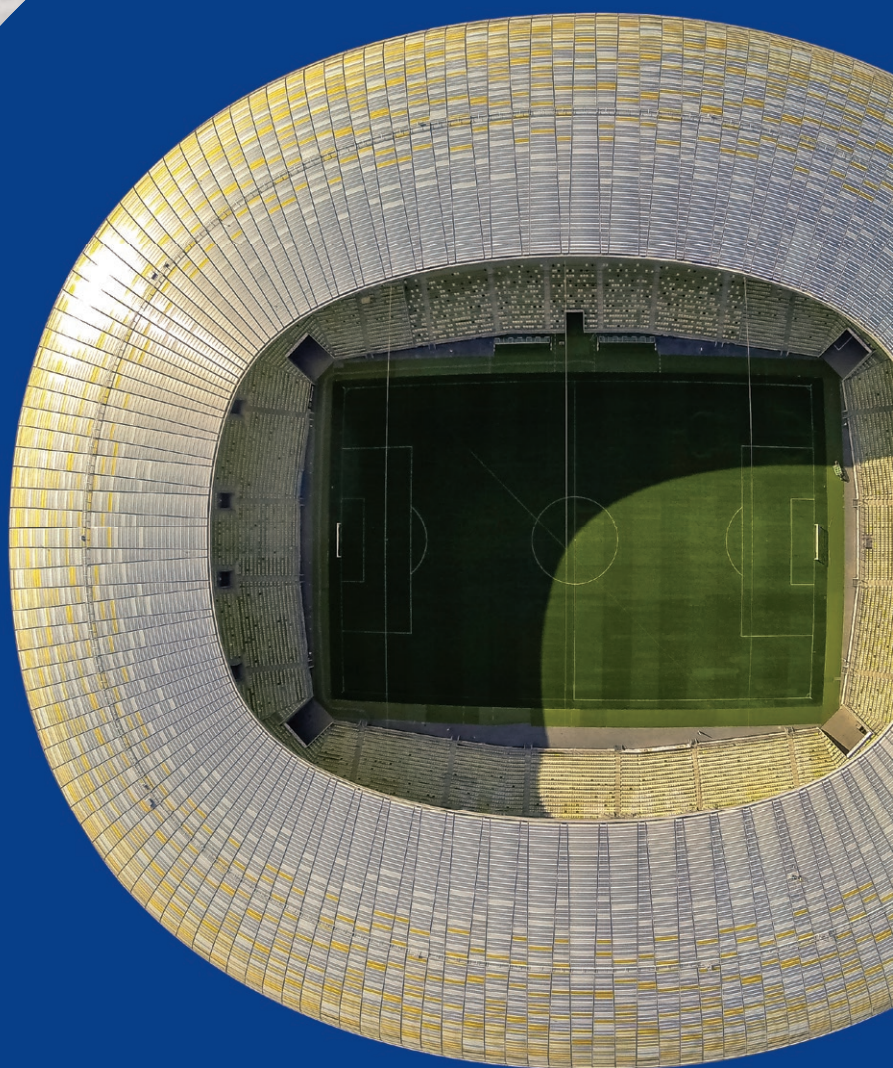




BAŁTYCKI KONGRES
MARKETINGU SPORTOWEGO

24-25th November 2015

Stadium in Gdańsk Letnica



INVITATION FROM THE ORGANISERS

Sport as one of sources of positive emotions enjoys, without any doubt, a considerable interest of people of all ages. Those people, apart from their greater or lesser involvement in various kinds of sport, are also conscious voters and consumers. This entails a natural interest in sports not only of the business community as well as local and regional local self-governments, but also of the academic world and mass media.

During the era of increasing importance of internet in the achievement of sales targets, not only large corporations, but mainly the small and medium-sized companies look for efficient and lasting solutions, which would allow them to reach fans of their preferred sport with their offer. Thanks to various information technology solutions, the fans themselves may to an increasing extent exert their influence on the world of sports, and thus on business, governments, academic institutions or the media.

All those processes result in an increasing importance of Sport Business Intelligence, that is a set of rules concerning collection of data about sport fans, their further analysis and practical knowledge about their effective use in sales related processes. Knowledge concerning the above mentioned issues allows as well to consciously and efficiently exploit the potential of the sport infrastructure. However, for many years now a gradual decline of importance of factual and actual presence of large number of fans at a given sport event is observed. However, the importance of the number of people, who have not only received information, but first of all have taken part in the sport event „on-line” is increasing.

