

DUTCH AERIAL & POLE FEDERATION

SPONSOR OPTIONS NK AERIAL & POLE

(DUTCH CHAMPIONSHIPS)

**MAY 7 & 8 2022
VAN DER KNAAPHAL, EDE**

NK@DAPF.NL

WWW.DAPF.NL



INTRO

The NK Aerial & Pole (Dutch Championships) is organized by the Dutch Aerial & Pole Federation (DAPF). The volunteers of this national federation have been doing this for a number of years, previously under the flag of Paalsport Bond Nederland. For the Dutch Championships DAPF works together with the International Pole Sports Federation (IPSF). Since 2021, DAPF is also affiliated with the NOC*NSF (olympic committee and gouvernement), through the NADB (dance federation).

More and more people are discovering that Aerial en Pole are sports with a high entertainment value, making the Dutch Championships a fun activity, not only for participants, but also as audience. After a digital corona-proof edition last year and a canceled edition the year before, everyone is eager to be part of a live event full of aerial and pole, meeting others who share this passion and the chance to perform for an audience. That's exactly what the NK Aerial & Pole is!

The "NK" had been the largest event in the community for years. With 5 disciplines, of which the sport disciplines have 2 divisions, the Dutch Championship continues to grow. In addition, participants from Belgium and other countries are again expected for the Open Competition. This is part of the event and accessible to athletes who do not have a national championship in their own country, so they are able to qualify for the World Championships organized by IPSF.

SPONSORSHIP

Because we do not receive subsidies, the main sources to fund the event are ticket-sales and participant fees. In order to balance the budget we hope to receive support from companies, entrepreneurs and possibly also sympathizers. In exchange for financial support, we have various options to give brands exposure. We made package-deals and have smaller options. All sponsor options are easy to purchase at our [webshop on www.dapf.nl](http://wwwshop.dapf.nl) or write us an email.

In addition to financial support, we are also looking for contributions to our raffle. These can be products, but also services via vouchers. We are open to all ideas and if you would like to make something available, please email us at nk@dapf.nl. Contributors will be mentioned on our website, in our program booklet, in social media posts and during the event.

If you have a different idea or a counter-proposal after reading the options, we would like to hear from you. Will you be part of making this edition a succes?

Dutch Aerial & Pole Federation

MAIN SPONSOR

ONLY ONE AVAILABLE!

As Main Sponsor you give the most but you also get a lot in return! Maximum promotion before and during the NK Aerial & Pole. Everyone will see your brand frequently and as you know: repetition is the power of promotion.

The sponsor-package offers you:

- Your logo, link and company description on www.dapf.nl
- Maximum exposure on social media: Mention with link on **every** post during the NK-weekend. Pre-post with logo and link on Facebook and Instagram and mention in the description of the Facebook event.
- The option to fill a paragraph, e.g. with a digital banner in every newsletter up to the event. Also in every newsletter placement of your logo with link.
- Full page (A5 portrait) in the program booklet.
- Vendor-spot to sell your service or product, if still available. If not: € 50 credit to spend on small sponsorship options (without the discount).
- The option to place 3 of your banners:
 - ▶ On or near the stage
 - ▶ At the entrance
 - ▶ Backstage
- 8 free tickets for the entire NK-weekend.
- 50% discount on additional entrance tickets, up to a maximum of 10 tickets.
- Verbal mention by the presenter twice a day.
- Your logo in the intro of each participant video. These will be published on YouTube after the event and will also be promoted on social media and on our website.
- Mention of your sponsorship in press releases.
- Your logo on the poster that is distributed nationally s.a. through studios.
- The possibility to have your flyer handed out at the cash register/ticket control.
- 50% discount on the purchase of small sponsor options.

We ask that you donate a raffle prize(package). The raffle prizes are also promoted, which gives you extra exposure.

Costs: € 3000,00 + raffle prize

[BUY THE MAIN SPONSORSHIP HERE](#)

GOLDEN SPONSOR

As Golden Sponsor you receive many opportunities to promote your company. We ensure that you will be “in the picture” in several ways, because you contribute significantly to our possibilities to organize the Dutch Championships in a grant way.

