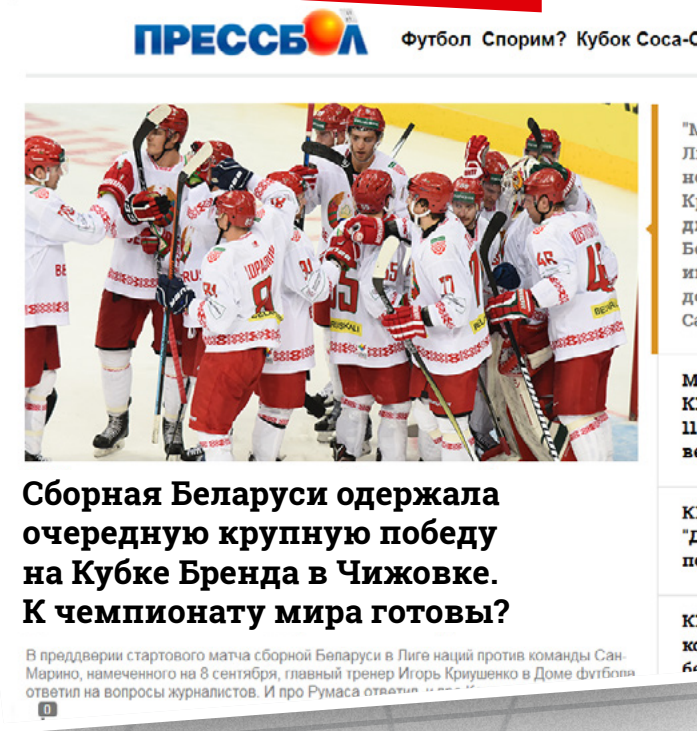
In TV-broadcastings
in Belarus and
abroad



In online broadcastings
with multimillion
audience



In news of the most
influential sports
media



ADVERTISING OPPORTUNITIES

NAMING OF TOURNAMENTS

additional opportunities of the tournament partner

NAME OF YOUR BRAND



Advertising
in the city



Advertising in the
tournament fan zone
with participation of
entertainers



- Discounts up to 80% for other advertising opportunities of the Belarusian Ice Hockey Association
- Discounts up to 80% for video advertising during ice hockey broadcasts on Belarus National TV channels
- Master classes in the whole country with participation of Belarusian and world ice hockey stars under the auspices of BIHA partners and sponsors
- Naming of official children's and youth tournaments.



ADVERTISING OPPORTUNITIES

INTERNET, VIDEO AND AUDIO-ADVERTISING:

1. Videoclip (preroll) during Internet broadcastings
2. Company logo on the player during Internet broadcastings
3. Banner advertizing on the BIHA website
4. Support in social networks
5. Videos on interactive screens of ice rinks
6. Public Announcements at ice arenas



DISCOUNT UP TO 80%

on advertizing during tournament broadcasts
on Belarus National TV channels



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ICE HOCKEY



ADVERTISING OPPORTUNITIES

BRANDING AND OUTDOOR ADVERTISING

- 7. Rink board advertizing
- 8. Under-ice advertizing
- 9. Players and penalty bench backdrop
- 10. Logo on game uniform and helmets of players
- 11. Logo on uniform and helmets of game officials
- 12. Logo on banner (backdrop) in the interview-zone (mixed-zone), posters, tickets
- 13. Platinum circle — advertizing on protective glass around the rink



ADVERTISING OPPORTUNITIES

PROMOTION ACTIVITIES

14. BTL activities (distribution of promo-products) at arenas
15. Participation of players and coaches in marketing activities
16. Aerial advertising — on the airship under the roof of ice rinks with possibility of distribution of promo-products among the audience.