We also need to bear in mind, that sport, as one of the key branches of the leisure time industry has to cope with a growing competition of other branches of this industry, one of the most important revenue generators of modern economy. During each former edition of the BKMS a number of key persons from the business community, governments, academic institutions and the world of sports have shared their practical experience and have initiated new business projects. A similar situation is going to develop during this year's – third edition of the BKMS.

It is worth to add, that this year's congress will be complemented with the 1st edition of the “BKMS EXPO”, as well as with the “Sport in Digital Media Convent [SIDMC]”. Thanks to the cooperation with the Sport Business School of Finland, the catchphrase of this year's BKMS is going to be: „Passion, Respect & Fun”.

We are very much interested to not only deliver valuable knowledge, but to provide conditions for developing mutual relationships among many participants, so that new projects, involving numerous reliable partners, could effectively emerge.

I would very much like to invite you to the „sunny November excursion to the seacoast” :)
With expressions of respect, a polite bow and a handshake,

Andrzej B. Piotrowicz

President of the Board
of the Baltic Cluster of Leisure Time Industry



ABOUT THE CONGRESS



„We have met once more within the framework of the Baltic Congress of Sport Marketing. We share here our experience, we discuss, how sport may become a good communication tool as well as how sport may become a good tool to do business.”

Robert Korzeniowski

Olympic, World and European champion in power walking, social activist

„The activities of Kulczyk Investments are related to investing in sport, in which we, the Poles, may represent Poland and conquer the world...”

Dominika Kulczyk

Vice-president of the Polish Olympic Committee and Member of the Supervisory Board of Kulczyk Investments



Why did we meet at the PGE Arena organising the BKMS? Because it is the most beautiful stadium and a very beautiful business model is emerging here. It makes sense to start sharing our knowledge and not just cumulate it in our own communities, so that only they could acquire benefits but also, unfortunately, they could experience failures.”