The sponsor-package offers you:

- Your logo, link and company description on www.dapf.nl
- Exposure on social media: Mention with logo and link on Facebook and Instagram and mention in the description of the Facebook event.
- The option to fill a paragraph, e.g. with a digital banner in every newsletter up to the event. Also in every newsletter placement of your logo with link.
- Full page (A5 portrait) in the program booklet.
- Vendor-spot to sell your service or product, if still available. If not: € 50 credit to spend on small sponsorship options (without the discount).
- The option to place 2 of your banners (choose 2 from):
 - ▶ Near the stage
 - ▶ At the entrance
 - ▶ Backstage
- 6 free tickets for the entire NK-weekend.
- 40% discount on additional entrance tickets, up to a maximum of 10 tickets.
- Verbal mention by the presenter once a day.
- Your logo in the outro of each participant video. These will be published on YouTube after the event and will also be promoted on social media and on our website.
- Mention of your sponsorship in press releases.
- 25% discount on the purchase of small sponsor options.

We ask that you donate a raffle prize(package). The raffle prizes are also promoted, which gives you extra exposure.

Costs: € 1500,00 + raffle prize

[BUY THE GOLDEN SPONSORSHIP HERE](#)

SILVER SPONSOR

As Silver Sponsor you receive various promotional opportunities. In addition, you have the option to sell your products or services as a vendor during the event and you will be promoted on social media.

The sponsor-package offers you:

- Your logo and link on www.dapf.nl
- Post with logo and link on Facebook and Instagram
- The option to fill a paragraph, e.g. with a digital banner in 3 newsletters.
- Half page (A6 horizontal) in the program booklet.
- Vendor-spot to sell your service or product, if still available. If not: € 50 credit to spend on small sponsorship options (without the discount).
- The option to place 1 of your banners at the entrance or backstage (your choice)
- 4 free tickets for the entire NK-weekend.
- 30% discount on additional entrance tickets, up to a maximum of 10 tickets.
- 15% discount on the purchase of small sponsor options.

We ask that you donate a raffle prize(package). The raffle prizes are also promoted, which gives you extra exposure.

Costs: € 750,00 + raffle prize

[BUY THE SILVER SPONSORSHIP HERE](#)

BRONZE SPONSOR

The best option for smaller companies with a more limited promotional budget. As a Bronze Sponsor you get the most out of your own potentiality.

The sponsor-package offers you:

- Your logo and link on www.dapf.nl
- Post with mention and tag on Facebook and Instagram
- The option to fill a paragraph, e.g. with a digital banner in 2 newsletters.
- Quarter page (A7 portrait) in the program booklet.
- Vendor-spot to sell your service or product, if still available. If not: € 50 credit to spend on small sponsorship options (without the discount).
- 2 free tickets for the entire NK-weekend.
- 20% discount on additional entrance tickets, up to a maximum of 10 tickets.
- 10% discount on the purchase of small sponsor options.

We ask that you donate a raffle prize(package). The raffle prizes are also promoted, which gives you extra exposure.

Costs: € 300,00 + raffle prize

[BUY THE BRONZE SPONSORSHIP HERE](#)

VENDOR

LIMITED SPOTS!

The entrance area of the NK Aerial & Pole offers a beautiful space for vendors. Here, the audience strolls around before and between program components. Since the stands are passed when entering the competition area, there is a lot of influx for potential customers. As a vendor you have the opportunity to put your products or services in the spotlight and you are free to carry out sales as well. The norm is to provide you with a large table, but in consultation with us you can setup the place in a different way.

The sponsor-package offers you:

- Rent of a single table (or similar space) for the entire event-weekend, to be filled according to your own wishes with own banners, flyers, products and such.
- Mention on www.dapf.nl with link
- Social media: vendors will be announced in advance on Facebook and Instagram.
- 2 free tickets for the entire NK weekend. This number of persons is also our expectation of persons present at the stand (at least 1 - max 3 people)
- 5% discount on the purchase of small sponsor options.

THERE ARE LIMITED SPOTS AVAILABLE.
PREVIOUS EDITIONS WERE SOLD OUT QUICKLY, SO BE FAST!

We ask that you donate a raffle prize(package). For vendors the minimum value must be € 25,00. The raffle prizes are also promoted, which gives you extra exposure.

