



## Sponsoring cooperation with the sports club Energa MKS Kalisz

Please read further if you want to:

- **increase awareness of your brand in Poland**
- **promote the brand via two professional teams in the same time**
- **save money on TV commercials, but still be present in the biggest Polish TV channels**
- **support the future of sport**

### Information about the project:

Energa MKS Kalisz is a sports club with two professional teams that play in the highest leagues in Poland. There are:

- **Handball men – they play in the Polish Handball League – PGNiG Superliga** and ended the season 2020/21 on the 6<sup>th</sup> place. Our club has the highest attendance at home matches in the whole handball league. That is why we often host live television broadcast in TVP Sport with average ratings of 70 thousand viewers.
- **Volleyball women – playing in the Women Volleyball League – TAURON Liga.** In the debut season of 2018/19 they took 7<sup>th</sup> place. Their great games were broadcast live via Polsat Sport (one of the biggest TV channels in Poland) both during home and away matches. They are still one of the strongest team in Polish volleyball.

**Our club is one of three in Poland that manage two professional teams on the highest level in one organisation.**

Thanks to the successes of our teams, estimated advertising value equivalence from the season 2020/21 is about 1 934 367 EUR. In the next season 2021/22 we expect even bigger results because of possible attendance of fans to our matches.



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**Energa MKS Kalisz has already become a strong brand on the Polish sport market.**

That is why our Sponsors & Partners can count on bigger visibility in media with every season.

Home matches in Kalisz are very popular among local fans. In the seasons before COVID-19 pandemic, games of our handball team attracted the greatest number of people in the whole league.

Our town Kalisz is known for long volleyball traditions. That is why also achievements of our volleyball players were cheered on by thousands of fans.

### **What can we do for You & Your Brand?**

- Ensure brand visibility in Polish television (Polsat Sport, TVP) with cheaper cost than buying a TV commercial;
- Place Your Brand as a proud Sponsor of the club by placing the Sponsor's logo on sport shirts of the players → promotion via photo shoots, press photos and live TV broadcast
- Promote the brand among our fans by placing the logo on all printed materials (billboards, tickets, magazines, clapper boards, posters)
- Enable direct reach of customers via advertisement in club's magazines and via promotional actions in the hall during matches
- Establish brand awareness via exposure of advertising equipment in the hall (e.g. advertising boards, balloons, flags)
- Support brand awareness online via presentation of Your Brand in our social media (Facebook, Instagram & Twitter)

Our club organises many promotional events, mainly in Kalisz and its region. We also participate in league's actions that are nationwide. Handball and volleyball players promote fair-play lifestyle without addictions through social actions and meetings with children and teenagers in local schools. Every visit of sportsmen meets great excitement of kids.

Our mission is to teach them sports and healthy lifestyle, humility and perseverance. All these abilities will pay off not only during sport adventures but also in a grown-up life. Youth is the future.



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All these actions cause that our players become recognizable people. Because of their successes they meet a lot of respect from kids and grown-up fans. **Their role became even more important when in September 2019 the club opened a few youth teams.**

We already know that playing in the same club as our top stars Monika Gałkowska or Marek Szpera will be a reason to be proud of for our young players. We believe that our coaches will train great athletes that will be next sport stars.

We already have first successes. **Our junior volleyball teams has won three titles of Polish Champions 2020! In 2021 we've already took the gold and the silver medal in Youth Volleyball Polish Championships.**

We believe that besides perfect sport training, we will teach the teenagers values that will help them in the future life.

#### **In conclusion. What is Energa MKS Kalisz is?**

- **2 professional teams in the highest leagues in Poland:** handball men and volleyball women
- **6 youth teams:** 5 teams of girls volleyball and 1 team of boys handball
- **About 180 sportsmen in total** in one club
- **2 biggest Polish TV channels** broadcasting our matches: Polsat Sport and TVP
- **Highest attendance in the Polish Handball League** (PGNiG Superliga) and **in the top three in the Women Volleyball League** (TAURON Liga). Average attendance is 2000 people per match.
- **Bigger and bigger reach in social media:** Facebook, Instagram & Twitter
- Official Club's Channel on YouTube.

**If you want to start a cooperation with our club or just learn more about us, please do not hesitate to contact our Sponsoring & Advertisement Department via e-mail or telephone:**

mail: [biznes@mks-kalisz.pl](mailto:biznes@mks-kalisz.pl); tel. +48 664 433 769

**We speak English, Dutch and German**



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