ADVERTISING OPPORTUNITIES BELARUSIAN EXTRALEAGUE AND MAJOR LEAGUE



15 ICE RINKS, OVER 1000 GAMES PER SEASON

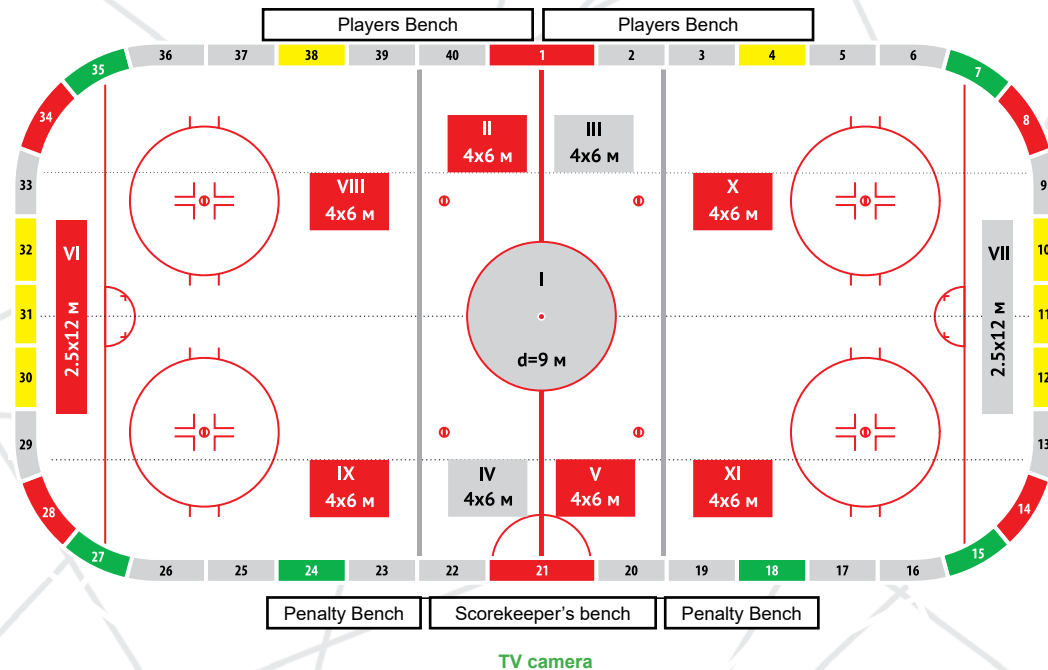
No	Name of service	Placement period	Quantity	Price in USD incl. VAT
	Tournament naming — opportunity to assign the name of your company to any tournament	Season	1	100 000,00
1	Videoclip (preroll) during Internet broadcastings on websites hockey.by and sport-tv.by		1 000 viewings	10,00
2	Company logo on the player (with an active hyperlink) during Internet broadcastings	Season	1 500 000 viewings	10 000,00
3	Banner advertizing on the BIHA website hockey.by (728*90, 240*400)		1000 viewings	10,00
4	Support in social networks of the Belarusian Ice Hockey Association and clubs (joint activities, Content distribution)	Season		Negotiated price
5	Videos on interactive screens of ice rinks		1 min	40,00
6	Sound advertizing at ice rinks		1 min	40,00

ADVERTISING OPPORTUNITIES BELARUSIAN EXTRALEAGUE AND MAJOR LEAGUE



15 ICE RINKS, OVER 1000 GAMES PER SEASON

No	Name of service	Placement period	Quantity	Price in USD incl. VAT
7	Rink board advertizing (4*1m)		1M ²	Category 1 — 80,00 Category 2 — 60,00 Category 3 — 50,00
8	Under-ice advertizing	month	1M ²	30,00



Advertising positions #2,5,8,9,12,15 (Category 1) and Advertising positions #17,19,21,23,25,27 (Category 2) are reserved for BIHA sponsors and partners

