



SPONSORSHIP PROPOSAL 2019



WORLD HANDBALL FESTIVAL

- JUNE 3-9, 2019
- SOUTHERN CALIFORNIA, USA
- INTERNATIONAL TOURNAMENT
 - 6 ELITE MENS TEAMS
 - 6 ELITE WOMENS TEAMS
 - MINI-HANDBALL
 - TEEN/YOUNG ADULT (UNDER 21)
 - YOUTH (UNDER 10)
 - STREET HANDBALL
- 2,000+ PLAYERS, STAFF AND SUPPORT CREWS
- GLOBAL MEDIA REACH



ABOUT TEAM HANDBALL



- An international sport with 19 million worldwide fans and global media coverage.
- A Summer Olympics sport since 1972.
- Combines the power of football and hockey with the speed and finesse of basketball.
- One of the fastest growing youth sports, Mini-Handball promotes *fun, friendship, fair play and inter-cultural understanding*.

GOALS OF EVENT

- The World Handball Festival will promote and grow the sport of team handball in the United States.
- The World Handball Festival will be the largest team handball festival in North America.
- The World Handball Festival will be a cultural event as much as a sporting one, promoting mutual understanding, volunteerism, peace, non-discrimination, a healthy lifestyle, social inclusion, and gender equality.



WHF: A GLOBAL EVENT



- A total number of worldwide media impressions generated in the millions.
- An extensive global social media campaign on YouTube, Facebook, Twitter and Instagram.
- Over 25,000 on-site participants, families and spectators
- A multiethnic, youthful and affluent fan base, approximately 2/3 male and 1/3 female.

ABOUT US

The World Handball Festival is promoted by **Montevista International**, a California sports event production company, and is sanctioned by **USA Team Handball**, the governing body of this growing sport in the United States.



Where Olympic Journeys Begin

SPONSORSHIP BENEFITS

Elevate your brand through our mission to promote friendship, fun and play!

- Global media reach (1 to 3 million total impressions)
 - Primary media: Event website and YouTube channel. *The visual spectacle of team handball lends itself well to 10-minute highlight clips of each day's matches.*
- Naming Rights (Title and Presenting Sponsors)
- Vertical integration with a new event brand
- VIP and hospitality marketing opportunities
- Television advertising opportunity
- Access to participant and spectator databases
- All-access passes to games, opening/closing ceremonies, parties and cultural events
- On-site banner advertising
- Website and social media logo placement
- Association with a novel sport that highlights the popular aspects of many mainstream U.S. sports

SPONSORSHIP CATEGORIES

Sponsorships just for you...

Sponsors may choose from the extensive list of event assets (sponsorship benefits) to design a unique partnership that most effectively elevates their brand, reaches an active consumer audience, and circulates their corporate identity in profitable venues. The following pages present the sponsorship categories for the World Handball Festival (you may also suggest or create your own).



Title Sponsorship

(1 available)

- Primary Nomenclature (event named after sponsor)
- Unlimited event asset choices, including:
 - Logo on all event signage
 - Most prominent website billing
 - Logo on all marketing collateral
 - Television advertisements
 - Website advertisements
 - Radio advertisements
 - Logo placement on all merchandise
 - VIP passes to all tournament events
 - Athletes available for motivational speeches
 - Champions awards presentation
 - Product sampling opportunities
 - Logo on all event apparel



Presenting Sponsorship

(1 available)

- Secondary Nomenclature (*event presented by...*)
- Ten event asset choices, including:
 - Logo on event signage
 - Television advertisements
 - Website advertisements
 - Radio advertisements
 - Logo placement on merchandise
 - VIP passes to all tournament events
 - Product sampling opportunities



Category Sponsorships

- **Hospitality/Food Sponsor**
 - Provision of meals for athletes/staff/volunteers
- **Volunteer Sponsor**
 - Provision of apparel and per-diem expenses for volunteers
- **Transportation Sponsor**
 - Provision of ground transportation for event
- **Youth Team Sponsor**
 - Provision of apparel and per-diem expenses for youth teams
- **Lodging Sponsor**
 - Provision of lodging for athletes/staff/volunteers
- **Stadium Sponsor**
 - Provision of stadium venues(s) for tournament games
- **Timing/Scoring Sponsor**
 - Provision of timing clocks/displays and staff
- **Festival Expo Sponsor**
 - Provision of venue for festival exposition
- **Supporting Sponsor (in-kind donations)**
 - Apparel for staff and volunteers
 - Athletic beverages/nutrition
 - Hats
 - Sunglasses
 - Suntan lotion/performance creams
 - *Many other options...*



Category Sponsorship Benefits

- Category sponsors and logos listed at event website
- Category sponsors recognized on social media sites (YouTube, Facebook, Twitter, Instagram)
- Signage rights at venues (where applicable)
- WHF logo display rights at sponsors' business or on merchandise



Sponsor the World Handball Festival today!

Opportunities to forge global brand identity and design a uniquely profitable partnership with a novel event in a growing worldwide sport are limited.

Score your first goal by partnering with us today!

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