

ANNUAL TOURNAMENT 2022

SPONSORSHIP PROPOSAL



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CHESS TODAY

Chess was already experiencing an upsurge in popularity during 2019, thanks to streaming platforms like Twitch. When the pandemic hit, and people began to spend more time indoors, chess became one of the biggest global trends.

Those who were already fans were playing more than ever before; people who had played in their youth, took up the game again; and many others took the chance to learn, or to teach their kids how to play. Chess became a favorite pastime during the global lockdowns.

This trend was further fueled by the resounding success of 'The Queen's Gambit'. The Netflix series was watched by **over 200 million viewers**, ranked in the top-ten charts in 92 countries, and became the most popular production in the history of the streaming platform.



CHESS TODAY

What happened in 2020 and during the first half of 2021 has generated a new generation of chess enthusiasts who, not only play chess, but also watch chess videos and streams as a way to learn, improve, or simply enjoy the games of the Grandmasters.

Multiple content creators produce chess content that is consumed across YouTube channels, Twitch, and all social media platforms, with numbers of views of subscribers that are counted by the millions. This shows that there is a niche market for chess as a spectator sport with untapped potential. Steve Martin, CEO of M&C Saatchi Sports, described chess as **"the sleeping giant of the sports/entertainment world"**.

This trend has attracted a huge interest towards chess competitions, of which the Annual Tournament is one the most prominent and established examples.



Hours of chess watched on Twitch in 2021:

139.3 million

NATIONAL CHESS FEDERATION

The **National Chess Federation** is the **national governing body of the sport of chess**, and it regulates all national competitions.

It was founded in 1948 and is a non-governmental institution recognized by the National Olympic Committee.

The National Chess Federation currently serve over 25,000 members and 400 affiliated chess clubs; as part of its role, the National Chess Federation sanctions and rates over 2,000 tournaments every year games.

The National Chess Federation hosts over 15 National Championships and award titles to both amateurs and professional chess players; the Annual Tournament represents the most established chess competition in the country, and in 2022 its 28th edition will be organized by the National Chess Federation.



EVENT DESCRIPTION

Next Annual Tournament will be held 21 - 26 October 2022

The final event at the end of the year

The winners are crowned Annual Tournament champions

High-level competition

The event attracts the 64 top players in the country, including multiple national champions

Followed by thousands of chess fans

The official live broadcast of the event will be available across multiple online streaming platforms

A diverse program of side events, lasting 6 days

On-site commentary, workshops with top Grandmasters, celebrities as special guests, amateur and school tournaments, Opening Ceremony, press conferences with the top players and Medal Awards Ceremony

Media exposure

There were over 80 publications by local and international media outlets from 14 different countries during the last edition of the Annual Tournament

Multiple exciting and dynamic rounds

6 days full of exciting action: knock-out tournament, six (6) rounds. All rounds are played with two (2) games matches

AUDIENCE PROFILE

In the last five editions of the Annual Tournament, **the annual average attendance was 2,800 people**. Most of the attendees took part in specific surveys that allowed the National Chess Federation to obtain the event audience profile.

According to the surveys, event attendees:

- ☐ **APPRECIATES THE ENGAGEMENT OF BRANDS IN SPORTS**
- ☐ **RESPONDS VERY WELL TO SPONSORSHIPS**
- ☐ **HAS HIGH DISPOSABLE INCOME**
- ☐ **ARE MOSTLY:**
 - **WELL-EDUCATED**
 - **CHIEF INCOME EARNER**
 - **TECHNOLOGICALLY ADVANCED, INTERNET SAVVY AND CONNECTED INDIVIDUALS**



35
years

AVERAGE **AGE**



35%

CHIEF INCOME **EARNER**



80%

HIGH EDUCATION



58%

PROPORTION OF **MEN**

54%

CHILDREN IN HOUSEHOLD

■ Proportion of the total attendees surveyed

EVENT PICTURES



EVENT PROMOTION PLAN

The Annual Tournament 2022 will benefit from the below promotion plan:

- ❑ Event announcement and daily event reports distributed to over 100 media and news agencies, both nationally and internationally
- ❑ 4 to 6 social media posts published daily during the event on the National Chess Federation's Social Media channels (Facebook, Instagram, Twitter)
- ❑ Annual Tournament streamed live on National Chess Federation's YouTube channel, with commentary from two renowned Grandmasters
- ❑ Website dedicated to the Annual Tournament 2022, with a full section dedicated to the event sponsors

Facebook



Followers: 18k

Instagram



Followers: 16k

Twitter



Followers: 14k

YouTube



Followers: 22k

**National Chess Federation's
Social Media channels**

SOCIAL MEDIA COVERAGE

Annual Tournament 2021



14,722
reach



8,525
reach



39,098
impression



12,758
Live views

The National Chess Federation's Social Media channels will have a prominent role in the promotion and coverage of the Annual Tournament 2022 prior and during the event.

The constantly growing numbers of followers, impressions and reach across our Federation's Social Media channels is an additional evidence of the unprecedented popularity of chess.

SPONSORSHIP OPPORTUNITY

The Annual Tournament 2022 is an unprecedented sponsorship opportunity as it is the most prestigious chess competition in the country, as well as a platform to reach a different and wider audience, both at local and international level

In the last two years, chess has enormously flourished enjoying a massive surge in popularity and becoming one of the biggest global trends.

Chess is global, attracts very valuable demographics and can connect a sponsor to millions of passionate chess fans that share values such as excellence, perseverance and mastery.