Advertising positions of the first category are highlighted with red color

Advertising positions of the second category are highlighted with yellow color

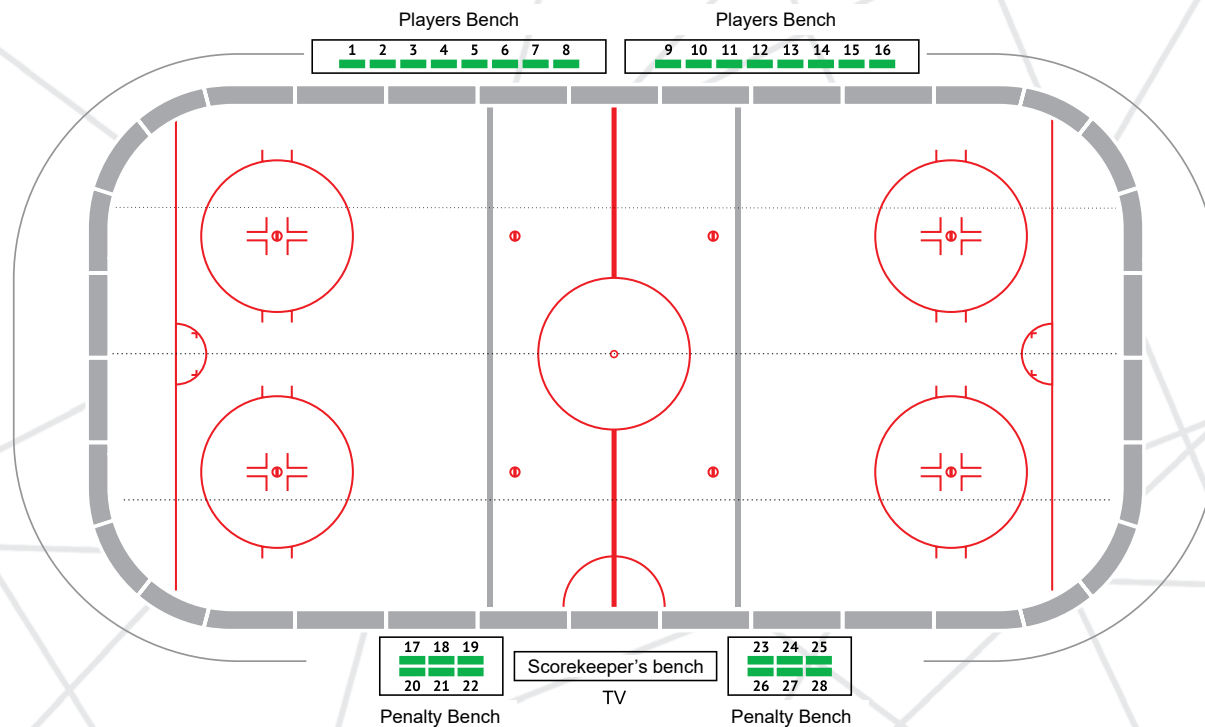
ADVERTISING OPPORTUNITIES BELARUSIAN EXTRALEAGUE AND MAJOR LEAGUE



15 ICE RINKS, OVER 1000 GAMES PER SEASON

No	Name of service	Placement period	Quantity	Price in USD incl. VAT
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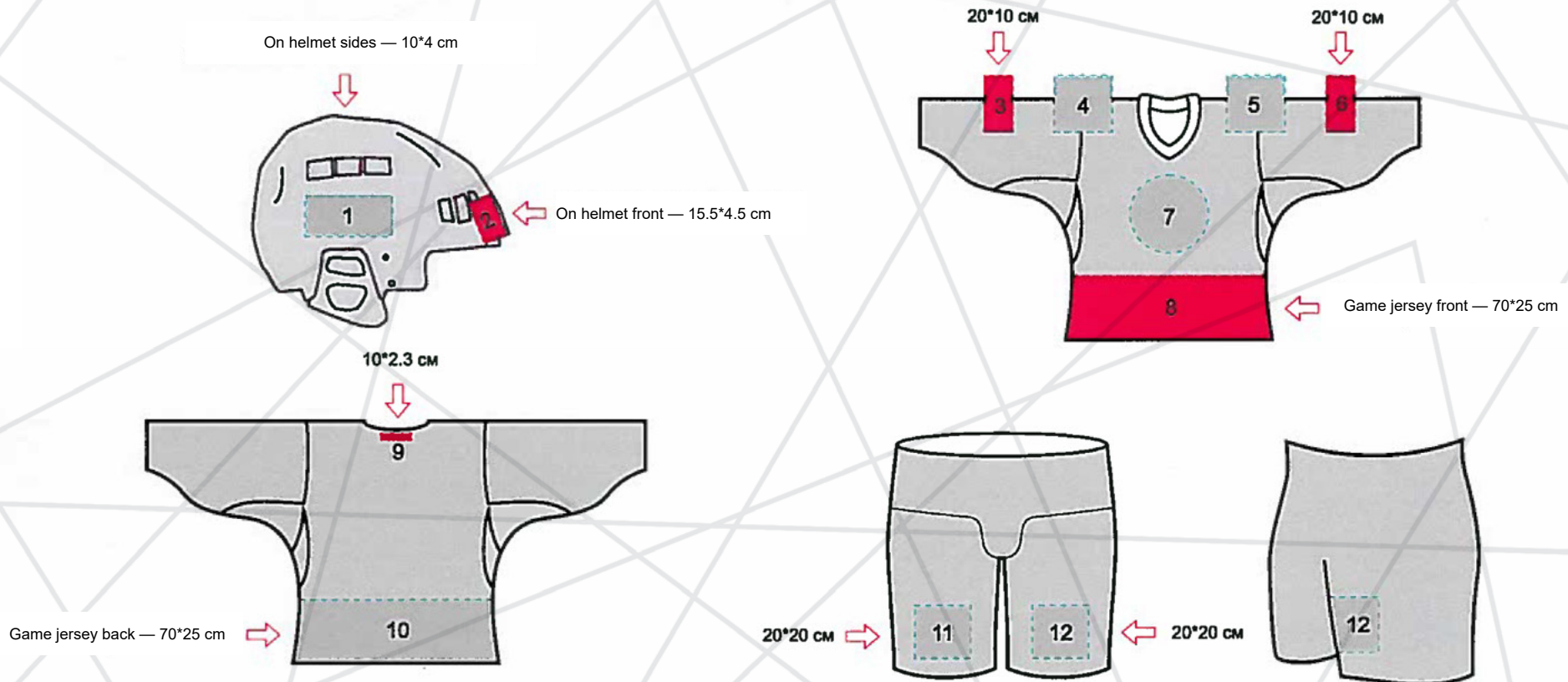
9	Advertizing behind players and penalty benches (0,6*0,15 m)	month	1	Category 1 — 15,00 Category 2 — 8,00
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Advertizing positions # 2,5,8,9,12,15 (Category 1) and Advertizing positions #17,19,21,23,25,27 (Category 2) are reserved for BIHA sponsors and partners