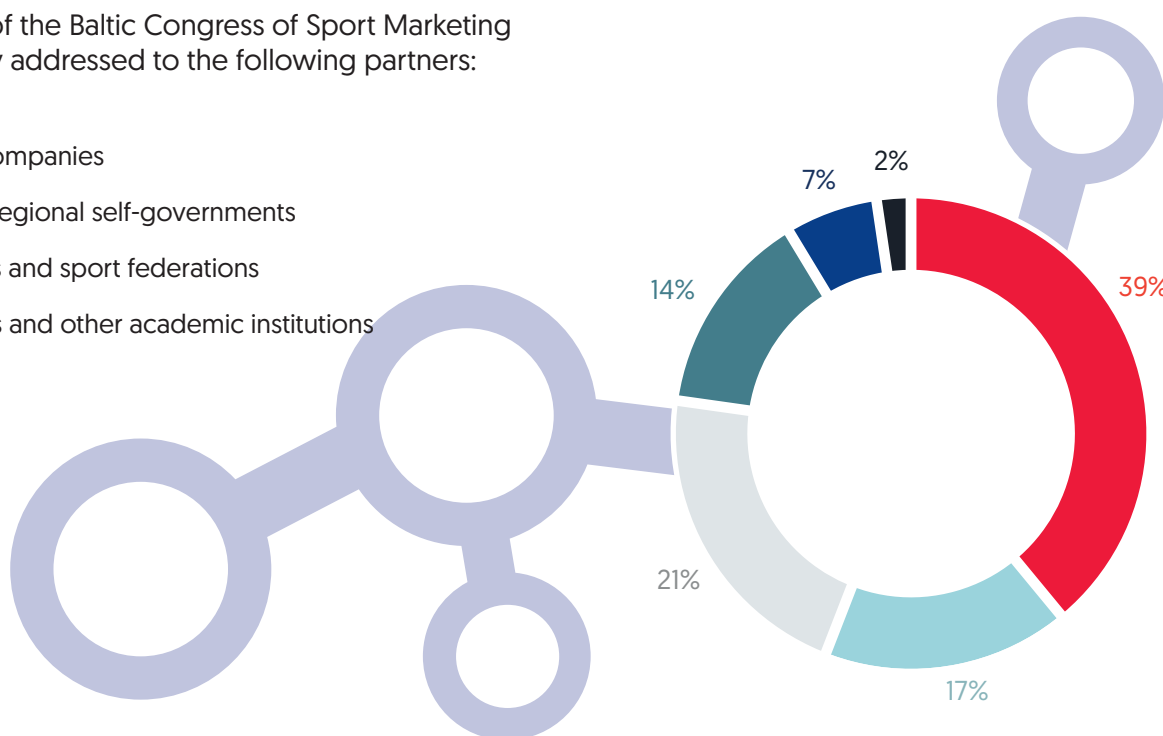
Andrzej Bojanowski

Vice President of the City of Gdańsk and President of the Board of the Association of Maritime Towns and Communes

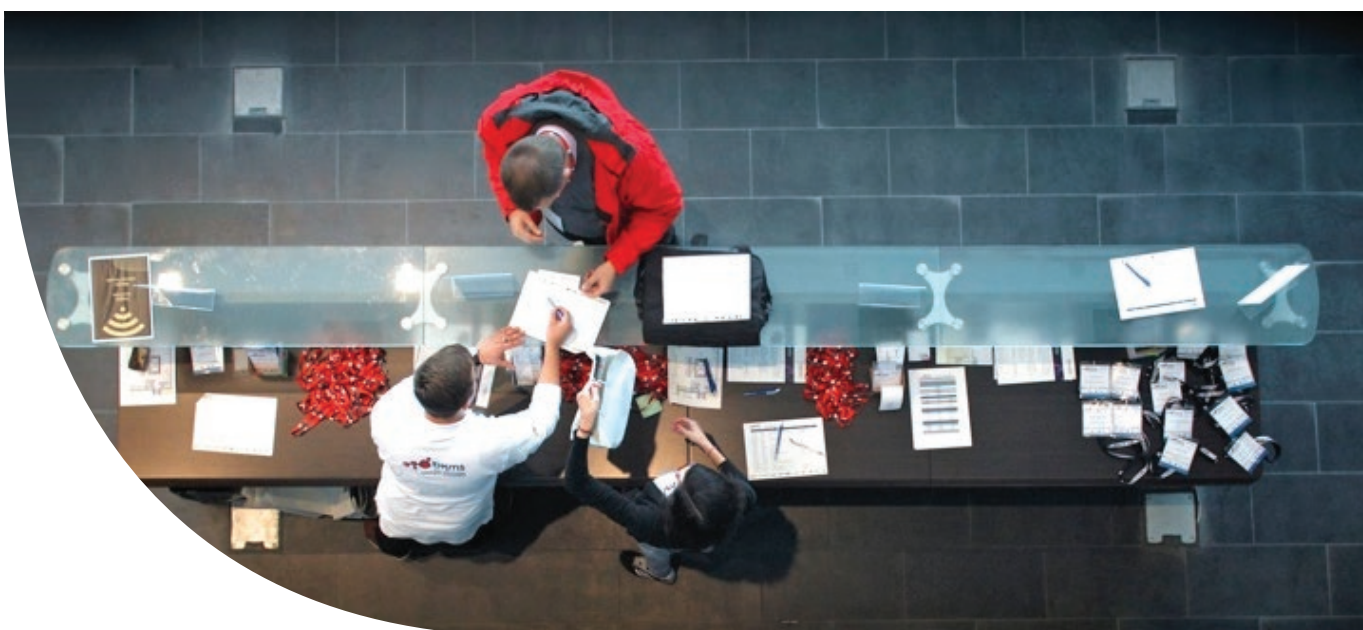
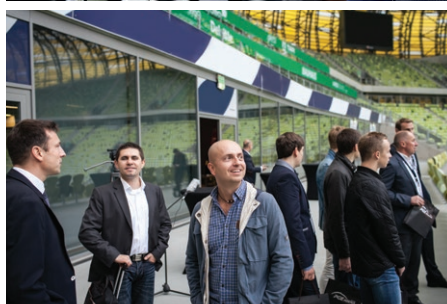
PROFILE OF PARTICIPANTS

The activities of the Baltic Congress of Sport Marketing are particularly addressed to the following partners:

