



Еден живот, една љубов!

MARKETING ACTIVITIES HC VARDAR

presentation
EHF Club Management Seminar
28-30 May 2015 Cologne, Germany

Tatjana Medved & Ana Mihajlovska



Еден живот, една љубов!

Special priority of HC VARDAR is investment in professional sport and its development, accompanied by positive change from the usual ways of working and overcoming problems. On the basis of this investment, our politics is to provide work on highest level and best conditions.



Еден живот, една љубов!

OUR MOTTO

**EDEN ŽIVOT EDNA LJUBOV
ONE LIFE, ONE LOVE**





Еден живот, една љубов!

From a marketing position of the club, based on promotion of the brand that we carry VARDAR, one of the infrastructure investment of the club is

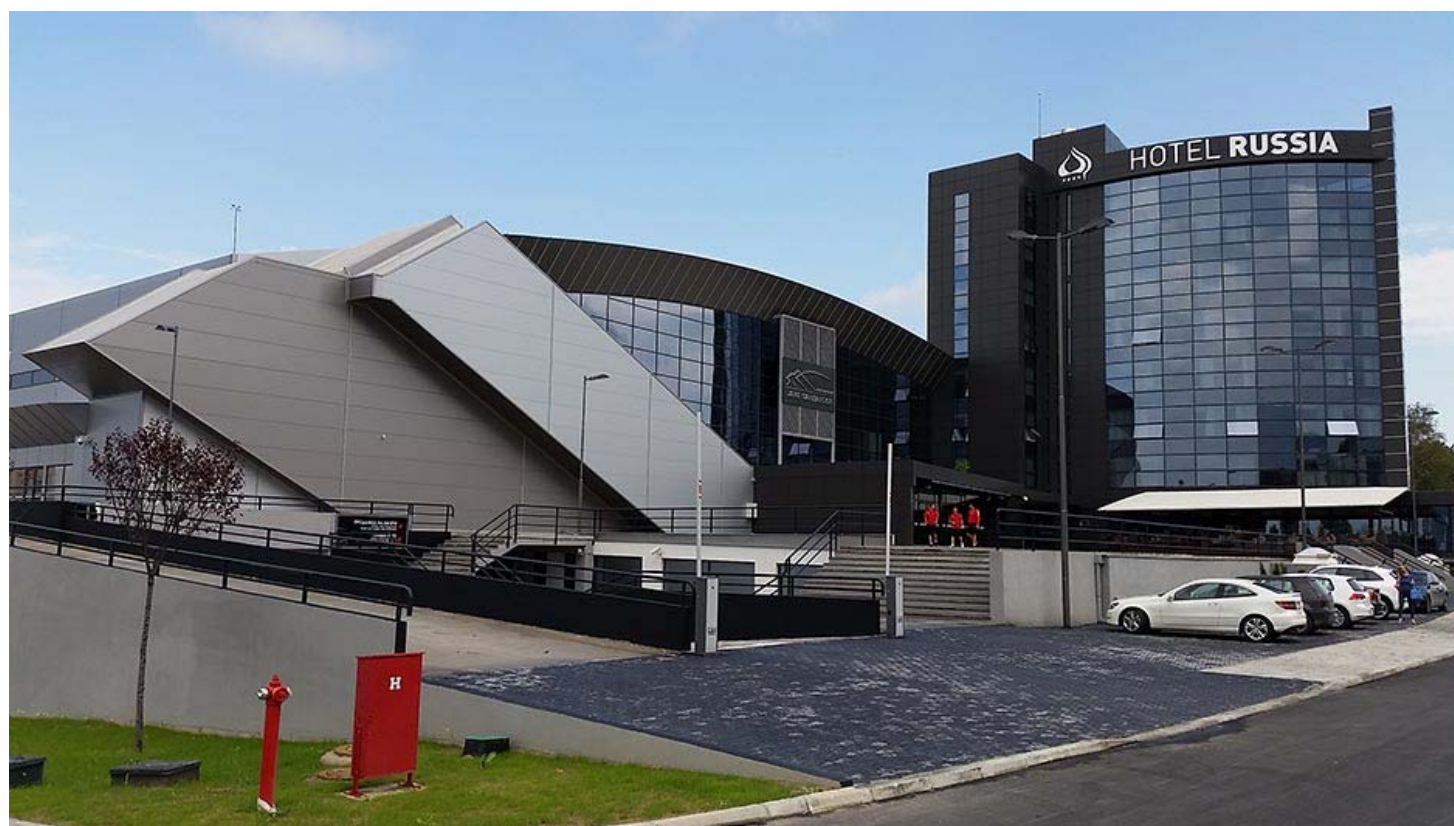
SPORT CENTER JANE SANDANSKI

We provide the best conditions for our teams
Sport Hall, Spa, Swimmingpool, Hotel, Restaurant, etc.



Еден живот, една љубов!

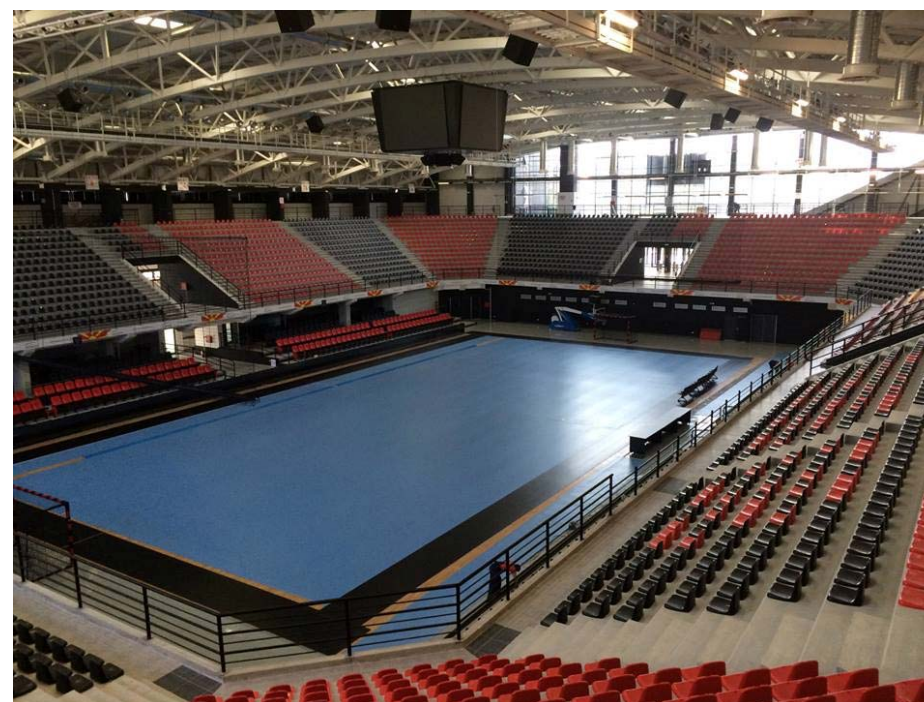
SPORT CENTER JANE SANDANSKI
SKOPJE
MACEDONIA





Еден живот, една љубов!

SPORT CENTER JANE SANDANSKI
SKOPJE
MACEDONIA

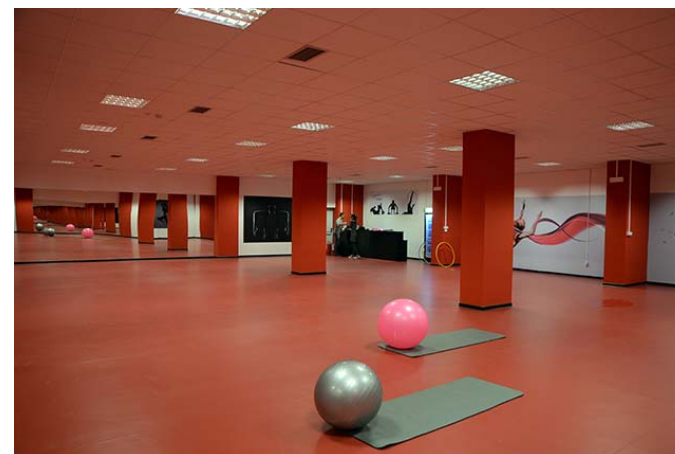




Еден живот, една љубов!