The vendor-stand must be built up before the start of the competition, i.e. on Saturday morning. It is not allowed by IPSF to offer exotic-related product (e.g. pleaser-like shoes or burleske items). Keep it family-friendly!

Costs: € 75,00 + raffle prize (min. value of € 25,00)

[BUY YOUR VENDOR SPOT HERE](#)

SMALLER OPTIONS

We are also looking for contributions to our raffle. These can be products, but also services via vouchers. We are open to all ideas and if you would like to make something available, please email us at nk@dapf.nl. Contributors will be mentioned on our website, in our program booklet, in social media posts and during the event.

These options can be purchased separately. If you combine them with a sponsor package, there is a discount, as stated with the package.

PROGRAM BOOKLET

At the National Championship an A5 program booklet is presented to all athletes and attendees, which offers you various options.

Full page (A5 portrait)	€ 150,00
Half page (A6 horizontal)	€ 100,00
Quarter page (A7 portrait)	€ 60,00
Your product in the article “featured products”	€ 30,00

BANNERS

The venue offers several places for a banner. You need to provide the banner yourself in a size that is determined together.

Banner at the entrance, visible for at least all attendees	€ 50,00
Banner near the stage, visible for at least the audience	€ 80,00
Banner backstage, visible for at least athletes and volunteers	€ 30,00

OTHER OPTIONS

Logo on the poster (nationwide distribution)	€ 125,00
Verbal mention by presenter during event (per mention)	€ 15,00
Your flyer handed out (provide flyers yourself)	€ 25,00
One-time paragraph in the newsletter (f.e. banner)	€ 50,00
Advertorial about your service or product on social media with link	€ 75,00
Logo in intro participants videos on YouTube (online after event)	€ 125,00
Logo in outro participants videos on YouTube (online after event)	€ 100,00

[BUY THE SMALLER OPTIONS HERE](#)

COMPARISON OF THE PACKAGES

	MAIN SPONSOR € 3000,00 + raffle prize	GOLDEN SPONSOR € 1500,00 + raffle prize	SILVER SPONSOR € 750,00 + raffle prize	BRONZE SPONSOR € 300,00 + raffle prize	VENDOR € 75,00 + raffle prize (min. €25)
WEBSITE	Logo, link, company description	Logo, link, company description	Logo, link	Logo, link	Mention met link
SOCIAL MEDIA	Post with logo and link on Facebook and Instagram. Mention in the description of the Facebook event. Mention with link on every post during the NK-weekend.	Post with logo and link on Facebook and Instagram. Mention in the description of the Facebook event.	Post with logo and link on Facebook and Instagram.	Post with mention and tag on Facebook and Instagram.	Post with mention and tag on Facebook and Instagram, together with other vendors.
NEWSLETTER	Every newsletter until the event paragraph-option. In every newsletter until the event your logo and link.	Every newsletter until the event paragraph-option.	In 3 newsletter paragraph-option.	In 2 newsletter paragraph-option.	-
PROGRAM BOOKLET	Full page	Full page	Half page	Quarter page	-
VENDORSPOT FOR 2 DAYS	YES, if still available (alternative is budget)	YES, if still available (alternative is budget)	YES, if still available (alternative is budget)	YES, if still available (alternative is budget)	YES
BANNER	1x banner on/near stage 1x banner at entrance 1x banner backstage	2x banner, choose from: near stage, at entrance or backstage	1x banner, choose from: at entrance or backstage	-	-
FREE TICKETS	8 tickets	6 tickets	4 tickets	2 tickets	2 tickets
DISCOUNT TICKETS	50% on max. 10 tickets	40% on max. 10 tickets	30% on max. 10 tickets	20% on max. 10 tickets	-
VERBAL MENTION PRESENTER	Twice a day	Once a day	-	-	-
YOUTUBE	Logo intro	Logo outro	-	-	-
PRESSRELEASE	YES	YES	-	-	-
LOGO ON POSTER	YES	-	-	-	-
FLYER HANDOUT	YES	-	-	-	-
DISCOUNT SMALLER SPONSOROPTIONS	50% discount	25% discount	15% discount	10% discount	5% discount