



SPONSORSHIP PROPOSAL 2019



#SportsUnitePeople



navarino challenge
AUSPICES & COLLABORATING BODIES

UNDER THE AUSPICES OF



www.visitgreece.gr

APPROVED BY



ΠΕΡΙΦΕΡΕΙΑ
ΠΕΛΟΠΟΝΝΗΣΟΥ



MEMBER OF



OTHER BODIES



SUPPORTED BY



PARTNER EVENT



navarino challenge

GOOD CAUSES



Olympic Ideal: The important thing in life is not to triumph but to compete.

Childhood obesity: Raising awareness of the fight against childhood obesity through exercise and the Mediterranean diet. Navarino Challenge will support the Program on Food Aid and Promotion of Healthy Nutrition – DIATROFI implemented by Prolepsis Institute.

#SportsUnitePeople: Building a peaceful and better world through sport and the Olympic ideal.
www.sportsunitepeople.com

Breast cancer: Raising awareness about breast cancer, as it is organized in October, which is the Breast Cancer Awareness Month (TBC).





navarino challenge
PARTNERSHIPS

U.S. EMBASSY
A T H E N S



navarino challenge

MEMBER OF



Listed among its 463 member races (TBC)



Listed among its 150 swimming races



Listed among its 4.410 running races

navarino challenge

ACTION FOR NATURE



Support to the Hellenic Ornithological Society by Captain Vassilis & Carmen Constantakopoulos Foundation (TBC).

The Gialova Lagoon is notable, not only for its historical importance and the beautiful views but also for being the first important Balkan wetland that migratory birds come across in their return journey from Africa.

The Hellenic Ornithological Society implements since 1997 systematic actions for the protection and the promotion of the area.

These actions include special management measures for the lagoon and the species that live there, environmental education actions and events to increase public awareness.

navarino challenge

SUSTAINABILITY

- * 100% Paperless Registration
- * Catering Local Organic Products
- * Fairtrade banana
- * Using the natural infrastructure of the area
- * Clothes collection for charity and recycling
- * Runners escort with cyclists
- * No water from Hydrants, but 140.000 lts from high quality water
- * Waste separation: recyclable materials are separated from waste and disposed for recycling