SPORT CENTER JANE SANDANSKI

SKOPJE
MACEDONIA





Еден живот, една љубов!

Although handball is very popular in Macedonia, we are aware that we have to fight for every fan. To this end, we do a lot of work on the promotion of the club and our players in order to justify continued support of fans and bring the new ones as well.



Еден живот, една љубов!

WEBSITE
www.zrkvardar.com

www.zrkvardar.mk

ЖЕНСКИ РАКОМЕТЕН КЛУБ
ВАРДАР

КЛУБ ВЕСТИ ЕКИПА ФОТО / ВИДЕО РЕЗУЛТАТИ РК ВАРДАР

САЊА ДАМЊАНОВИК Е НОВ ЧЛЕН НА ВАРДАР

ОД ТРИНАЕСЕТ НАДГОРНЕ ВАРДАР ЈА ЗАВРШИ СЕЗОНАТА...
САПОВИТЕ НА ВАРДАР ВОТВОР ЗА НАСТАВНАТА...
ОПТИМИ ЗАДОВОЛЕН СМЕ КАКО ЈА ЗАВРШИВМЕ СЕЗОНАТА
ВАРДАРКУТОРНАЛА ТЕ ЗАПРЕТ...
КОСТУРСКИОМ ШАНСИОМ
КЛУП НА ЧЛЕНКА ЗА ТИМЕНСКОСТА...
НАСТА НА ВАРДАР...
ВАРДАРКУТОРНАЛА ТЕ ЗАПРЕТ...
КОСТУРСКИОМ ШАНСИОМ

18:46 34:18

LIVESCORE

ВАРДАР ТВ - 21. ЕМИСИЈА

ОПТИМИ ЗАДОВОЛЕН СМЕ КАКО ЈА ЗАВРШИВМЕ СЕЗОНАТА

РАКОМЕТНАТА АКАДЕМИЈА

ПРОГНОЗА РЕЗУЛТАТИ

СКОПСКО СУПЕР ЖЕНСКА ЛИГА

ПОС.	ЕКИПА	Р	Н	Д	С	Г	П
1	Беласица	20	20	0	0	765	100
2	ЖК Младост	18	11	0	1	171	104
3	ЖК Водар	18	11	0	1	408	440
4	Пелистер	18	1	0	112	500	504
5	РК Горче	20	4	0	16	401	175
6	ЖК Железничар	18	1	0	11	412	114

