



**BARÇA
INNOVATION HUB**

XI ASPC INTERNATIONAL FORUM ON ELITE SPORT

**11th
edition**

**XI ASPC
INTERNATIONAL
FORUM ON ELITE
SPORT**

SPONSORSHIP OPPORTUNITY

**October 10-11th, 2019
Camp Nou, Barcelona**

CAR





**BARÇA
INNOVATION HUB**

CAR



CENTRE D'ALT
RENDIMENT



ASPC

ASSOCIATION OF SPORT
PERFORMANCE CENTRES

Welcome

As the General Secretary of Sports of the Catalan Government and President of the Board of Directors of CAR Sant Cugat I am more than proud to host the XI edition of the International Forum on Elite Sport in Barcelona. I welcome international attendees and invite them to enjoy another big step of the Forum on Elite Sport with constructive and enriched discussions about innovation and sport performance under the consolidated knowledge generated by CAR and F.C. Barcelona.

The sportive tradition of Catalonia is well known in the international sport community and CAR Sant Cugat and F.C. Barcelona are good examples of this passion for sport.

The Forum will bring us the opportunity to share with new countries and centers all over the world the spirit of our willing to improve sport through innovation, sustainability and best practices in the emblematic city of Barcelona.

Gerard Figueras
Secretary General for Sports
Catalan Government





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Welcome

The Association of Performance Centres (ASPC) is excited and delighted to join with Barca in offering the XI Forum on Elite Sport. The ASPC has a rich history of continuous learning. The ASPC is all about sharing, about continuous improvement and about developing and elevating high performance sport across the globe. The Forum attracts key sport leaders from across the world and is an excellent opportunity to share new products, to showcase new equipment and to connect with influential sport leaders in the high-performance training Centre environment.

The Forum is the place where these leaders are looking for new connections, new ideas and new ways to drive performance improvements, whether it be new products, new approaches or new technologies. The Forum is a powerful platform for you to meet face to face with new customers, reach out to existing clients and to promote your brand.

Dale Henwood
President
Association of Sport Performance Centres





Why should you sponsor this event?

For the first time, we've joined forces with ASPC and the CAR San Cugat to host the 11th edition ASPC XI International Forum on Elite Sports, at FCBarcelona's Camp Nou Stadium.

This 11th edition of the ASPC Forum on Elite Sports will be a unique opportunity for everyone that works in the field of elite sports to learn about integrative performance, leadership and management models in elite sports – among many other relevant challenges such as women in elite sports or E-sports.

Your benefits at a glance:

- ✓ Prominent placement of logo in promotional materials (online and in print)
- ✓ Prominent placement of logo in Conference materials on the day of the event
- ✓ On-site exposition space during the Conference
- ✓ Right to promote the Conference on social media
- ✓ Invitations to the Event & Gala Cocktail
- ✓ Preference to offer your company this sponsorship for the next edition of the Conference in 2021
- ✓ Presence on ASPC Newsletter 2019 to 2021



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BENEFITS IN DETAIL

▪ ASSOCIATION RIGHTS

Right to use (subject to prior consent) the BIHUB logo, name, symbols & colors in association with the Partner's

Brand, in communication, media campaigns, advertisement campaigns, events and product promotions.

▪ HOSPITALITY RIGHTS

- ✓ Event tickets: The partner will receive 3 attendance invitations to the event
 - ✓ Gala Dinner: The partner will be invited to the official gala cocktail to be held the day prior to the event at the CAR infrastructures.
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BENEFITS IN DETAIL

■ ADVERTISING RIGHTS

Prior to event promotion

- ✓ Prominent placement of logo on the official Event webpage
<https://barcainnovationhub.com/event/aspc-forum-elite-sport/>
- ✓ Prominent placement of logo in all flyers to be distributed in print and online

On site promotion:

- ✓ Partner logo to appear on the official photocall to be used for photos and video interviews with the speakers during the event.
- ✓ Partner logo to appear on all event roll-ups
- ✓ Partner logo to appear on big exterior tower (100x400 cm)
- ✓ Partner logo to appear on the big screens
- ✓ Partner logo to appear on the official event accreditations
- ✓ Partner logo to appear on the official conference program
- ✓ Exhibition booth: Partner will have to right to place an exhibition booth (exact size TBD) in the networking area outside the Auditori 1899. Possibility for other forms of product placement subject to further assessment between BIHUB and the partner.



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BENEFITS IN DETAIL

▪ DIGITAL ASSETS

- ✓ **Website:** Barça Innovation Hub

Logo presence on the BIHUB Event landing page: <https://barcainnovationhub.com/event/aspc-forum-elite-sport/>

- ✓ **CRM Campaign – Newsletter Barça Universitas:** Logo presence in the newsletter can be used for the promotion of the Partner's association with the event. The database from Barça Universitas consists of more than 300.000 users.

- ✓ **Social Media:** Posts featuring the partner on the Barça Innovation Hub social networks (exact numbers TBD - contingent on chosen sponsorship package*)

Facebook: ... () pieces posted on Facebook to be mutually agreed and

Twitter: ... () pieces posted on Twitter to be mutually agreed.

LinkedIn: ... () pieces posted on Twitter to be mutually agreed.