navarino challenge

NICK GALIS

HONOREE PERSON
FOR NAVARINO
CHALLENGE 2019





navarino challenge

HALF MARATHON

The Greek half marathon in King Nestor's Land

www.greekhalfmarathon.com



navarino challenge

RUNNING

5
kilometers



10
kilometers



21.1
kilometers



PYLOS

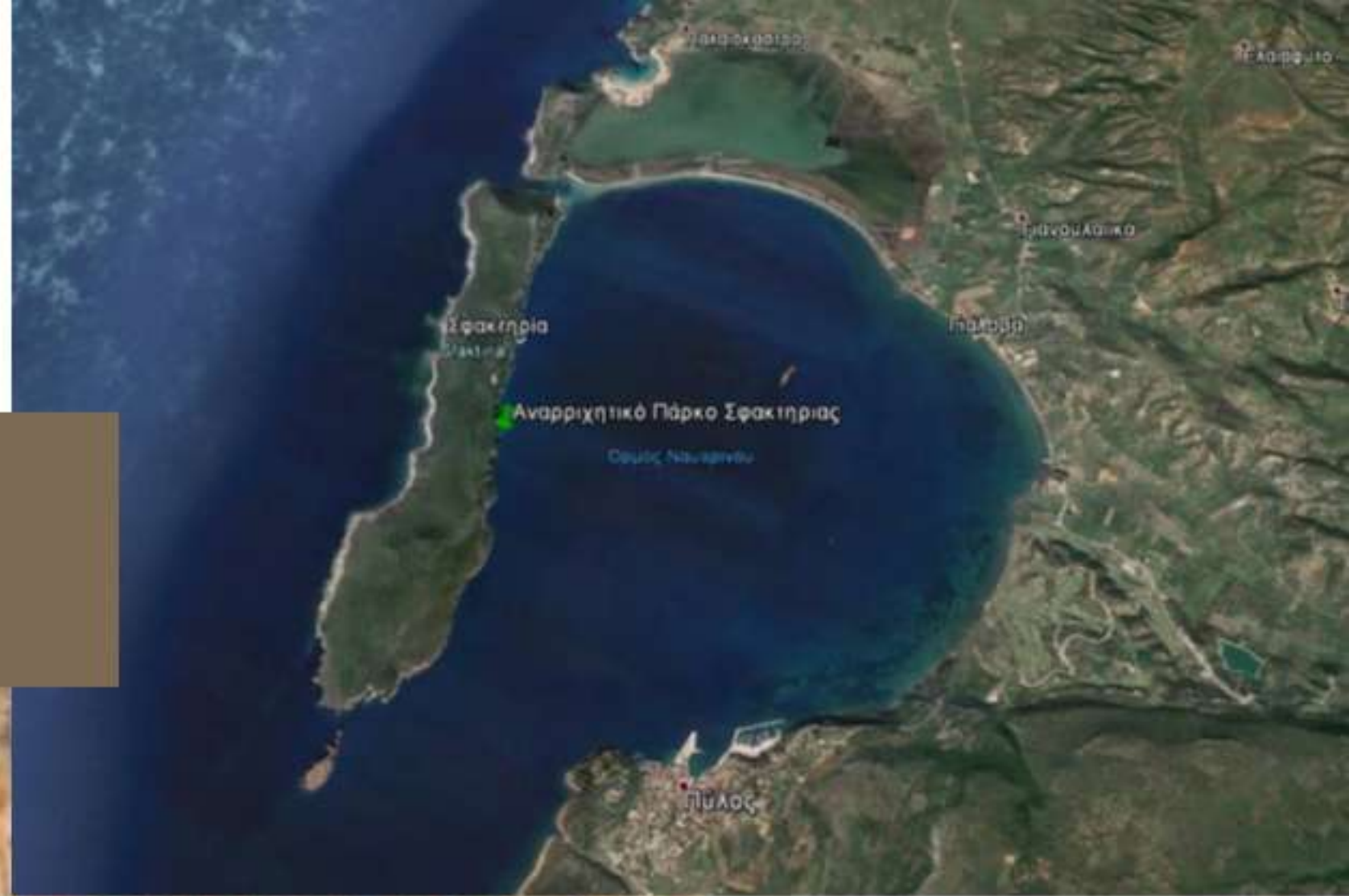


navarino challenge
SWIMMING

1 mile open water swimming at Navarino bay

navarino challenge

CLIMBING FESTIVAL



navarino challenge

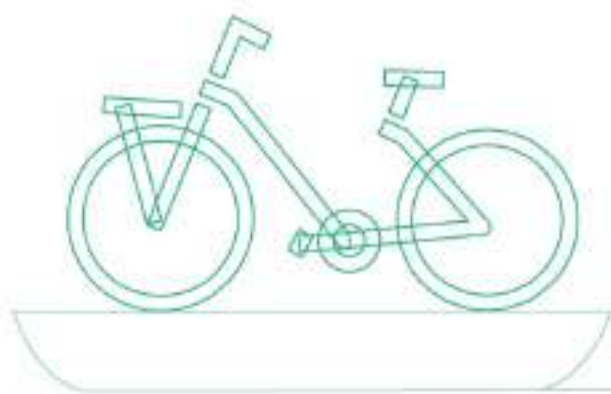
KIDS' ATHLETICS



PYLOS

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PYLOS SEA BIKE TOUR



navarino challenge

PYLOS BIKE TOUR BY COCO-MAT BIKE



PYLOS



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LASER & OPTIMIST EXHIBITION RACE



