

SPONSORSHIP PROPOSAL 2019

SANTORINI
EXPERIENCE



Under The Auspices



Approved by



Member of



Partner Event



5th SANTORINI EXPERIENCE

International event under the dreamy
views of Santorini Island

Awarded sport event

For professional and amateur athletes
Swimming and running in unique routes

4-6 Οκτωβρίου 2019

5th SANTORINI EXPERIENCE

More than 6.000 visitors from 45 countries in Santorini

Participations from the 5 continents in Santorini!

45 countries from the 5 continents, America, Asia, Africa, Europe, and Oceania.
Indicatively, participations in swimmers and runners were recorded from Argentina, Australia, Canada, France, Germany, New Zealand, USA, Russia, Qatar, South Africa, United Kingdom, Japan and China.

55% men, 45% women



Kids Run



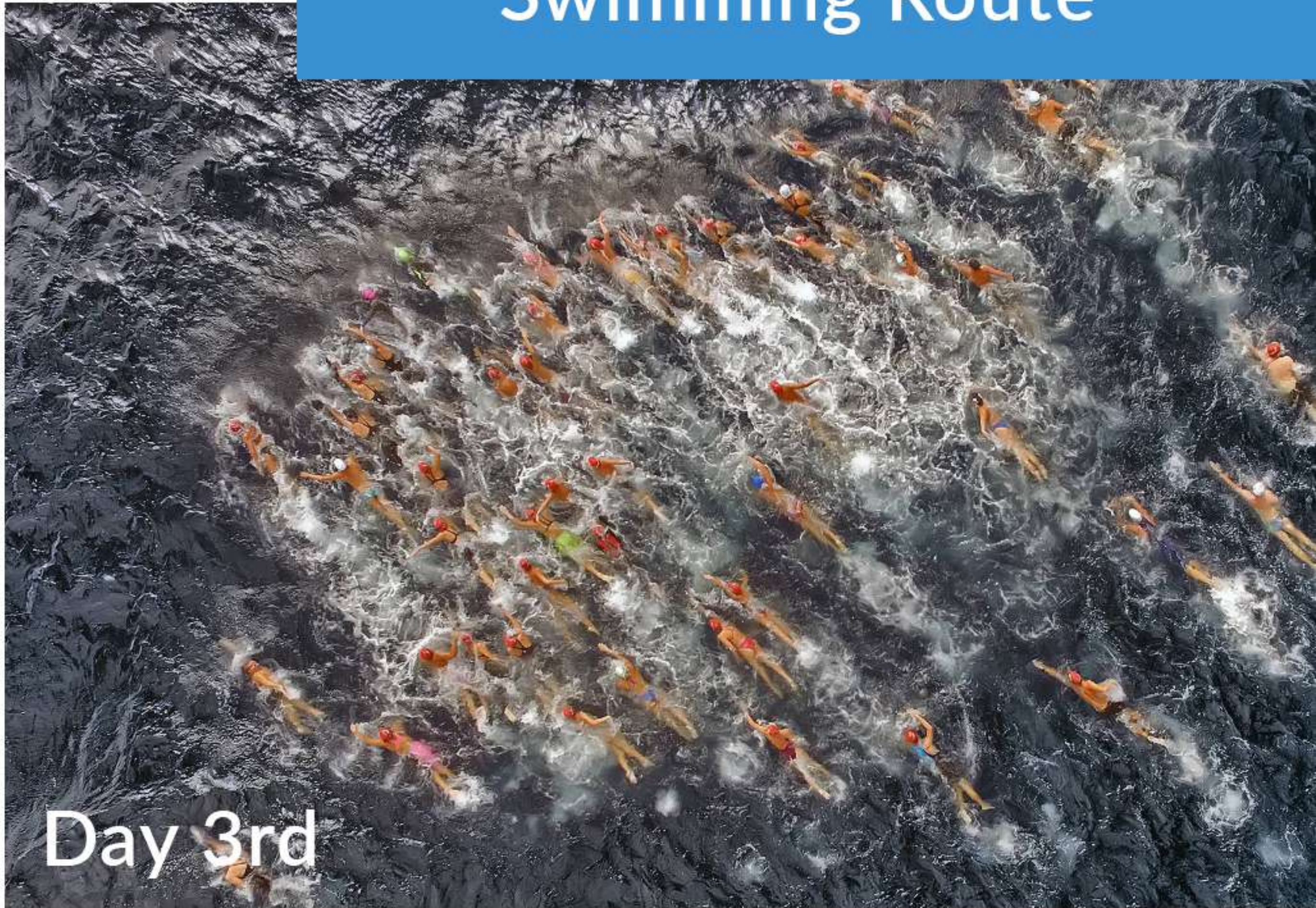
Day 1st

Running Routes



Day 2nd

Swimming Route



Day 3rd

Side Activities - Tae Kwon Do



Santorini Experience 2018 in numbers



In just 10 months more than 1.700
articles & references

Publicity equals to 6
daily positive articles

Total media value corresponds to an advertising
campaign of more than 11.000.000,00 euros

**The media value occurs from all publications that have been published, the value of insertions & TV exposure achieved having first valuated each media category (e.g. TV, radio, print, website, blog, social media) and the size of each publication (at wholesale prices).*

