Bringing light to life.



VELUX and sponsorships



How we are organised



- Sponsoring & Events is a part of VELUX Marketing
 Communication
- 3 full time employees
- Support from internal press department
- Internal advertising agency
- Sales companies are our "customers"





Sponsorship vision



We want to make our target groups miss us when we are not there by creating a relevant and passionate environment for engaging in dialogue



Sponsorship target groups

- End users
- Professional target groups (distributors, installers and specifiers)
- Employees. The sponsorship portfolio should create opportunities for employee activities

Sponsorship Policy



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Sponsorship objectives?

Awareness

• Extensive media exposure and event presence towards end users

Relations

 Build strong relations with professional target groups by offering relevant hospitality programs to VELUX international sales companies Who do we work with and what do we expect?



- Sports sponsorships are the primary sponsorship-segment that VELUX engages in
- VELUX works only with international sponsorships
- To support our market position sponsorships are limited to title or main sponsorships (top level)
- VELUX only enters sponsorships which provide a consistent activation platform with a recurring event frequency
- We enter sponsorships with the expectation that our partners allocate sufficient resources to the partnership – e.g. by dedicating a full-time key account person

Case - VELUX EHF Champions League





How did we approach the sponsorship? **VELUX**

Test – " a test is better than 1000 expert assumptions"



Why - VELUX EHF Champions League?



- The best of the best
- Professional platform and partner
- Demographic target group fit
- Great media and PR exposure massive on court presence
- Excellent hospitality setup to service installers and distributors
- Fewer sponsors than other European sporting platforms give an uncluttered sponsoring appearance and high impact
- High frequency with local dimension 9 active months across Europe
- VELUX EHF FINAL4

How do we use the platform



- We believe in logo exposure => top of mind
 - Event presence
 - Digital activation
- More tactical approach towards professional target groups
 - Plug and play
 - Frequent
 - High-end
- Shared values?





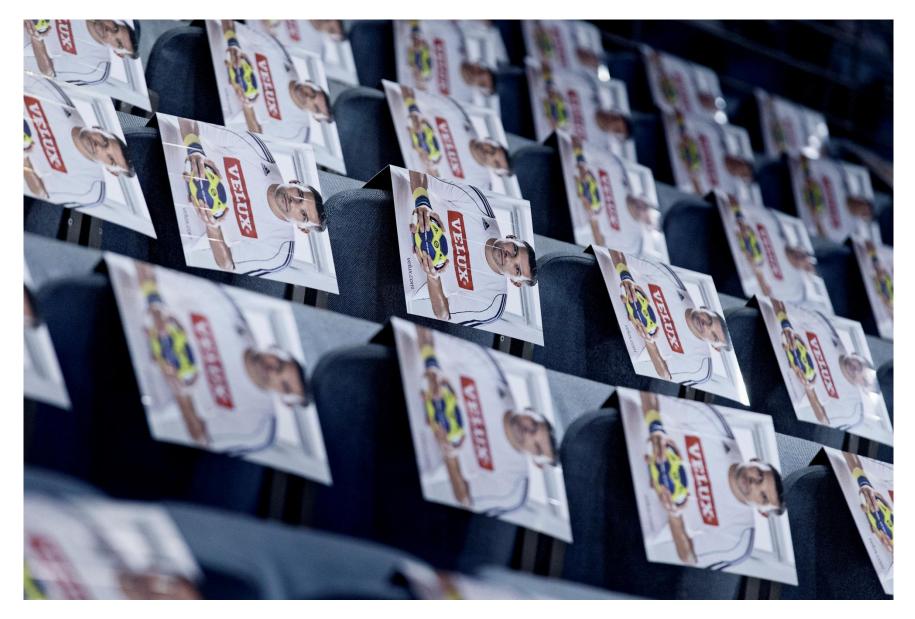




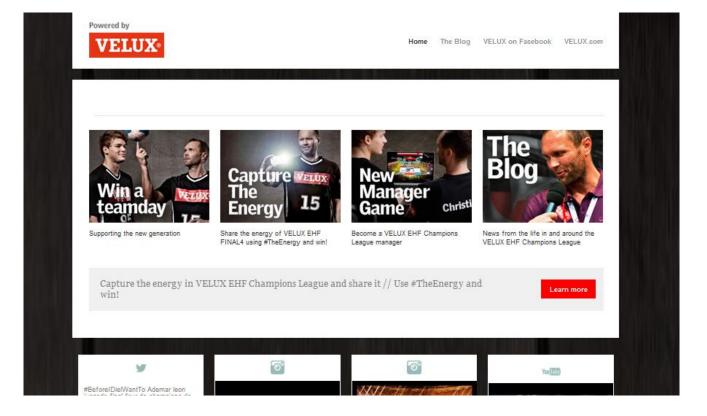








Activation - handballenergy.com



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Handball fantasy game/managerspiel



- Fans can build their own dream team within an imaginary budget
- Free sign-up
- Runs during the season

Activation – professionals

- Extensive hospitality setup
- VELUX EHF FINAL4 as "special treatment"
 - 700 customers from 16 countries
 - World class handball
 - World class event experience



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Activation - professionals





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Activation - employees



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How do we measure

- Media value/sponsorship value
- PR value
- Satisfaction and effect in local sales companies
- Campaigns (online visitors, promotion flyers etc.)
- Questionnaires onsite
 - Demography
 - Sponsorship recognition
 - Value of rights