SPONSOR CONCEPT 2020

Let's crack the ice together ...

NORDIC
ICE
GAMES
2020

1. FEB. 2020
FREDERIKSHAVN - DENMARK
BY ISTØLT FREDERIKSHAVN

CONCEPT PRESENTATION

NORDIC ICE GAMES 2020 (NIG2020) is a show that combines an absolute top competition for Icelandic horses, with a nice and entertaining weekend for the whole family in FREDERIKSHAVN ISTØLT ARENA. This Event allows icehorse enthusiasts from Sweden, Norway and Denmark to participate in an unique event in Frederikshavn.

We expect 1.700 spectators in the ice arena. NIG2020 offers an extensive and varied program, with audience contests, market, puck games, cozy Nordic mood, a concert features and super close-ups of the horses on giant Big screen CUBE ... and much more.

Welcome to the **COOLEST** nordic icehorse event!

Be seen by more than 1.500 spectators in ISTØLT ARENA ... and 30.000+ online

SPONSORCONCEPT 2020

GENERAL sponsor - NORDIC ICE GAMES: 75.000 dkk.
For further information about GENERAL SPONSOR benefits and exposure
Contact: Jan Michael Madsen, phone: +45 2688 1717

GOLD sponsor - NORDIC ICE GAMES: 25.000 dkk.
For further information about GOLD SPONSOR benefits and exposure
Contact: Jan Michael Madsen, phone: +45 2688 1717

SILVER sponsor - NORDIC ICE GAMES: 12.500 dkk.
For further information about SILVER SPONSOR benefits and exposure
Contact: Jan Michael Madsen, phone: +45 2688 1717

STABLE sponsor: 25.000 dkk.

Winter Match Class Sponsor: 5.000 dkk.
4.1 - 5.1. and ICETOELT SPECIAL Class sponsor:

Other advertising options:

PUCK-game sponsor: 7.500 dkk.
Logo on Big screen / CUBE and you will be announced when prize winners will receive their prizes:

Big screen CUBE still ads 1.000 dkk.

Big screen / CUBE video ad without sound 3.000 dkk.

Ads in printed program:
1300 programs - distributed free to the spectators.

Full page ad: 2.500 dkk.

Half page ad: 1.500 dkk.

Further information
Contact: Jan Michael Madsen
Email: jmm@istoelt.dk - or call: +45 2688 1717

CAFETERIA

SHOPS

Booth/Shop Area
Larger than 15m²: 2.500,- dkk.

All prices excl. Danish VAT.

In 2020 Frederikshavn will be hosting NORDIC ICE GAMES 2020. A winter festival in Frederikshavn - Denmark for Icelandic Horses.

Preparations are well under way to offer superb tracks and facilities to the best Icelandic horses, and create a fantastic experience for more than 1.700 spectators from Sweden, Norway and Denmark in the ISTØLT ARENA, and for the more than 30.000 online viewers we expect streaming the event.

- They can all be your audience in 2020!

Booth L10 2.500,- dkk.

Booth L1-L9 3.500,- dkk.

Booth L8 | Booth L7 | Booth L1 | St. L10 | Booth L6 | Booth L5

Sales Booths

Entrance | Booth L9 | Booth L2 | Booth L3 | Booth L4

SECRETARY / RIDER LOUNGE

FREDERIKSHAVN ISTØLT ARENA

Branding Booths

Large Booth (over 15m²) 3.000 dkk.

Small Booth (under 5m²) 1.500 dkk.

Changing Room 2.500,- dkk.

Adver. Boards 2.500,- dkk.

The Advertising Boards are located all around the ice arena and in player boxes. 2 tickets are included in the price

JUDGES

Remember to book an ad on the Big screen Cube

Changing Room 2.500,- dkk.

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www.istoelt.dk

Interested in being seen by 30.000+ online viewers?

Audience data

Worlds biggest Icehorse-audience! 30.000+ viewers LIVE streamed ISTØLT WINTERMATCH 2019. They can be your audience in 2020!
Each viewer has watched almost 25 minutes of the live streaming on average.
During the live stream and in the days leading up to the event in 2019, there was 31,161 pre-roll sponsor trailers showed.

Gender:
Women: 83%
Men: 17%

Age:
18-24 år: 8%
25-34 år: 19%
35-44 år: 22%
45-54 år: 30%
55-64 år: 15%
65+ : 6%

Location:
There have been viewers from a total of 37 countries:

Denmark, Sweden and Norway: 74%
Germany: 8%
Iceland: 6%
Holland: 3%
Finland: 1%
Austria: 1%
England: 1%
Others: 3%

For further information:

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