- Business companies
- Local and regional self-governments
- Sport clubs and sport federations
- Universities and other academic institutions
- NGOs
- Media



FORMER EDITIONS



WHY IT IS WORTH TO TAKE PART

1. Great number of known, outstanding speakers of Polish and foreign background will share with you their practical knowledge about ways of exploiting the potential hidden in sports.
2. For the first time ever you will be able to take part in the Sport in Digital Media Convent, a two-days lasting event focused on sport marketing in digital media
3. Additionally you will have the opportunity to present you activities at the BKMS EXPO or at the Pitching Sessions.
4. You will meet a number of celebrities from the world of sport, business, self-governments, academia, NGOs and the media.
5. During those encounters you will be able to share with them your experience, and above all you will meet an excellent opportunity to start new business projects.
6. During the evening banquet at FUN ARENA you will have the opportunity to take part in go-cart races and use the ESCAPEROOMS.
7. You will also be able to meet the signatories of the Gdańsk Charter of Sport Marketing, which was signed at the 1st edition of the BKMS.



Information about the price of admission
and registration at the website:

www.bkms.pl



The Gdańsk Charter of Sport Marketing

The participants of the Baltic Congress of Sport Marketing held in Gdańsk
on 19th-20th September 2013 declare their support to:

1. The creation of multidimensional, system solutions for the integration and co-operation of local self-governments, sport clubs and federations, small and medium-sized enterprises, corporations, media, NGOs, as well as academic centres at the local, regional, national and international level.
2. Actions aimed at overcoming challenges connected with overweight, obesity and other civilisation diseases.
3. The initiation of regular collecting of qualitative and quantitative data during sport events, aimed at the improvement of the quality of their organisation, what would result in an increase in the attractiveness of sports as an important sector of leisure time industry.
4. Use the potential of people, who have acquired earlier practical experience while organising sport events in the organisation of subsequent cyclical sport events of a large, medium and small scale.
5. Training of managers, supporting Polish sport clubs and federations within the framework of national and international formal and informal education initiatives.
6. The development of various programmes of studies or other forms of personal development for athletes who finish their competitive sport careers to fully use the capital of their knowledge, experience and skills.
7. The introduction of tax regulations for small and medium-sized enterprises to encourage them to sponsor sport within the framework of their Corporate Social Responsibility programmes.
8. Use the sport and leisure time infrastructure for 7 days per week, 24 hours per day, in particular the one which was created thanks to the financial support of the European Union.

While implementing the stipulations of the Gdańsk Charter of Sport
Marketing we would like to create new perspectives
of development of Polish sports.



PROGRAMME

3rd edition of the Baltic Congress of Sport Marketing

The BKMS will take place at the first and the second level of the stadium.

24th November 2015

REGISTRATION OF PARTICIPANTS			
10:03	WELCOME ADDRESS		
10:07	OPENING OF THE FIRST DAY OF THE CONGRESS		
10:23	ORGANIZATION OF SPORT EVENTS OF A GLOBAL CHARACTER		
10:53	EUROPEAN MEN'S HANDBALL CHAMPIONSHIPS 2016 or a story about results expected after the end of championships		
11:53	DEBATE: "BREAD OR GAMES? IS SPORT A REMEDY FOR ALL ILLS OF CONTEMPORARY WORLD?"		
13:07	Lunch / Networking		
14:37	WHO BENEFITS? or tax exemptions for supporters of sports	DESK-CEILING, CEILING-DESK or about the need to make research studies about sport events	THE RIGHT TO THE NAME is it worth to be a titular sponsor?
15:37	Networking		
15:57	WHAT JACK LEARNS IN HIS EARLY YEARS... children's sports marketing	IS IT POSSIBLE? IT IS POSSIBLE, AND EVEN WORTH IT! or about successes in smaller communities	SPORT AS AN INSTRUMENT OF CREATING BUSINESS CULTURE or how to create relationships, not only business related ones
16:57	Networking		
17:17	BECOMING COMMITTED & PROVIDING SUPPORT or about various forms of education and financial support	SHORT DISCOURSE AMONG THREE PERSONALITIES... or about the so-called branch sport initiatives	STRONG STRIKE or about activities aimed at promotion of martial sports
18:17	CLOSING OF THE FIRST DAY OF THE CONGRESS		
20:03	Banquet accompanied with an opportunity to use the ESCAPEROOMS and take part in a go-cart race in the Sport and Recreation Centre of the stadium		