9 / 10 May 2015 • Page 1 loaded Desktop Sportswear

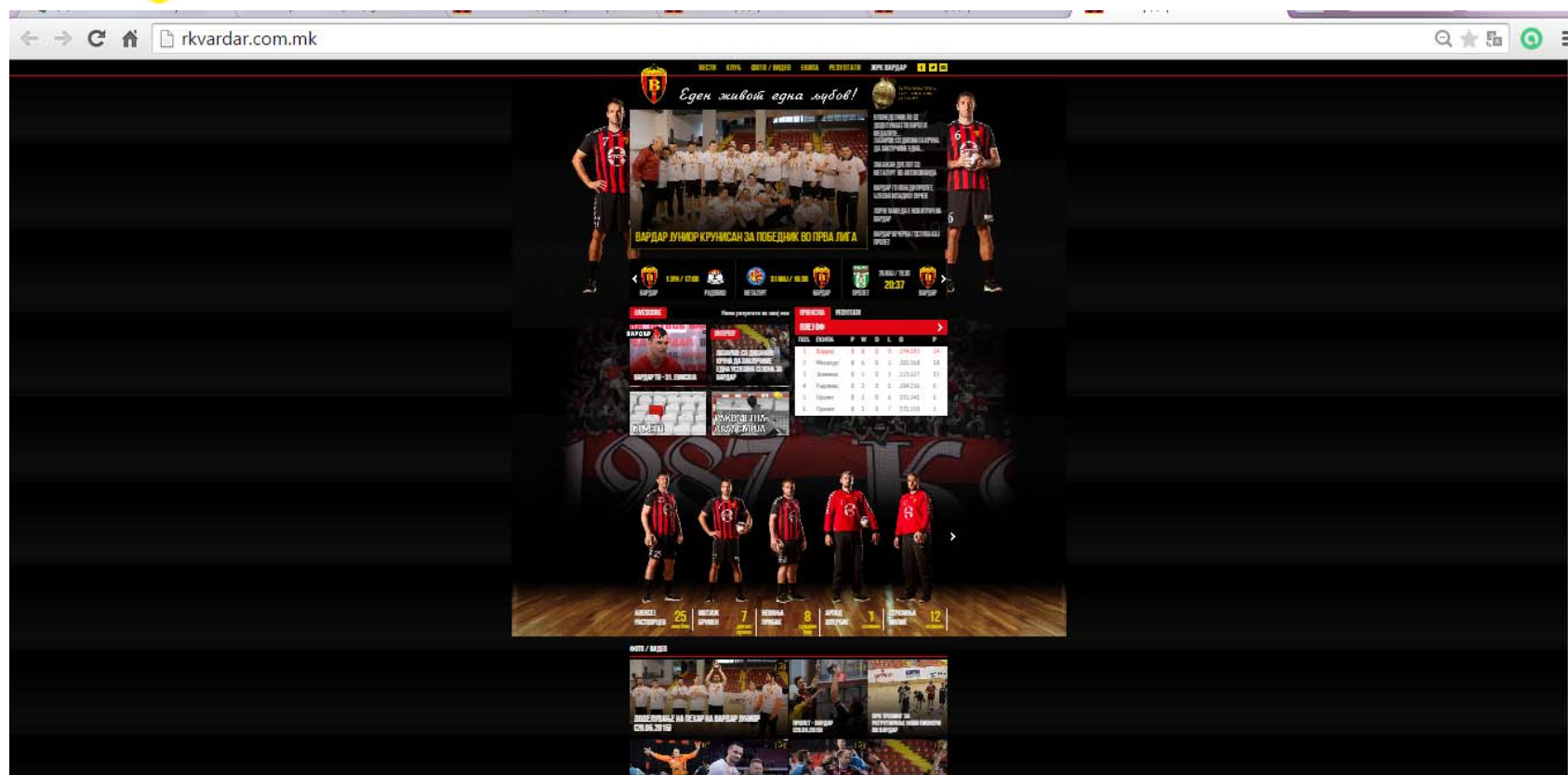
ФИНАЛ 4

АНДРЕА ПЕНЕЗИК 23
РОБЕРТИНА МЕЧЕВСКА 2
БАБКАРА ДАШИК 15
АНДРЕА КЛИКОВИЌ 22
ИТАНА ГРИК 96



Еден живот, една љубов!