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OUTDOOR PILATES

THE WESTIN

RESORT
COSTA NAVARINO



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BABY SWIMMING

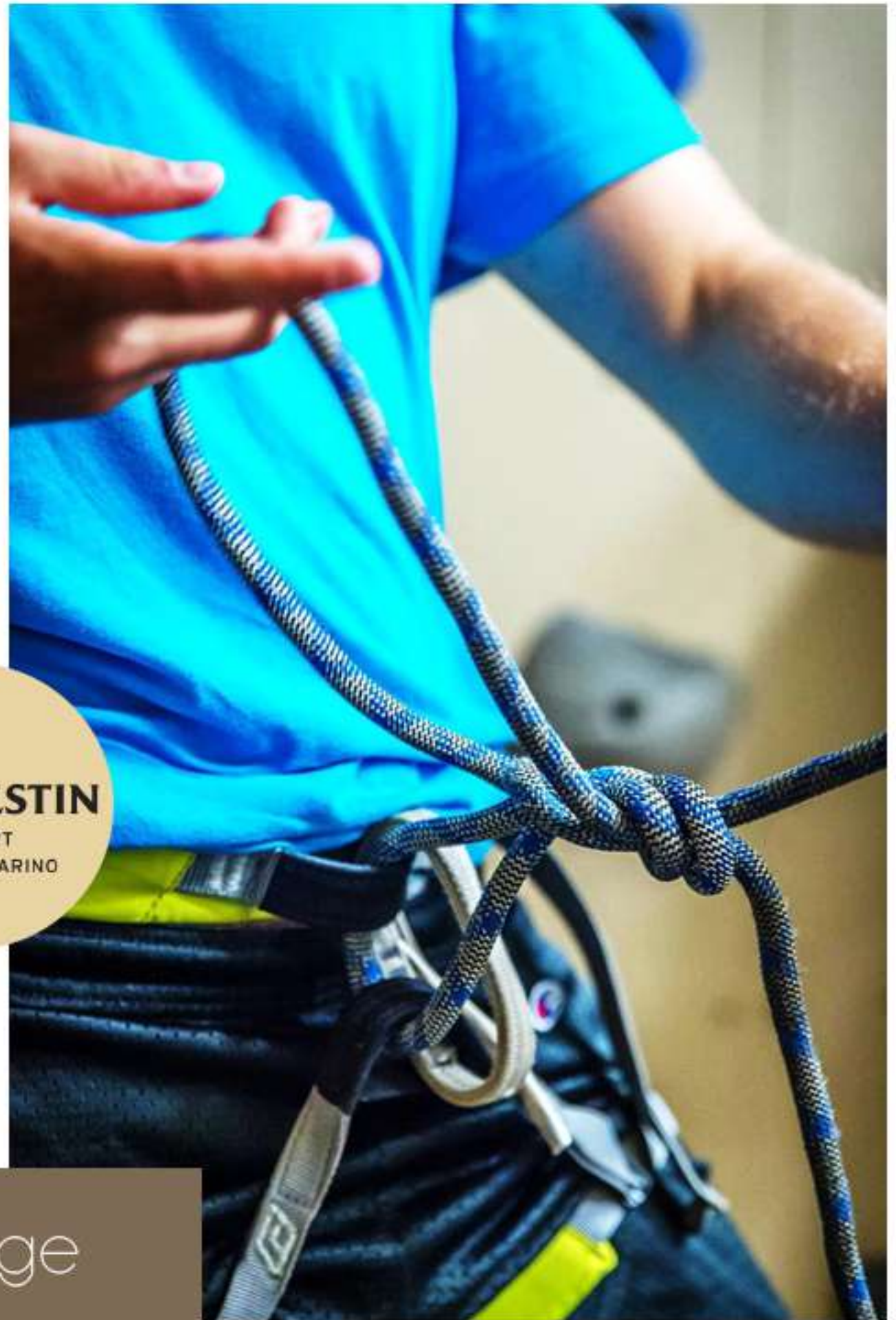


AQUA AEROBIC





THE WESTIN
RESORT
COSTA NAVARINO



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INDOOR WALL CLIMBING



THE WESTIN
RESORT
COSTA NAVARINO

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TAE KWON DO



THE WESTIN
RESORT
COSTA NAVARINO



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4on4 BASKETBALL TOURNAMENT

**JUMPBALL BY
NICK GALIS**



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BASKETBALL CLINIC

THE WESTIN
RESORT
COSTA NAVARINO

Basketball clinic
with Joe Arlauckas
(for kids 5-17 years
old / boys & girls)





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BEACHATHLON



THE WESTIN
RESORT
COSTA NAVARINO



At the Dunes Beach, parents & children have the opportunity to test their strengths in various track and field sports on the sand, combining the classic sports activities with entertainment.