ADVERTISING OPPORTUNITIES BELARUSIAN EXTRALEAGUE AND MAJOR LEAGUE

No	Name of service	Placement period	Quantity	Price in USD incl. VAT
10	Logo on game uniform and helmets of players	1 season	1 team	5000,00
11	Logo on uniform and helmets of game officials	1 season		10000,00



ADVERTISING OPPORTUNITIES BELARUSIAN EXTRALEAGUE AND MAJOR LEAGUE



15 ICE RINKS, OVER 1000 GAMES PER SEASON

No	Name of service	Placement period	Quantity	Price in USD incl. VAT
12	Logo on banner (45 back drop sat 15 rinks) in the interview-zone, posters, tickets	1 season	1 block	100,00
13	Platinum circle — advertizing on protective glass around the rink	1 season	1 rink	10 000,00
14	BTL activities (distribution of promo-products) at rinks	1 season		Contract price
15	Participation of players and coaches in marketing activities			Contract price
16	Aerial advertising – on an airship under the roof of ice rinks with possibility of distribution of promo-products among the audience (size 2*1m)	1 season		1 000,00

ADVERTISING OPPORTUNITIES RUSLAN SALEI CUP

The tournament traditionally precedes the start of a new ice hockey season and in recent years is conducted with participation of foreign clubs. All BIHA advertising tools described above in the presentation are offered for promotion of your brand during the Ruslan Salei Cup which will take place in August 2019. 15 best teams of Belarus will play 60 Ruslan Salei Cup games in August 2019

Volumes and cost of advertising are negotiated additionally.

DISCOUNT UP TO 80%

on advertising during tournament broadcasts
on Belarus National TV channels





THE COST OF GENERAL PARTNERSHIP IS 1 000 000 USD

OFFICIAL SPONSOR – 500 000 USD

OFFICIAL PARTNER – 100 000 USD

OFFICIAL SUPPLIER – 100 000 USD

WE WILL BE HAPPY TO COOPERATE WITH YOU!



CONTACT INFORMATION: MARKETING DEPARTMENT

DIANA KOPOTCHEL

MOBILE: +375 29 127 26 97

OFFICE +375 17 254 51 83

E-MAIL: MARKETING@HOCKEY.BY

OLGA TITOVETS

MOBILE: +375 44 708 90 32

OFFICE: +375 17 254 51 83

E-MAIL: TITOVETS@HOCKEY.BY