

INTERNATIONAL  
FESTIVAL  
OF SPORT

# INTERNATIONAL FESTIVAL OF SPORT

EXHIBITION CENTRE LIVERPOOL, OCTOBER 2017

- *A UNIQUE, EXCITING, AND INTERACTIVE CELEBRATION OF SPORT*
- *WORLD CLASS VENUE*
- *WORLD CLASS STARS*
- *ALL THE SPORTING FUN IT'S POSSIBLE TO CRAM INTO ONE AMAZING EVENT!*

## SPONSORSHIP PROPOSAL



## OUR VENUE; EXHIBITION CENTRE LIVERPOOL

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Exhibition Centre Liverpool is a state-of-the-art, 8,100m<sup>2</sup> purpose-built exhibition centre and is part of The ACC Liverpool Group's family of world class venues along with interconnected sister venues BT Convention Centre and Echo Arena. Situated on Liverpool's iconic waterfront, Exhibition Centre Liverpool provides world class event space and is part of a full campus site of venues offering complete flexibility, space and an expert delivery team.

You can see a "fly through" video here

<https://www.youtube.com/watch?v=uiUAvl26Fqs>

## EVENT DETAILS

- **Dates;** Friday 20<sup>th</sup> - Sunday 22<sup>nd</sup> October 2017
- **Venue;** Exhibition Centre Liverpool on Liverpool's world famous waterfront
- **Event timings ;**

|              |            |    |                                |
|--------------|------------|----|--------------------------------|
| Friday 9-5   | Trade Show | PM | Champagne VIP reception at ECL |
| Saturday 9-5 | Main Event | PM | Charity Sports Ball            |
| Sunday 9-4   | Main Event |    |                                |

## EVENT OBJECTIVES

- **1<sup>st</sup> year objectives;** To put on a show which features some of the UK and world's top athletes, players, coaches and experts in numerous different sports.
- **Ticket sales of around 12-15,000.**
- **Most traders being prepared to re-book for 2018.**
- **Ongoing objectives;** Our aim is to develop the IFS brand into one of the leading sports exhibitions in Europe and to build year on year, adding tournaments, conventions and international friendly matches between top professional teams in all sports, eventually utilizing the entire ACC Liverpool complex with events happening across the city.

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**LOOSE SHEETS;  
SPONSORSHIP COSTS AND BENEFITS**



- EXHIBITION NETBALL, BASKETBALL, HANDBALL AND FUTSAL MATCHES FEATURING TOP CLUBS
- DEMONSTRATIONS AND YOUTH MATCHES IN GRASSROOTS SPORTS FROM FOOTBALL TO GYMNASTICS
  - SPECTACULAR DISPLAYS OF MARTIAL ARTS
- COACHING WORKSHOPS IN BASKETBALL, HANDBALL, FOOTBALL, FUTSAL, OLYMPIC AND PARALYMPIC SPORTS WITH TOP COACHES FROM EUROPE AND THE UK
- OPPORTUNITIES FOR ALLCOMERS TO PARTICIPATE IN GAMES, WORKSHOPS AND LECTURES



- RETAIL STANDS AND TRADE SHOW
- SPORTING CELEBRITY APPEARANCES
- COMPARED BY TOP PRESENTERS FROM TV AND RADIO
- EVENT TO FEATURE ON NATIONAL AND LOCAL TV, PRESS AND RADIO
- VIP RECEPTION, CHARITY BALL AND NOMINATED CHARITY

## INTRODUCTION

IFS Liverpool is an exciting, action-packed celebration of the joy of sport featuring demonstrations, exhibition matches and workshops in multiple sports and with the most fun we can cram in to one weekend.

We're bringing Olympic Athletes, Professional Players and Coaches from multi-sport clubs like FC Barcelona and Benfica and top Sports Scientists to deliver coaches workshops and lectures and to teach young players their breath-taking skills.

Everyone attending, from individual players and athletes to junior teams and coaches will be invited to have fun participating in activities and workshops in all sports whilst having the opportunity to see demonstrations of all the latest sports related kit and equipment.

*Wear your trainers and bring a smile, because IFS Liverpool is going to be fun fun fun!*

## HOW YOUR COMPANY BENEFITS FROM SPONSORSHIP

Anyone who has worked in grass roots sport will know that coaches are famously difficult to tie down, they will take two weeks to answer an email and at the end of a day's work and a couple of hours coaching the last thing they want to do is sit in front of a computer.