WEBSITE
www.rkvardar.com

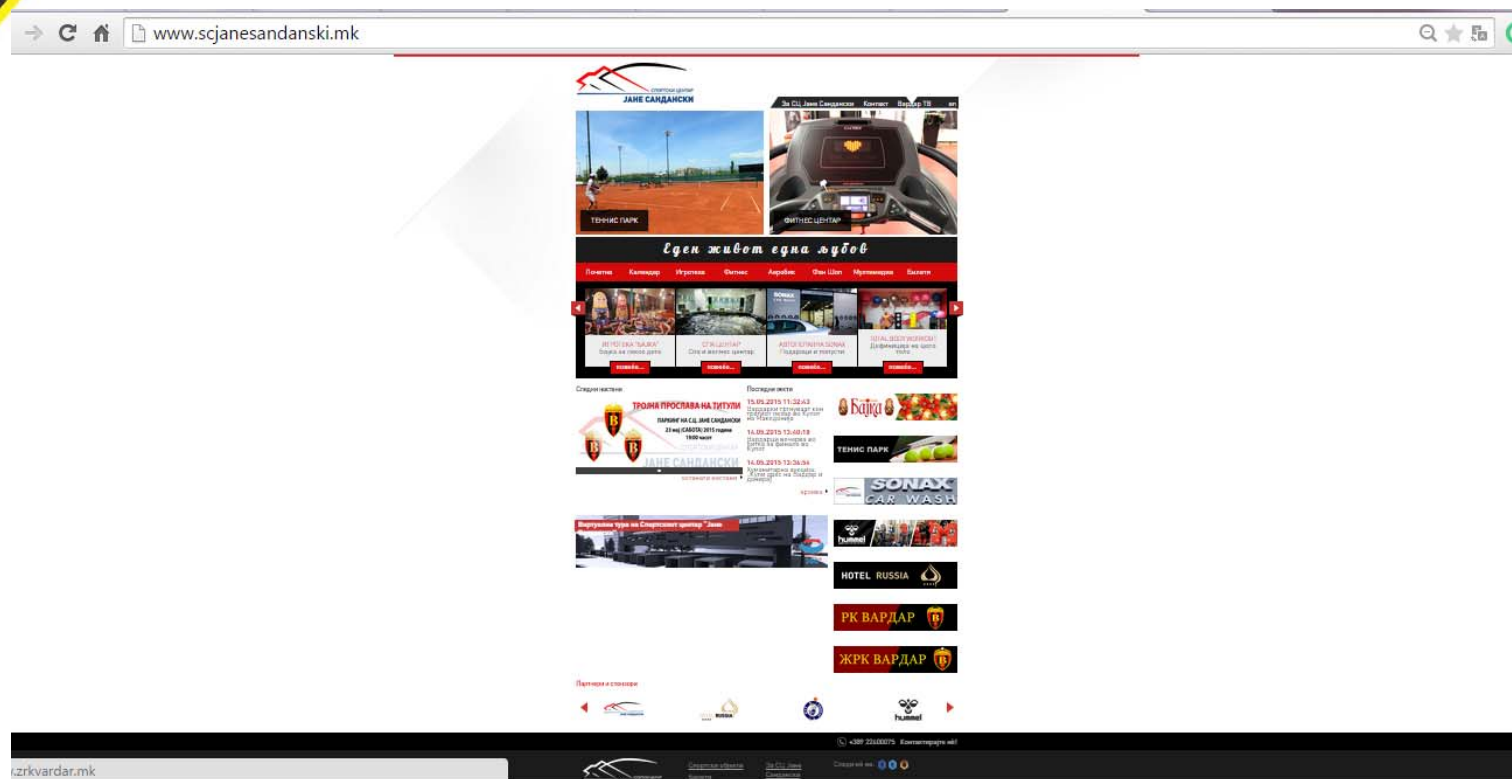


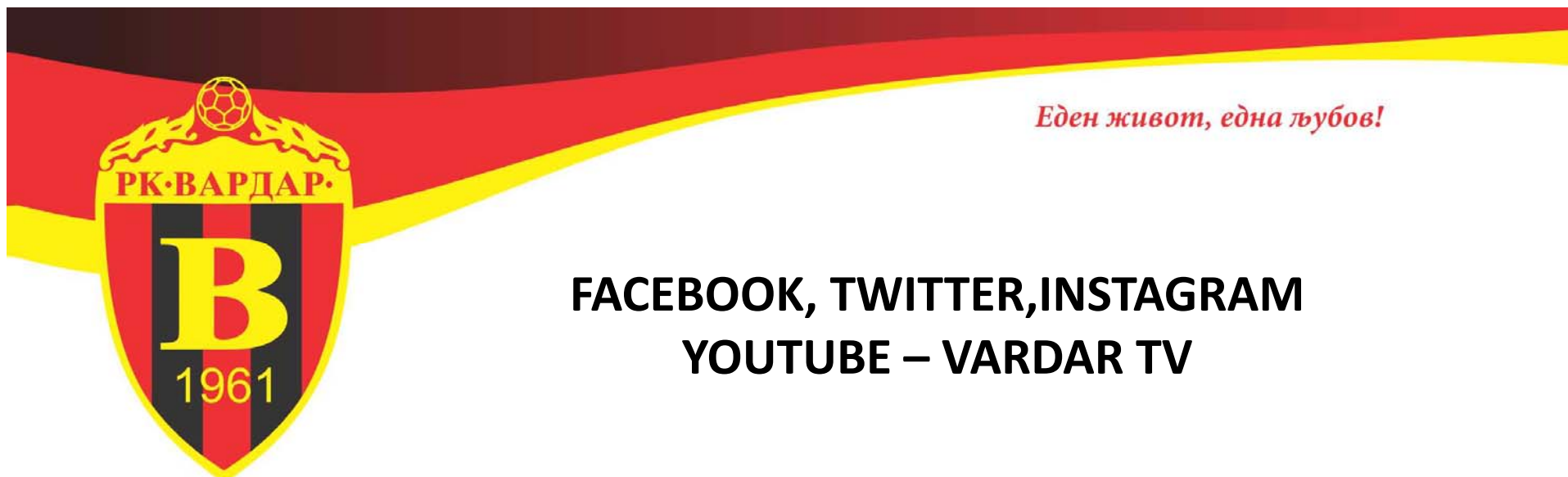


Еден живот, една љубов!

WEBSITE

www.scjanesandanski.mk





FACEBOOK, TWITTER, INSTAGRAM YOUTUBE – VARDAR TV

RKVARDAR fb page – 83.000 likes

ZRKVARDAR fb page – 14.000 likes

A screenshot of a YouTube search results page for the query 'vardar tv'. The left sidebar shows the YouTube logo, navigation links (What To Watch, My Channel, My Subscriptions, History, Watch Later), and a 'SUBSCRIPTIONS' section with 'Add channels' and categories like Popular on YouTube, Sport, Gaming, and News. The main content area shows search results for 'vardar tv' with 'About 18,600 results'. The first four results are listed: 1. 'VARDAR TV 24 05 2015 HD' by tomatoprodukcija, 5 days ago, 106 views. 2. 'Vardar TV 10.05.2015' by tomatoprodukcija, 2 weeks ago, 823 views. 3. 'VARDAR TV 29 03 2015' by tomatoprodukcija, 2 months ago, 1,341 views. 4. 'VARDAR TV 12 04 2015 HD' by tomatoprodukcija, 1 month ago, 1,008 views. Each result includes a video thumbnail, the title, channel name, upload date, view count, and a description mentioning 'Tomato Produkcija'.

Еден живот, една љубов!



FIRST CLUB FANSHOP HUMMEL SPORTSHOP & VARDAR FANSHOP



Еден живот, една љубов!