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1KM RUNNING FOR CHILDREN



navarino challenge
BOCCIA



THE WESTIN
RESORT
COSTA NAVARINO



GOLF



BIKING

THE WESTIN
RESORT
COSTA NAVARINO



KICK BOXING



BOXING



CROSSFIT



TENNIS



SPINNING



THE WESTIN
RESORT
COSTA NAVARINO

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BEACH VOLLEY



BEACH YOGA



GRIGORIS POLYCHRONIDIS

4 PARALYMPIC MEDALS
& WORLD CHAMPION



ALEXANDROS NIKOLAIDIS

TWO SILVER OLYMPIC MEDALS



PERIKLIS IAKOVAKIS

WORLD CHAMPION



JOE ARLAUCKAS

EUROLEAGUE CHAMPION



MICHALIS TRIANTAFYLLIDIS

EUROPEAN BRONZE MEDAL

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AMBASSADORS

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INSTRUCTORS



ALEXANDROS NIKOLAIDIS



MANDY PERSAKI



CHRISTOS GATSI



DIMITRIS MOROS



TESS ARLAUCKAS



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TECHNICAL DIRECTORS



NIKOS POLIAS
RUNNING



NIKOS GEMELOS
SWIMMING



navarino challenge
AWARDED PERSONALITIES

IN ALL THE YEARS OF NAVARINO CHALLENGE IMPORTANT ATHLETES AND PERSONALITIES HAVE BEEN AWARDED SUCH AS, THE DAUGHTERS OF STYLIANOS KYRIAKIDIS, ALEXANDROS NIKOLAIDIS, NIKOS GEMELOS, SPYROS GIANNIOTIS, PERIKLIS IAKOVAKIS, KELLY ARAOυZOU & GRIGORIS POLYCHRONIDIS.



PANAGIOTIS GIANNAKIS

LEFTERIS PETROUNIAS



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EXCEPTIONAL PERSONALITIES



DR ARTEMIS SIMOPOULOS

Founder and president,
Center for Genetics,
Nutrition and Health,
Washington DC,
author of the Omega diet.



DR. DEMOSTHENES B. PANAGIOTAKOS

FRSPH, Face,
associate Professor in
Biostatistics Epidemiology
of Nutrition chair,
department of Nutrition
and Dietetics,
Harokopio University



DR. CHRISTINA CHRYSOCHOOU

MD, PHD, FESC,
Cardiologist/Consultant,
First Cardiology clinic,
Hippokration Hospital,
School of Medicine,
University of Athens



