



## CALL OF TENDERS

INTERNATIONAL SPONSORSHIP AGENCY

Paris, January 11th, 2016

G5 Athletics is a company formed by top European track and field nations (France, Germany, Italy, Spain and UK). The aim of that JV is to drive business development of new athletics concepts which will be launched in these five countries in 2016.

G5 Athletics looks for a worldwide commercial partner of G5 Athletics' events and products (see below) for the period 2016/2021. The awarded agency will be on charge of developing the G5 Athletics incomes by securing international sponsorship deals.

All interested agencies must request to G5 Athletics its global presentation **before February 8th, 2016.**

[Ask for presentation](#)





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### PRODUCT #1: NATIONAL VESTS

Concept: Gather 5 of the best European nations to create a sponsorship package which provide high level of exposure for brands interested in European market.

Objective: Take to market the opportunity for a single sponsor to acquire the national jersey rights for all G5 Athletics nations.

Product: Logo on G5 Athletics national teams during European Championships + national rights and visibility on national track and field Championships in G5 Athletics countries.

### PRODUCT #2: FLY EUROPE

Concept: Create a “Five nations” competition which will take place for the first year in famous places in Berlin, Madrid, Roma and Paris.

Objective: Launch an international challenge through an event “made for TV”; Meet a new public and expand exposure of track and field through this format.

Product: Each G5 Athletics national team will compete in this 10 days challenge across Europe. Each stage will propose a 3 athletics disciplines (sprint; jump; pole vault)

### PRODUCT #3: EUROPEAN EKIDEN TOUR

Concept: Launch the first relay marathon tour in G5 Athletics’ countries; **Teams of six runners** run the mythic distance of 42.195km (26,385 miles).

Objective: Develop the biggest Marathon Relay Tour in Europe; Enjoying 50 000 runners across Europe (25-45 people; equally male and female).

Product: The first European relays race will go through London, Valencia, Milan, Hamburg and Paris. It will compete with main European marathons in terms of runners with a significant international exposure.