FIRST CLUB FANSHOP HUMMEL SPORTSHOP & VARDAR FANSHOP

MEMBER CARDS WITH %



ON-LINE SALES



Price: men 2490 den / 40 €
woman 2190 den / 35 €

**Sales in season 2014/2015 - 6.000 pcs – FANSHOP
- 10.000 pcs – SPONSOR**

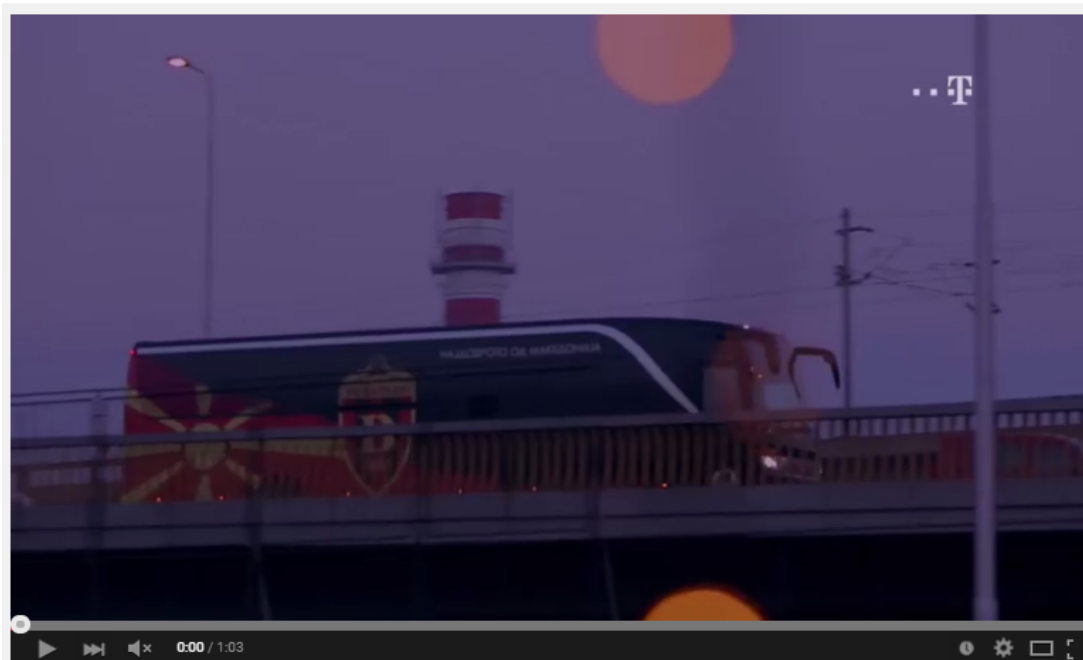


Еден живот, една љубов!

TV COMERCIALS & SPONSORS

MEN

<https://youtu.be/42QwisfDFw0>





Еден живот, една љубов!

TV COMERCIALS & SPONSORS

WOMEN

<https://youtu.be/kYZtez1rogU>





Еден живот, една љубов!

PROMOTIONAL ACTIVITIES

PREMATCH LASER & MUSIC SPECTACLE – ALL MATCHES MEN/WOMAN

INTERACTION WITH FANS – FAN CARAVAN

FB ACTIVITIES

ON MATCH ACTIVITIES

HUMANITARIAN ACTIVITIES



Еден живот, една љубов!

PROMOTIONAL ACTIVITIES



Хуманитарна акција на
РК ВАРДАР и БАРБАКАН
за Орнела Јордановска!

Ве чекаме на afterwork,
аукција на дресови и
сликање со нашите ракометари!

петок, 15ти мај, 18:30-19:30h





Еден живот, една љубов!

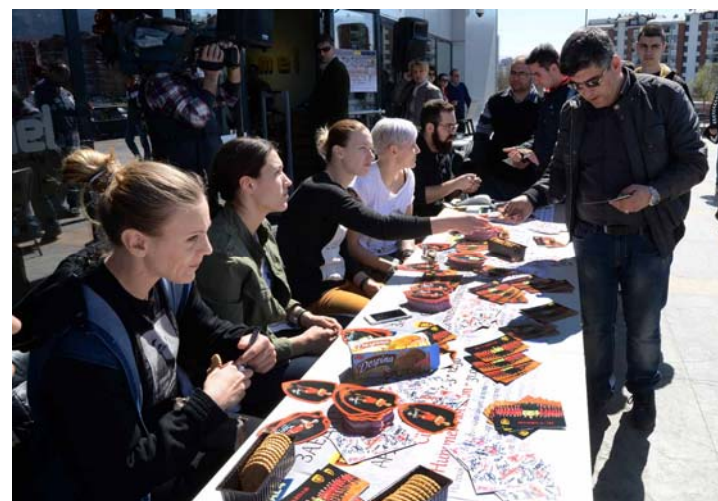
PROMOTIONAL ACTIVITIES





Еден живот, една љубов!