NAVARINO
CHALLENGE

EXPOSURE METHODS





LOGOS AT THE START AND FINISH COLUMNS OF THE ROUTES



LOGOS AT THE BACKDROP FOR OUTDOOR INTERVIEWS



PRESS CONFERENCE AND SPONSORS REPRESENTATIVES



TABLE BANNERS AT THE REST POINTS OF RUNNING ROUTES



LOGOS AT BACKDROP OF COCKTAIL NIGHT



BRANDING AT INDOOR ACTIVITIES



LOGOS AT THE OFFICIAL KIDS RUN T-SHIRTS



LOGOS AT THE KIDS ATHLETICS T-SHIRTS



LOGOS AT THE RUNNING
TECH T-SHIRTS



LOGOS AT THE
BASKETBALL JERSEYS



LOGOS AT THE BEACH
VOLLEYBALL JERSEYS



LOGOS AT THE
EVENT'S HATS



LOGOS AT THE
EVENT'S BRACELETS



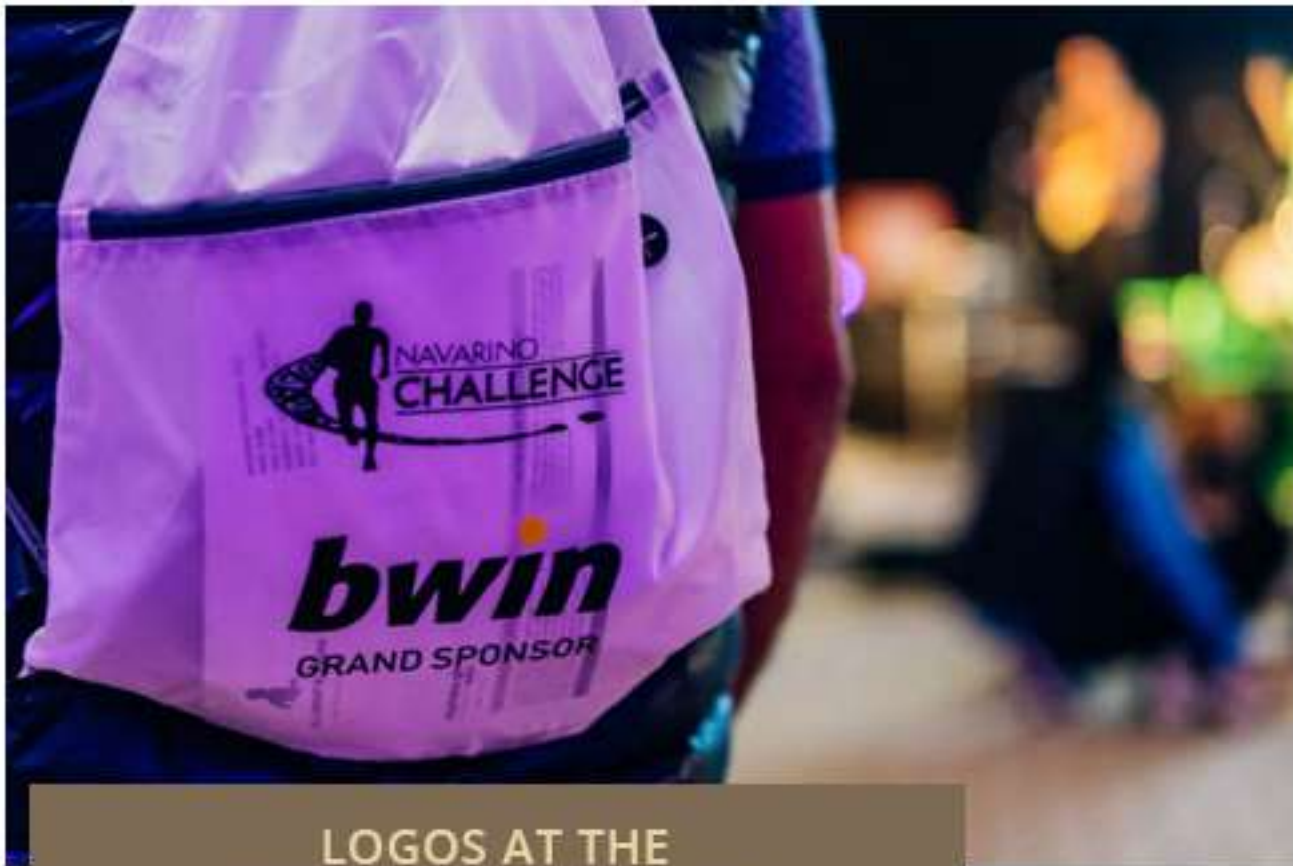
LOGOS AT
PRODUCTION POLO



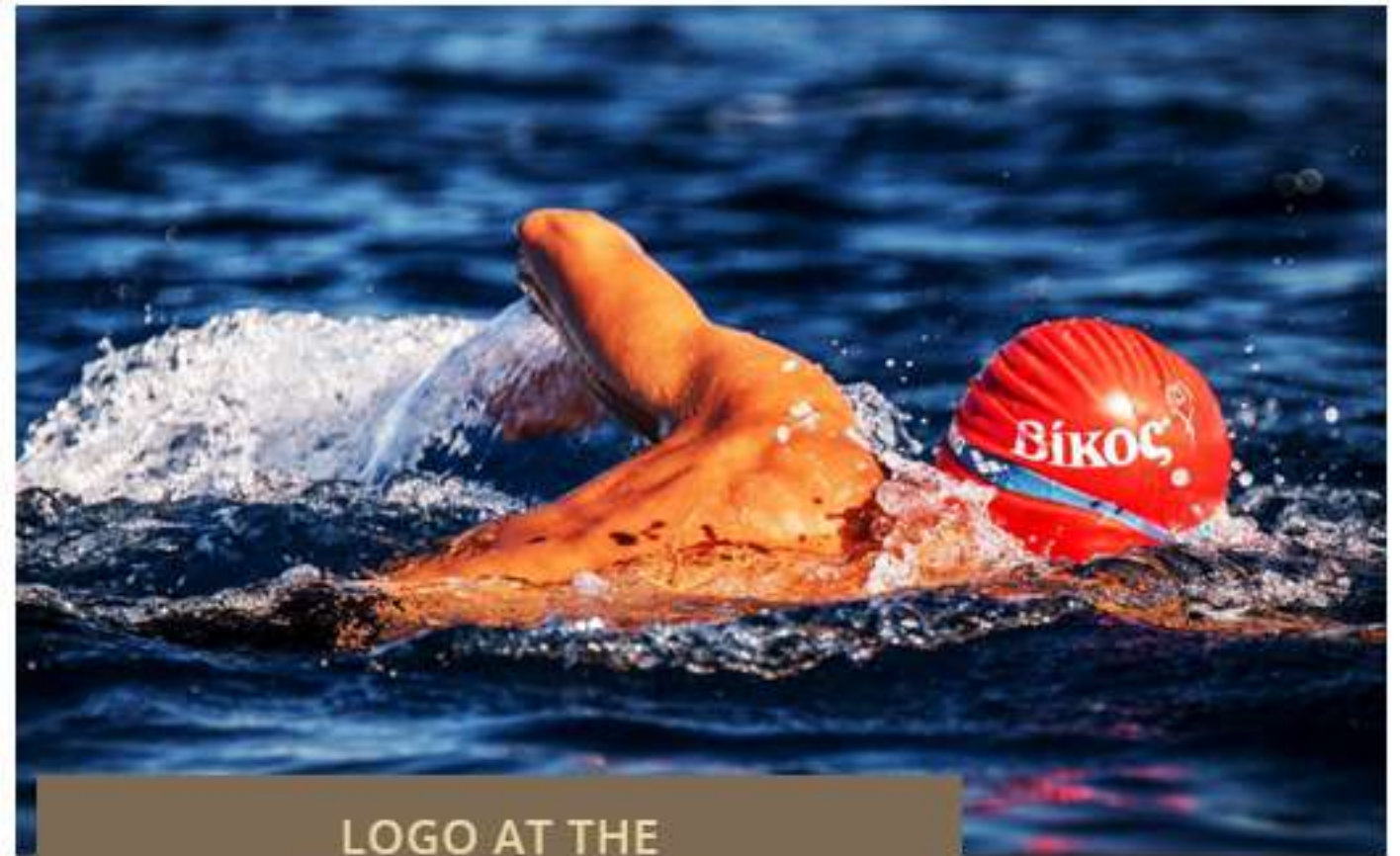
LOGOS AT
VOLUNTEERS T-SHIRTS



LOGOS AT THE
LANYARDS OF THE EVENT



LOGOS AT THE
EVENT'S GOODY-BAGS



LOGO AT THE
SWIMMING CAPS



SPONSORS
BUOY



RIGHT TO
PLACE BANNERS



navarino challenge
APPEARANCE AT THE EVENT'S WEBSITE & SOCIAL MEDIA

NATIVE ADVERTISING



TARGETED TV & ONLINE
EXPOSURE THROUGH TV
DOCUMENTARY, FILLERS
& TRAILERS





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EVENT'S IMPORTANT DETAILS



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2018 IN NUMBERS

Athletes **2.500**

Countries **36**

Sport Activities **28**

Men **57%** - Women **43%**



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ARTICLES / REFERENCES

In just 10 months
more than