Exposure Methods



Exposure at the
Press Event of
Santorini
Experience

Logo at the
starting – finish
arch





Logo at the
backdrop



Logo at the
unrunning tech
t-shirts





Logo at the
swim caps



Logo at the
Kids Run
t-shirts



Logo at the
volunteers
t-shirts



Logo at the
polo shirts
of the
production team



SANTORINI EXPERIENCE

The right
to place
flags



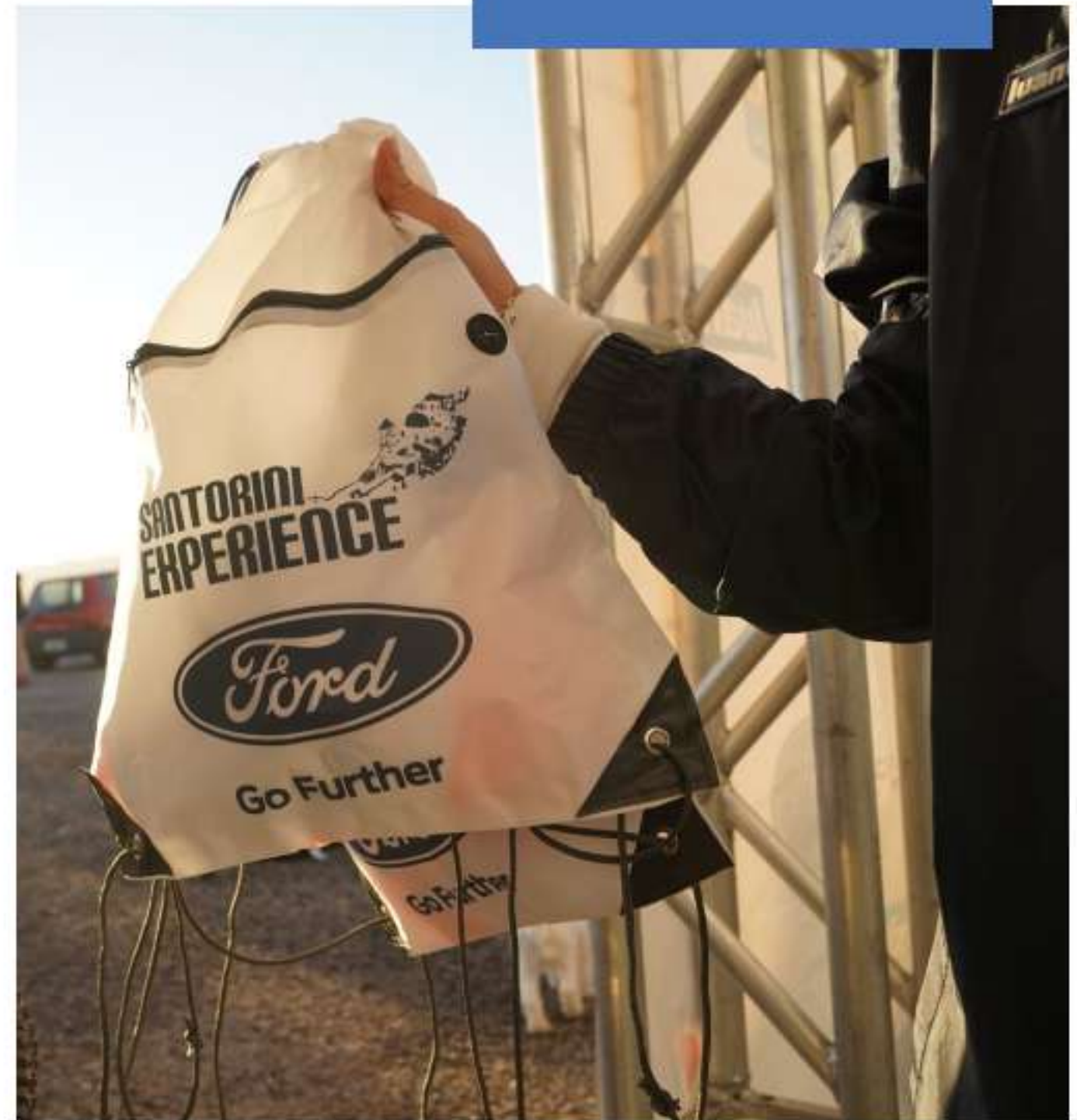
Website and
social media





Logo on the hats

Logo on the event's bags





Logo on buoys

Logo on lanyards



Logo on the event's raincoats

Post publicity



TV Documentary on COSMOTE TV
525.000 HOUSEHOLDS

Sponsorship Packages

Our mission is to always offer wide-ranging solutions accustomed to our sponsors' needs

Multi-faceted appearance of the company while benefiting from the publicity of Santorini Experience

Choose through special sponsorship packages which we created for our customers, or build an optimal custom - made plan based on the needs of each sponsor separately



	PARTNER	SUPPORTER	OFFICIAL	GRAND