PROMOTIONAL ACTIVITIES

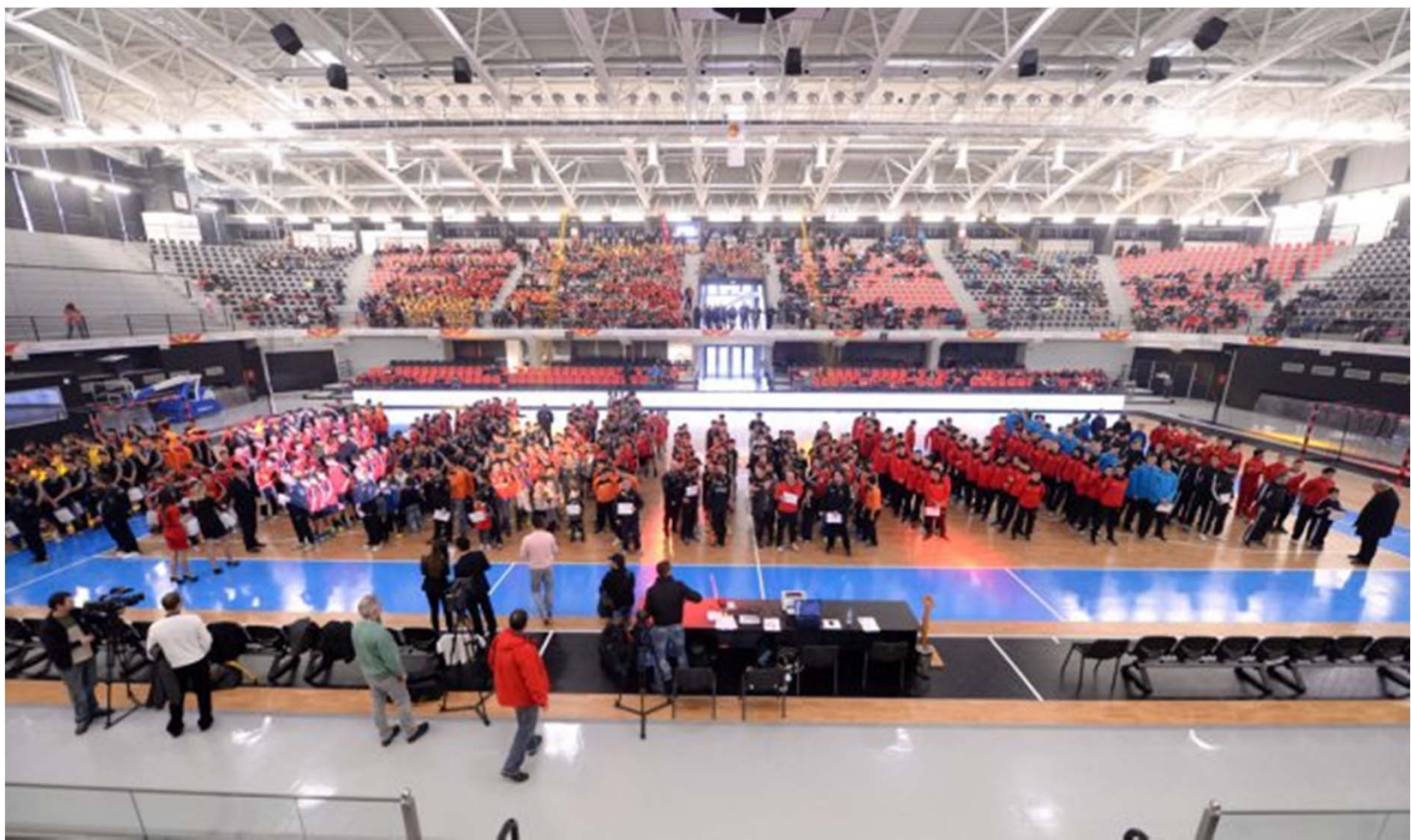




Еден живот, една љубов!

PROMOTION OF HANDBALL AMONG YOUTH

**By strategic, HC Vardar is working with basis teams
in both genders as well with Handball Academy
Vardar**































Еден живот, една љубов!





Еден живот, една љубов!

REGARDS FROM SKOPJE

AND GOOD LUCK TO ALL