Sponsoring chess events is an outstanding opportunity for a brand interested in being associated with an intellectual sport, traditional yet modern and having globally consistent demographics.



SPONSORSHIP OPPORTUNITY

Leveraging the available brand exposure options for the Annual Tournament 2022 (video ads included in the live streaming on YouTube, daily social media posts during the event, hospitality opportunity for guests in the VIP lounge, and more), **an opportunity exists for the Sponsor to develop a meaningful story-telling around its brand and services for the entire duration of the Annual Tournament.**

Benefiting from the massive surge in popularity that chess has experienced since 2020, the Annual Tournament 2022 represents a unique opportunity for the Sponsor to attract new customers and promote its brand to a diverse audience, represented by traditional chess fans and by the new generation of chess enthusiasts that approached chess following the success of The Queen's Gambit.



SPONSORSHIP PACKAGE

As agreed, the sponsorship package for the Annual Tournament is focused mostly on the following areas:

Brand exposure in full camera visibility

thanks to the on-site branding elements available in the playing area, as well as in other areas of the venue (e.g. interviews and TV commentators' areas).

Hospitality and customer engagement opportunities

with a dedicated VIP lounge and the possibility of inviting company's guests.

Reference to the Sponsor's brand on Social Media

through event dedicated posts (over 40,000 followers across Instagram, Twitter, Facebook), published daily during the Annual Tournament.

Dedicated brand exposure

integrated in the official live broadcast through advertising videos aired multiple times during each game day.



The full sponsorship rights inventory agreed for the Annual Tournament 2022 is available on slides 13 to 15.

SPONSORSHIP RIGHTS INVENTORY

Following our discussions, please find here the detailed sponsorship rights inventory, as agreed to integrate your brand in the 2022 Annual Tournament.

In alignment with your business objectives, the below inventory includes selected sponsorship options that define a package fully tailored to your strategy, as shaped together to comprise all most valuable activations and engagement opportunities for your company.

Broadcast

Right	Official Sponsor
Advertising videos aired during the official live broadcast of the Annual Tournament 2022	5 videos (duration: 30 sec) each game day of the Annual Tournament 2022
Sponsor's name mentioned by host or commentators during the official live broadcast of the Annual Tournament 2022	Yes
Logo presence on the screen saver into the official live broadcast before the start of each game day (countdown)	Yes

Event websites & Social Media

Right	Official Sponsor
Logo presence with the main information, contacts and link to Sponsor's website in the Partners' section of the Annual Tournament 2022 dedicated website	Yes
Logo presence on the main page of the Annual Tournament 2022 website	Yes
Exposure on Social Media: one reference to the Sponsor (e.g. logo, picture or name) included in at 3 Social Media posts published by the National Chess Federations across its channels on each game day	Yes

SPONSORSHIP RIGHTS INVENTORY

Branding in the playing area*

Right	Official Sponsor
Logo presence on the brand wall in the playing area, behind the main players' tables	Approx. 15% of the available branding space, depending on the number of Sponsors of the same tier for the event

Outdoor branding

Right	Official Sponsor
Logo presence on event registration desks and walls in the general entrance area	Yes
Logo presence on VIP entrance and entrance for press	Yes
Logo presence on outdoor posters	Yes, 1 logo

Hospitality

Right	Official Sponsor
Everyday passes to the VIP lounge, with engagement opportunities with other sponsors and guests	Yes (3 per day)
Access to the Spectators' area	Yes

Branding in other areas in the venue*

Right	Official Sponsor
Logo on the press conference and interviews walls, and TV commentators' studio walls	Approx. 15% of the available space, depending on the number of Sponsors of the same tier for the event
Logo on brand walls in the VIP lounges and VIP areas	
Logo on the Opening Ceremony brand walls	
Logo on brand walls in the entertainment area, in the café and in the common space (for visitors)	
Logo placement in the official merchandise store	
Logo presence on screens in the venue for the countdown before the start of each game day	One video (up to 30 sec) / shown 3 times every game day
Advertising video on screens in the venue before the game days start, during breaks and after the end of game days	

SPONSORSHIP RIGHTS INVENTORY

Marketing rights

Right	Official Sponsor
Right to have a promotional booth in an area adjacent to the playing area (costs borne by the Sponsor)	Yes
Right to distribute leaflets and promotional materials about the Sponsor's products/services (costs borne by the Sponsor)	Yes

Printed materials

Right	Official Sponsor
Logo presence on badges and accreditations, including press and VIP accreditations	Yes
Logo presence on standard category tickets (if available)	Yes
Brand presence in official promotional materials of the tournaments (e.g. event programme)	Yes

Additional rights

Right	Official Sponsor
Right to use photographs and videos of Annual Tournament 2022 for Sponsor's advertising and marketing purposes	Yes
Right to organize a promotional gala event for all players (costs borne by the Sponsor)	Yes
Opportunity to take part and give a welcome speech in the Opening & Closing Ceremonies	Yes

Media Relations

Right	Official Sponsor
Announcement of the sponsorship distributed to selected media outlets and news agencies (domestic and abroad)	Yes
Mentions in daily press-releases related to the event	Yes

SPONSORSHIP PROPOSAL SUMMARY

OFFICIAL SPONSOR

Official Sponsor of the Annual Tournament 2022, benefiting from the sponsorship rights outlined on slides 13 to 15 of this presentation.

\$ 30,000

CONTACTS

FOR FURTHER INFORMATION,
PLEASE CONTACT:

XXXXXX XXXXXXXX

Managing Director
National Chess Federation

Email: xxxxx.xxxxxx@nationalchessfederation.com