Press event		✓	✓	✓ /speaker
Start/Finish arch (L)			✓ x2	✓ x3
Backdrop (L)		✓	✓	✓
Running tech shirt (L)				✓
Swim cap (L)				✓
Kids Run t-shirt (L)			✓	
Volunteers t-shirt (L)				✓
Production polo shirt & backpack (L)				✓
Right to place flags		✓	✓	✓ /station kiosks
Website & social media	✓	✓	✓	✓
Press releases	✓	✓	✓	✓ /extra quote
Print material (L)	✓	✓	✓	✓
Prize giving			✓	✓
Gift bag (product placement)	✓	✓	✓	✓ /logo
Native advertising			✓	✓
Promotion team			✓	✓
Rights to use event & sponsorship title	✓	✓	✓	✓
Fence banners			✓	✓
Digital materials: newsletters			✓	✓
(L=logo)	5.000 (+ VAT)	10.000 (+ VAT)	25.000 (+ VAT)	50.000 (+ VAT)

AWARDS



SILVER AWARD

"SPORTS EVENTS /
BRANDED EVENTS"

"SPORTS TOURISM"

SPORTS MARKETING
AWARDS 2017



GOLD AWARD

"SPORTS ORGANIZATIONS"

"INTEGRATED MARKETING
CAMPAIGN"

SPORTS MARKETING
AWARDS 2018



"UNIQUE TOUR
COMPANY OF THE
YEAR 2019"

TRAVEL & HOSPITALITY
AWARDS 2019

ERMIS
AWARDS

2016



WINNER

WINNER "SPORT EVENTS"
ERMIS AWARDS 2016 GOLD AWARD