2.500 articles & references.

Publicity equals to
8 daily positive articles.

#NavarinoChallenge

The background of the slide features silhouettes of several people with bicycles against a sunset sky. On the left, a person stands next to a bicycle. In the center, a person stands with a bicycle. To the right, two children are riding bicycles, and further right, another person is riding a bicycle. The sky transitions from a light orange glow at the horizon to a deep blue at the top.

Total media value corresponds to an advertising campaign of more than
15.000.000 €

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

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POST PUBLICITY

TV DOCUMENTARY
FOR COSMOTE TV
525.000 HOUSEHOLDS



MORE THAN 1.100.000 HOUSEHOLDS
IN EUROPE, US, CANADA & AUSTRALIA

navarino challenge

REINFORCED PUBLICITY



1 MILLION RECEIVERS



30.000 RECEIVERS

COSTA
NAVARINO

21.684 RECEIVERS
COUNTRIES
US, GERMANY
FRANCE, RUSSIA



12.400 RECEIVERS



7.500 RECEIVERS



3.100 RECEIVERS

The above companies, media and forums reinforce the publicity of the event with the distribution of newsletters to more than 1 million receivers!



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2018 OFFICIAL COMMUNICATION SPONSORS



The complete Hellenic perspective.



www.sportstonoto.gr



SPONSORSHIP PACKAGES

| | Partner (max 16) | Supporter (max 8) | Official (max 4) | Grand (max 1) |
