

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



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

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How did we approach the sponsorship?



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 – “powered by”

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Activation – “powered by”

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MAGAZINE

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News from the life in and around the VELUX EHF Champions League



Capture the energy in VELUX EHF Champions League and share it // Use #TheEnergy and win!


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Handball fantasy game/managerspiel

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EHF CHAMPIONS LEAGUE

VELUX Handball Manager Knockout 2013
Manager game based on the VELUX EHF Champions League Knockout matches and the VELUX EHF FINAL4 tournament

THIS GAME IS FREE

£1,889,000

Create your team in three steps

First Match is Played March 13th 20:00 CET

Get started!

- 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



Activation - professionals

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Activation - employees



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