



Dr. Katalin Veszely – ÉTV-Érdi VSE Handball Club, Hungary

**Innovative way to create our fans for tomorrow
Strategic cooperation with the Association of Big Families (NOE)**

**2013 EHF Club Management Seminar
Cologne**



About ÉTV-Érdi VSE Handball Club

Established 35 years ago.

Third season in the first league of the Hungarian Championship (9th, 4th, 3rd place)

Possible participation in the Champions League in 2013/14



About Érd



60.000 inhabitants (+ 40.000 in the catchment area)

Lowest age average in Hungary: under 35 years

30.000 children under 16 years

A big part of the young families raise 3 or more children under 18 years, which qualify them as “big families”



About NOE

One of the biggest civil organizations in Hungary.

A nationwide non-governmental-organization with more than 14.000 big family members (far over 100.000 people).

7 regional centers, 250 local organizations.

Érd is the biggest local organization of NOE.



Basis and goal of the cooperation

A high profile mutually beneficial and transparent cooperation to reach the children, their families and to exploit their full potential.

Linking with the Helga Németh Youth Development Program (including more than 2000 children playing handball in Érd).





Benefits for NOE

- unique liaison to a professional handball club
- introducing the world of sports to children
- nationwide access to high profile matches
- raising awareness for health-and sports programs



Benefits for ÉTV-Érdi VSE

- new potential support and fan base
- development opportunity in the early years attracting nationwide media and PR attention
- opening up for families, parents and children alike
- responsible CSR activity
- additional leverage for our key sponsors





The tools

- advertisement of the logo of NOE on the main sponsors' place on playing shirts (with the agreement of our main sponsor)
- inclusion of the cooperation in brochures and advertisements
- free tickets for home- and away matches
- joint appearance on selected programs





Result

A win-win situation for families, club, players, sponsors and supporters but most importantly for future fans and possible players of Érd.