

The background of the entire image consists of numerous bright blue light streaks radiating from the right side towards the left, creating a sense of motion and energy. The streaks vary in length and intensity, with some appearing as sharp lines and others as softer glows.

Clubul Sportiv
OLTCHIM

BEST PRACTICE



What
about
we
debate?

What
topic we
develop?



National achievements

- **40 years of achievement.**

The club with the most achievements in the last 24 years, among Romanian sports team.

- **19** – number of editions in which the club won the title of Champion of Romania
- **14** – number of editions of "Romanian Cup" won.
- **1** – Romanian Super Cup won in 2007

International achievements

- **European Super Cup** – 2007.
- **Champions League** – The most important European competition for clubs.
 - Reached the final (2010), but the other three semi-finals played in the last 5 years, including last year (3rd place in Europe).
- **IHF Cup** – winning trophy 2 times.
- **Cup Winner's Cup** – Presence in 6 seasons, one of which won in 2007.



Since 1983, the team has never missed from seasons of international competition, being the only team in Europe with such an achievement.



*Budget proposed, designed
and promised:*

**Transfers done
in 2012**

3.950.000 € !!!

Katarina BULATOVIC	- MNE
Anison PINEAU	- FRA
Alexandrina BAKIĆ	- ESP
Silvia NAVARRO	- ESP
Cristina NEAGU	- ROU

Mette KLIT	- DEN
Jakob VESTERGAARD	- DEN

A group of female handball players in red jerseys with 'ASTRA' and 'DIGI' logos are celebrating on a court. A coach in a blue jacket is also visible, raising her arms. The background shows a crowd of spectators.

The main sponsor **OLTCHIM** – chemical factory – decided to stop funding and sponsoring

Contribution to budget was 82%...

August 22nd
2012

FATAL DATE!

Where we were?

1. **Budget** – only 18% available for rest of season.
2. **Players and staff** – have lost confidence in the club, was increased tension and nervousness among them concern tomorrow.
3. **Remaining sponsors** - unable to sustain proposed budget, covering absence caused by leaving OLTCHIM factory.
4. **Participation in EHF Women's Champions League** - on the brink of being compromised due to lack of funds
5. **No junior teams** - from where to be promoted players in case of top players left OLTCHIM team to competing teams more financially stable



What did the club?



Open discussion with all the players and staff: We explained the real situation and the fact that there are 3 plans:

1.

- A) dissolving the team and immediate transfer of players to other clubs;
- B) leaving team by expensive players and replacing them with young players;
- C) having trust on management and patience to re-create budget enough to participate in Champions League.

Fortunately, all players and coaching staff decided “plan C”

2.

Strong campaign in all Romanian media – with great support from Romanian Handball Federation – to search for new sponsors with idea to does not destroy the symbol in women's handball, a team with long participating in European cups and great chances to win the trophy season ended. Not only: saving the Romanian national team players group existing in Oltchim.

3.

Changing the concept of branding, advertising sales to another level and by numerous companies, changing of the semi-final match in a much larger sport hall having higher receipts from the tickets sales.

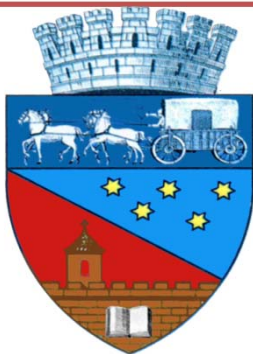


From where
it came
"rescue"



Largest Romanian company:
oil extraction and processing
and selling fuels.

**Ramnicu Valcea
Municipality**



**Romanian Handball
Federation**



**Municipality of Bucharest
- Romania's capital**



Valcea County Council



New concept about branding

Was sold more expensive
all positions on the t-shirt,
short, floor, press conference background, posters, flyers and
transport mains plus
corridors of playing hall





Effects:



We played semi final of
EHF Women's
Champions League



We won the 19th title
< Champion of Romania >



We will play 2nd edition of
Romanian Super Cup

Note: only one player has left the club during all season



Conclusions:



- **Never build your majority budget on a single main sponsor**
- **Always to have junior and youth teams which can promote players**
- **Relationship with the local authorities should be very close, they become - if you need – your next sponsors**
- **Your national handball federation can play a decisive role in finding new sponsors**
- **More than ever the media can greatly help by promoting your needs and problems in financing**
- **Never ignore the support that you can give from large mass of spectators**

All tips above will be the starting point of our club next season!!!



Thank you!