

Regio 2 go

Preface

Over the past few weeks we have reconsidered our club's aspirations and ambitions for the future. Therefore, we worked out a concept which demonstrates future-oriented perspectives for both our club and potential sponsors.

Ambitions

- The new slogan "Regio 2 go" refers to our professional team's ambition of being promoted to the fourth German division within the next two years.
- Besides the focus on our professional team, the concept also places value on promoting and supporting young talents. Our U15 / U17 and U19 teams play in the *Niederrheinliga* (one league below the national league). The key to success? Specific talent development! With the help of specific development plans we fit young talents for playing in a professional league.
- In this context it is important to mention our cooperation with Rot-Weiss Essen which aims at promoting young talents in unison.

Club history

- The human and cultural level of a club is especially defined by the way it deals with tradition. It is a fateful delusion to believe that established ideas and concepts could be rejected, just because they are grounded on old experiences.
- You can find a detailed history of the traditional club ETB Schwarz-Weiss Essen on the following page: <http://www.etb1900.de>
- ETB Schwarz-Weiss Essen is the oldest football club in town. As the club per se was founded already in 1881, the football department was initiated by Otto Weber, Ewald Weber, Ewald Wirminghaus, Willy Wirminghaus, Gustav Kotthaus, Theodor Alten und Richard Born 19 years later, in the year 1900.
- Even though there were other football players in Essen at this time, ETB is the only football club which still exists in this form.
- Soon the club was promoted to higher leagues and was on a par with clubs such as FC Schalke 04. In 1914, Albert Bollmann was the first German international who came from within the ranks of the Black and Whites. In the course of years several others, e. g. Oliver Bierhoff, Jens Lehmann, Ata Lameck and Uwe Reinders, followed his example.
- In 1959, the club celebrated its biggest success so far. After a clear 5-2 victory against Borussia Neunkirchen, the team headed by Hans Wendland finally brought the *DFB Pokal* to Essen. During the course of the competition, top teams such as Hertha BSC Berlin and Hamburger SV were also eliminated.
- From 1974 to 1978 Schwarz-Weiss Essen was playing in the Second German Bundesliga. Since 1978 the club is playing in the fifth division.

Marketing and sponsoring

- In order to achieve our ambitions, it is essential for us to find partners with whom we can realize our visions in unison.
- First of all, we found a partner who supports our online marketing activities. In this context we will get a new website that is up to the latest standards.
- Furthermore, we will hold talks with our existing sponsors and partners in order to deepen,

but also update the cooperations. Some of these sponsors and partners are listed alongside.

- Prospective new partners shall be enabled to choose from a range of different sponsoring packages. There will be various possibilities, starting with shirt advertising through to perimeter advertising and micro sponsoring (crowdfunding). With our new micro sponsoring we want to enable medium-sized businesses to efficiently represent their own company already for a small financial expenditure. By next season, our pool of sponsors shall be extended with at least 30 more partners.
- Plannings for the next season are already running at full speed. We aim for a single-digit position in the league, thus we intend to specifically reinforce our professional team. Moreover, our youth teams are expected to live up on last season's success.
- Currently ETB is counting about 400 club members, about 200 of these in the youth sector. This number should be raised to 800 within the next two years. Another goal is to increase the average viewing per home game up to 800-1000. For this purpose, we will introduce our club at various events hosted at our stadium. These events will also be a good platform for our partners and sponsors to present their products and services.

Public image

- Our public relations work shall be intensified continuously. Prestige advertising is extremely important to us as it can further improve our club's specific and reputable image in public. For this purpose we will be in talks with the press and public media.

Partnership

- Become part of our black-and-white family and let us work on a positive development!
- Together and in unison – for your enterprising success and for the athletic performance of ETB.

We are looking for you!

Pricelist sponsoring (PDF)

Marketing packages

1. Shirt sponsor per season: € 40.000 plus VAT
2. Perimeter advertising around the pitch:
 - Per running metre / season: € 600 plus VAT
 - Material costs per running metre: € 100 plus VAT
3. Matchday programme
 - Whole page per match: € 500 plus VAT
 - Half page per match: € 250 plus VAT
 - Quarter page per match: € 150 plus VAT

If you place an advertisement for the whole season, we give a 15 % discount (of the total amount).
4. Micro sponsoring (crowdfunding): € 100 plus VAT per month
5. Sponsor of the day:
 - + Whole page in matchday programme
 - + Distribution of company flyers at the entry gate
 - + 2 VIP tickets
 - + Stadium announcement € 600 plus VAT
6. Stadium announcement / no. of spectators
 - + half page in matchday programme € 300 plus VAT
7. Advertisement on sweat suits
 - Backside per season: € 2000 plus VAT
 - 2 x sleeve per season: € 1500 plus VAT
8. Purchase of pitch lawn (symbolic)
 - Per m² € 110 plus VAT

100 euro are for the club's benefit, with 10 euro we support a social project.

Sponsors with annual contracts are listed on our website (including logo and link to their company's website).

Annual contracts are automatically extended to another year, if the contracts are not canceled both-sided at least 3 months before the contract period expires. The cancellation as well as any alteration must be drawn up in writing.

You will receive the bill separately by mail.

Commencement of contract:

End of contract:

Date:

Signature of sponsor:

Signature of sponsor recipient: