



EHF EURO EVENTS – HANDBALL AT ITS BEST

General Information

- Men's EHF EURO 2012, 17 – 29 Jan in Serbia
- Women's EHF EURO 2012, 04 – 16 Dec in the Netherlands
- World's best teams (World champion, Olympic champion)
- 16 top teams, 47 top class handball games
- Number one indoor sport in most European countries
- One of the fastest sports worldwide
- Fast growing popularity

Main audiences and values

- Key markets: Denmark, Germany, France, Norway, Spain, Sweden, Russia and Eastern Europe nations
- Target group profile: Male 30 – 69 years old, high income, above average education
- Image attributes: Competitive, exciting, international, demanding and attractive

Key media data (Men & Women edition 2010)

Constantly increasing figures in the past 10 years with strong free to air broadcast representation.

Men's EHF EURO 2010:

- Total broadcast time: 1245 hours
- Cumulated TV audience: 997 million viewers
- More than 65% market share in Croatia during the final match - France versus Croatia
- Average brand visibility: 348 hours

Women's EHF EURO 2010:

- Total broadcast time: 966 hours
- Cumulated TV audience: 313,85 million viewers
- More than 81% market share in Norway during the final match - Norway versus Sweden
- Average brand visibility: 193 hours

Partnership structure

- Official Presenting and/or Title Sponsor (one)
- Official Sponsors (eight)
- Timing & Graphic Sponsor (one)

Current partners

- AJ (men & women)
- bet-at-home.com (men)

Principal contractual rights

- Use of official designation "Official Sponsor"
- Rotating advertising boards
- Static advertising boards and floor advertising
- Sleeve advertising (all teams)
- Ten VIP tickets
- Use of official logo and official mascot
- Logo position on event website
- Access to event photos
- Post event media report