25th November 2015

	REGISTRATION OF PARTICIPANTS		
10:03	WELCOME ADDRESS		
10:13	TRENDS OF CONSUMER BEHAVIOUR IN THE LEISURE TIME INDUSTRY		
10:43	FESTIVAL OF RUNNING - 5 YEARS OF PRACTICAL EXPERIENCE		
11:33	ONLY THOSE, WHO DO NOT GIVE UP, WIN		
12:03	DEBATE: SUCCESS IN SPORT AND IN BUSINESS SHOULD THE THIRST FOR SUCCESS HAS TO BE GREATER THAN THE FEAR FROM FAILURE?		
13:07	Lunch / Networking		
14:37	IS IT WORTH TO PAINT THE GRASS GREEN? or about the management of sport infrastructure	SPORT & TRANSPORT or about the experience of co-operation among public transport operators and sport clubs	IT IS NOT AS SIMPLE AS A HOT DOG... or about provision of catering services during sport events
15:37	Networking		
15:57	WE LEARN FROM MISTAKES or about legal aspects during sport events	IT WAS WONDERFUL... or how to create atmosphere during sport events	PITCHING SESSION or it is worth to learn the wealth of various initiatives
16:57	SUMMING UP OF THE 3RD BALTIC CONGRESS OF SPORT MARKETING		
	CLOSING OF THE SECOND DAY OF CONGRESS		

INVITATION TO THE 4TH BALTIC CONGRESS OF SPORT MARKETING

The Programme and speakers, as well as the scope of their contributions, may be subject to change

1st edition of the Sport in Digital Media Convent

The SIDMC will take place at the zero level of the stadium.

24th November 2015

REGISTRATION OF PARTICIPANTS			
10:03	WELCOME ADDRESS		
10:07	OPENING OF THE FIRST DAY OF THE CONVENT		
10:17	DIGITAL MARKETING FROM THE POINT OF VIEW OF A GLOBAL COMPANY		
11:23	DEBATE: GLOBAL PROMOTION OF POLISH SPORTS		
12:33	Networking		
12:53	WE HELP MINDFULLY or what tools need to be applied while running social campaigns?	TWITTER IN PRACTICE or practical tips how to tweet at the company website	AS YOU SEE, NOTHING CAN BE SEEN IN THIS FOG or about the development of digital media involved in sport
13:53	Lunch / Networking		
14:23	JOY, BEAUTY, PAIN AND TEARS or about presenting emotions in football	WE MAKE VIDEO FILMS or why audio-visual material become key factors in sport promotion?	SO EXPENSIVE! or about pricing the events
15:33	Networking		
15:53	TODAY ONLY SEVERAL DOZEN TWEETS or about hard work of a press spokesperson	TRANSMITTING VALUES FROM GENERATION TO GENERATION or about the fact, that sport without tradition is like the beach without sun	PITCHING SESSION or it is worth to learn the wealth of various initiatives
16:53	CLOSING OF THE FIRST DAY OF CONVENT		
20:03	Banquet accompanied with an opportunity to use the ESCAPEROOMS and take part in a go-cart race in the Sport and Recreation Centre of the stadium		

25th November 2015

REGISTRATION OF PARTICIPANTS	
10:03	WELCOME ADDRESS
10:17	DEBATE: GEMS PUT INTO HONEY GET SHINIER or about creation of athletes' image in digital media
11:37	Networking
12:07	DEBATE: LIVE STREAMING VS. MONETIZATION OPPORTUNITY OR A THREAT?
13:37	Lunch / Networking
14:37	SUMMING UP OF THE CONVENT
	CLOSING OF THE SECOND DAY OF CONVENT

INVITATION TO THE 2ND SPORT IN DIGITAL MEDIA CONVENT

The Programme and speakers, as well as the scope of their contributions, may be subject to change

STRATEGIC PARTNERS



ORGANISERS



MAIN SUPPORTING PARTNERS




















SUPPORTING PARTNERS



FORMER SPEAKERS OF THE BKMS



PRIZES AND AWARDS RECEIVED BY THE STADIUM IN GDANSK LETNICA

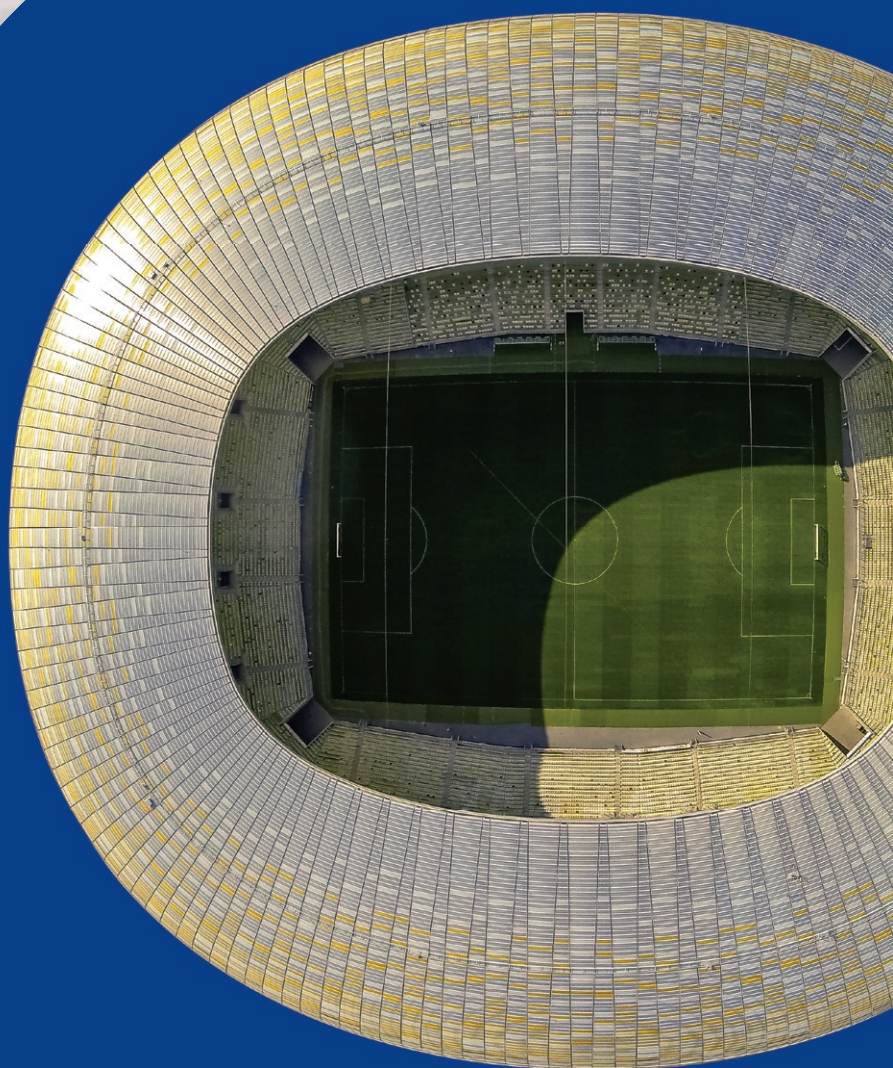
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|  1st place in the category „Best Sport and Tourist Product 2011” |  1st place in the category “Success of the Tri-City” in the plebiscite “Wings of the TriCity” |
|  1st place in the plebiscite „Sport Arena of the Year 2011” |  1st place in the “Orzeł Pomorski” (“Pomeranian Eagle”) plebiscite |
|  Distinction in the 6th edition of the “Disabled Persons Friendly Site 2011” |  Main Prize in the „Best Sport and Recreation Site 2012” competition |
|  1st place in the plebiscite „Stadium of the Year 2011” |  „Golden Olympic Laurel 2012” Award |
|  1st place for the design of the stadium granted by the RKW Rhode Kellermann Wawrowsky |  Bronze medal for the best sport and recreation object in the „Stadium” category |
|  “Distinguished contribution to the achievements of modern infrastructure for EURO 2012” Award |  Award for the site friendly to the disabled persons |
|  DEMES 2011 Award in the category „Sport site” |  Distinction of the internet fans in the „Site of the Year” competition in the Aluprof 2014 systems |
|  1st place in the category „Individually Assessed Sites” |  Laureate of the 3rd edition of „The Champ Awards” competition |
|  Distinction at the German Day of the Steel | |





BAŁTYCKI KONGRES
MARKETINGU SPORTOWEGO

PARTNER OFFER



PARTNERSHIP OFFER

Information about the congress will be displayed to 10 million viewers via RichMedia banners.

Participation in Pitching Session

Congress tickets for 2 participants

Presentation during Pitching Session

750,00 PLN + TAX

Stand on BKMS EXPO

Logo on

website

printed materials

RichMedia – 15 000 views

Information about partner

congress newsletter

through social media

on our website

Congress tickets for 2 participants

Other benefits

partner logos on stadium large video screens
(duration = 10 times a day)

Stand on BKMS EXPO
[price depends on the area and the availability of the stand]

Access to the lodge for one hour business meeting (max 10 persons)

3 750,00 PLN + TAX



Silver Pack

Logo on

website

printed materials

RichMedia - 75 000 views

Information about partner

congress
newsletter

through
social media

on our
website

Congress tickets for 4 participants

Other benefits

partner logos on stadium
large video screens
(duration = 10 times a day)

banners and roll-ups
inside the stadium
(delivered by the partner)

Access to the lodge for one hour business meeting (max 10 persons)

5 750,00 PLN + TAX

Gold Pack

Logo on

badges

lanyards

bands

website

printed
materials

RichMedia - 25 000 views

Information about partner

congress
newsletter

through
social media

on our
website

Other benefits

partner logos on stadium
large video screens
(duration = 10 times a day)

banners and roll-ups
inside the stadium
(delivered by the partner)

Video advertising of the partner
in the stadium television
(max 10 spots 30" during each day of the congress)

Congress tickets for 6 participants

Partner materials in the welcome packs

Clothing 1 set

Access to the lodge for one hour business meeting (max 10 persons)

8 750,00 PLN + TAX

Strategic Partner

Logo on

badges

lanyards

bands

website

printed materials

front desk area

flag with a partner logo
in front of the stadium

on the press wall

RichMedia - 25 000 views

Information about partner

congress
newsletter

through
social media

on our
website

Congress tickets for 8 participants

Clothing

2 sets

embroidered logo on clothes of the staff

Other benefits

photo exhibition
in the corridors of the stadium

audio advertising
during breaks

filming video material
in the press corner

partner logos on stadium
large video screens
(duration = 10 times a day)

banners and roll-ups
inside the stadium
(delivered by the partner)

Partner presentation during Pitching Session

Access to the lodge for one hour business meeting (max 10 persons)

Partner materials in the welcome packs

18 750,00 PLN + TAX



Main Partner

Logo on

badges

lanyards

bands

website

printed
materials

front desk area

flag with a partner logo
in front of the stadium

on the press wall

Information about partner

congress
newsletter

through
social media

on our
website

Other benefits

photo exhibition
in the corridors of the stadium

audio advertising
during breaks

filming video material
in the press corner

partner logos on stadium
large video screens
(duration = 10 times a day)

banners and roll-ups
inside the stadium
(delivered by the partner)

Access to the lodge for one hour business meeting (max 10 persons)

RichMedia - altogether 500 000 views

Congress tickets for 10 participants

Clothing

3 sets

embroidered logo on clothes of the staff

VIP

Partner presentation during Pitching Session

Stand on BKMS EXPO
(price depends on the area and the availability of the stand)