- ✓ **Event video:** Partner's exhibition booth and presence during the event to appear in the official video to be published on social networks after the event.
- ✓ **Partnership Communication on Partner's Digital Channels:** Right for the Partner to communicate about the partnership on their own channels and its activation and campaigns, as well as to use BIHUB brand elements (including events and congresses images) within the website and/or social media channels always enhancing the association with BIHUB. The BIHUB's elements may be used as per the Association Rights Package. 7



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▪ Investment Contribution

Fees: The following fee is applicable to the sponsorship of this event:

Open Promotional fee: (Negotiable): € 5.000

VAT: For avoidance of doubt and pursuant to Spanish Tax Law and to Article 44 of the amended VAT Directive 2006/112/EC, PARTNER will pay, upon the relevant invoice to be issued by BIHUB, the Valued Added Tax (VAT) related to any right, such as Hospitality Rights, You Play and Camps that are to be executed in Spain. Any change on this legislation or on its administrative interpretation will be communicated and duly justified to CPW. Both parties will determine the individual price of the rights to which VAT should be charged.

For avoidance of any doubt, during the agreement, BIHUB guarantees the exclusivity of all the rights granted to the Partner, within the territory of the agreement and the Partner's specific category.



PREVIOUS EVENTS





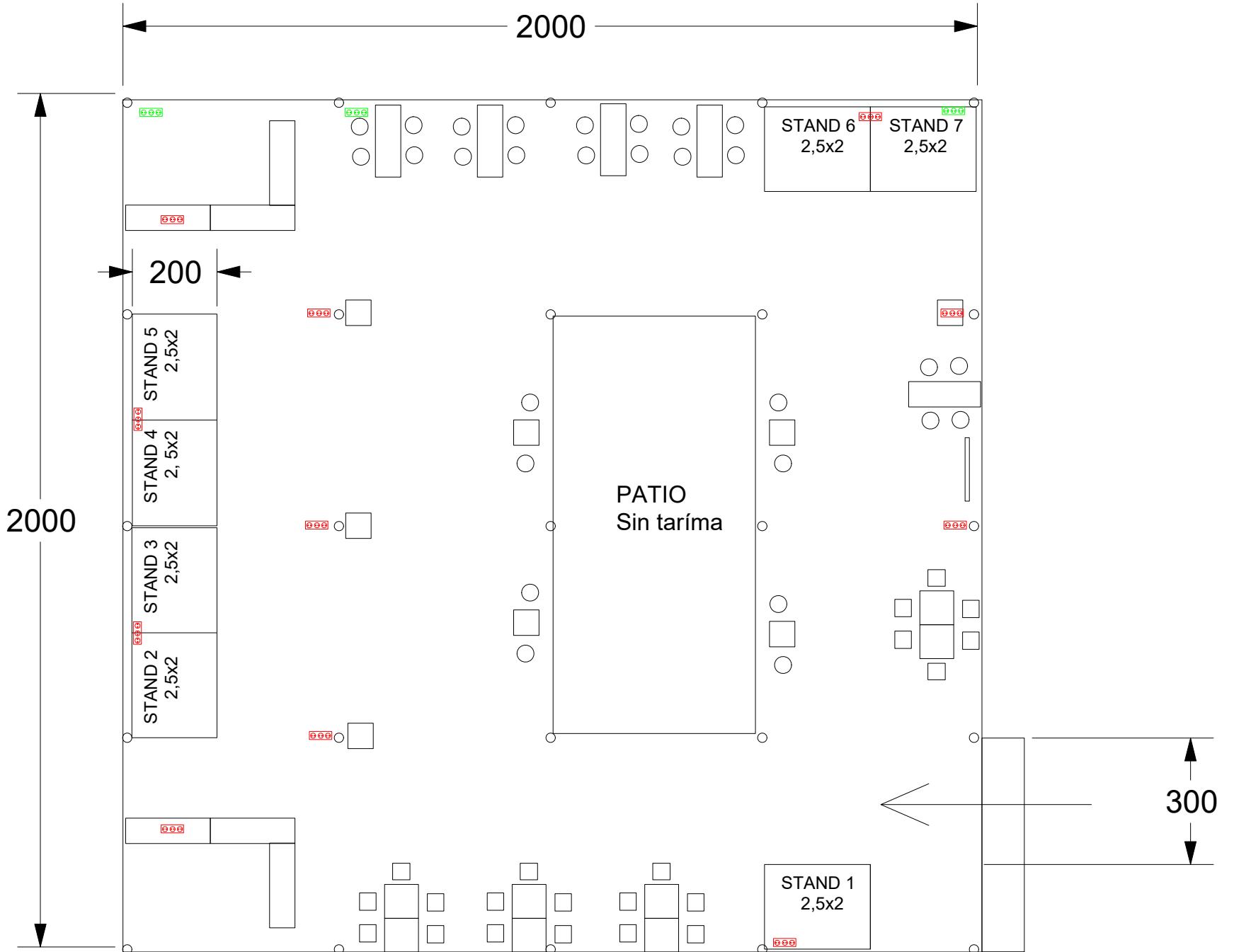
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For more information please contact:
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Estands en Carpas exterior Auditori
Del 10 al 11 de octubre
Sports Sience Week
7 estands de 5m2