|---------------------------------------------------------------------------------|----------------------|-----------------------|-----------------------|-----------------------------|
| Press conference | | | | Representative |
| Start/Finish column (L) | | | ✓ | ✓ |
| Outdoor Backdrop (L) | ✓ | ✓ | ✓ | ✓ |
| Award Cocktail Night | | | Supported by (O1) | Prize Giving to the Honoree |
| Table banners at rest points (L+P) | | | | ✓ |
| Running tech t-shirt (L+P) | | | | ✓ |
| Swimming cups (L+P) | | | ✓ (O2) | |
| Kids Run t-shirt (L+P) | | | ✓ (O2) | |
| Goody bags (L+P) and Organizers' polo (L+P) | | | | ✓ |
| Volunteers t-shirt (L+P) | | | ✓ (O3) | |
| Finisher t-shirt (L+P) | | | ✓ (O4) | |
| Basketball Jerseys / Volleyball Jerseys / Beachathlon / Kids athletics (L+P) | | ✓ (S1,S2,S3,S4) | | ✓ |
| Lanyards/Bracelets/Wristbands/Bouy (L+P) | | ✓ (S5,S6,S7,S8) | | |
| Social hub /Photobooth (L+P) | | ✓ | ✓ | |
| Right to place flags/Fence Banners | | ✓ | ✓ | ✓ |
| Video for Social Media Use | | | | ✓ |
| Website & social media | ✓ | ✓ | ✓ | ✓ |
| Print material(e.g insertions), flyers/posters | | ✓ | ✓ | ✓ |
| Promotion team | ✓ | ✓ | ✓ | ✓ |
| Sponsored Activity (e.g Sup, Swim, Bike, Golf) | | ✓ | ✓ (O1,O2,O3,O4) | |
| <i>(L=logo) (P=Production cost extra)</i> | 5.000 (+ VAT) | 10.000 (+ VAT) | 25.000 (+ VAT) | 50.000 (+ VAT) |

GOLD AWARDS