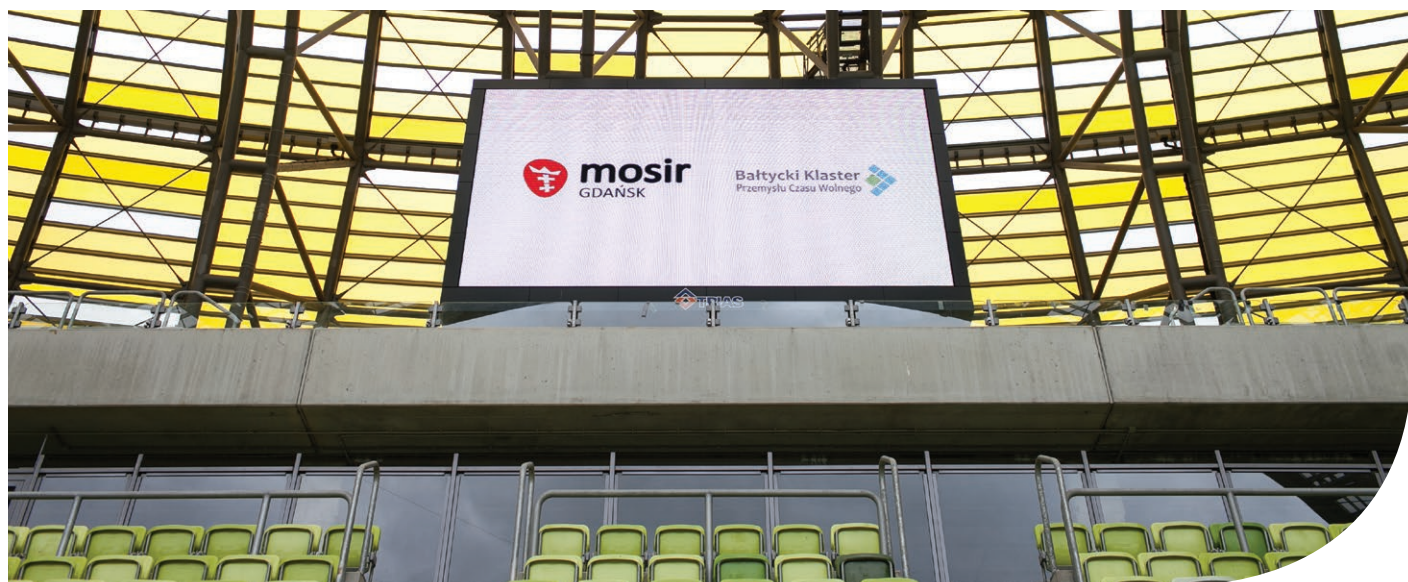
Partner materials in the welcome packs

Go-carts Racing Cup (the title of event partner)

ESCAPEROOMS prizes (the title of event partner)

Report after congress

34 750,00 PLN + TAX



	PITCHING SESSION	BKMS EXPO	SILVER PACK	GOLD PACK	STRATEGIC PARTNER	MAIN PARTNER
Logo on website		✓	✓	✓	✓	✓
Logo on printed materials		✓	✓	✓	✓	✓
RichMedia		✓	✓	✓	✓	✓
Information about partner - congress newsletter		✓	✓	✓	✓	✓
Information about partner on our website		✓	✓	✓	✓	✓
Information about partner through social media		✓	✓	✓	✓	✓
Tickets for whole congress	1	2	4	6	8	10
Partner logos on stadium large video screens (duration = 10 times a day)		✓	✓	✓	✓	✓
Access to the lodge for one hour business meeting (max 10 persons)		✓	✓	✓	✓	✓
Banners and roll-ups inside the stadium (delivered by the partner)			✓	✓	✓	✓
Logo on badges, lanyards, bands				✓	✓	✓
Partner materials in the welcome packs				✓	✓	✓
Clothing for participants				✓	✓	✓
Video advertising of the partner in the stadium television (max 10 spots 30" during each day of the congress)				✓	✓	✓
Audio advertising during breaks					✓	✓
Flag with a partner logo in front of the stadium					✓	✓
Logo on front desk area					✓	✓
Logo on the press wall					✓	✓
Photo exhibition in the corridors of the stadium					✓	✓
Partner presentation during Pitching Session	✓				✓	✓
Filming video material in the press corner					✓	✓
Clothing embroidered logo on clothes of the staff					✓	✓
Clothing for VIP						✓
Evening banquet (the title of event partner)						✓
Go-carts Racing Cup (the title of event partner)						✓
ESCAPEROOMS prizes (the title of event partner)						✓
Report after congress						✓
Stand on BKMS EXPO (m2)		4 m ²	(price depends on the area and the availability of the stand)			
PACK PRICE*	750 PLN	3 750 PLN	5 750 PLN	8 750 PLN	18 750 PLN	34 750 PLN

* All prices quoted are net prices, which do not include 23% VAT.

FOR MORE INFORMATION CONTACT:

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SEE YOU AT
THE CONGRESS