### KEY BENEFITS OF IFS 17

- Thousands of sports-minded, competitive and aspirational people under one roof giving a captive and receptive target audience
- Decision makers with spending power from clubs, associations and authorities
- The modern coach is qualified and therefore mostly responsible and hard working with disposable income
- IFS Liverpool will bring many benefits to the city of Liverpool so will attract the attention of the city's top business and civic leaders
- Year-on-year we'll grow the brand and sponsors in 2017 will be given the option to be part of IFS Liverpool in the long-term

IFS Liverpool is a big news story

- Coverage on many of the sports TV and Radio stations nationwide
- Extensive coverage in newspapers and magazines
- Headline news in social media.
- Many famous sports personalities will be in attendance as this is an excellent forum for those wishing to extend their careers into the media, sales or coaching to get noticed and for example our Olympic athletes to show-off their medals

We have a truly unique, exciting and dynamic sporting event and as such have created a sport of national significance which we are confident will be of interest to all the national sports channels. In fact, a sports exhibition which ran in Birmingham till 2012 was covered by Sky Sports News with cameras and presenters based at the exhibition throughout the event and this will be our aim with IFS Liverpool.

### AN ASPIRATIONAL AUDIENCE

The mind-set of those involved in sport is always about aspiring to improve, as an athlete and as a person. People who attend sporting events simply as spectators will often be content to just spectate, but people who choose to attend an event where they expect to participate, learn and improve are doing it because they aspire to better themselves and those around them, an aspiration often reflected in their everyday life.

### FAMILY ORIENTATED

Our target audience is the grassroots coaching community but this is typically a parent and child combination where the main motivation is family. This is born out in the fact that most parents get involved in coaching through a wish to be a part of the improvement of their children's sporting ability and opportunity. They understand the benefits of new coaching ideas or the purchase of the latest boots, kit or training aid. Families attending IFS Liverpool will already be expecting to spend money and will be receptive to new suggestions.

## HOW WE ARE PROMOTING IFS LIVERPOOL

### THROUGH EXHIBITION CENTRE LIVERPOOL / ECHO ARENA GROUP & TICKET QUARTER

- Inclusion in the ECL / Echo Arena “What’s on” leaflet distributed nationally
- Inclusion in the ECL / Echo Arena weekly email to mailing list of well over 200k
- Ticket Quarter website homepage inclusion during ticket sale <https://www.ticketquarter.co.uk/Online/>
- Also “What’s on” ECL / Echo Arena Website <http://www.echoarena.com/> <http://www.exhibitioncentreliverpool.com/whats-on/>
- Distribution of event print to leisure and community centres across Merseyside and The Wirral
- Announcement via ECL / Echo Arena Facebook and Twitter sites (around 80k followers) <https://twitter.com/EchoArena?lang=en>
- Event uploaded to Visit Liverpool.com RSS feed <http://www.visitliverpool.com/whats-on>
- Inclusion in the ECL / Echo Arena generic advertising campaigns (major billboard sites, newspapers, lifestyle magazines etc.)
- Inclusion in the ECL / Echo Arena on-site plasma screens
- Press release detailing the on-sales / event announcement issued to regional contacts

### THROUGH IFS LIVERPOOL

- Extensive promotion of sponsors and partners before and during IFS Liverpool through banners, photo boards, social media, local and national media and websites
- Dedicated website with sponsors banners & links, promoted in Google and many sports related websites [www.ifs-liverpool.co.uk](http://www.ifs-liverpool.co.uk)
- Constant Social Media Campaign on all platforms in association with Liverpool John Moores University Media Department
- Regular newsletters through mailing lists of County FA’s, LEA’s and other sports related authorities across the UK
- Interviews on Radio, TV and other media in the run-up to the event
- Guest appearances by our Ambassadors in local and national media
- Competitions in newspapers and on radio to win free tickets and VIP passes
- Tournaments in various sports in the lead-up to the event with finalists playing at IFS Liverpool
- Events in town / city centres promoting IFS Liverpool, for example freestyle football, gymnastic and martial arts displays
- Paid advertising in local and national media
- Advertising and leafleting in shopping centres and malls across the UK
- Our own, dedicated YouTube channel featuring a weekly “Soccer Saturday” style program with sporting celebrities, music and chat

**“This will be a fabulous event and we are fully behind it”**  
**Andy Clark, Head Coach, Liverpool Basketball Club**

**IFS Liverpool will be a unique and spectacular event and will grow into Europe's leading annual celebration of all that's good about sport**

**Number of expected visitors; 12-15,000**

### **REACH AND TARGET AUDIENCE**

- **Reach;** We will be reaching out through advertising and social media to grassroots coaches, players, parents and administrators across the UK.
- **Who will attend;** Based on research from previous similar shows and taking the advice of ECL and Ticket Quarter, we anticipate around 63% will be adults and 37% young people. In a survey of visitors to the Grass Roots Football Show in 2010 it was found that 69% of the adult attendees had purchasing responsibility for their clubs.
- **Psychographic information;** Our target audience of grassroots clubs, players, athletes, coaches and administrators ensures that they all have one thing in common a passion and commitment to their sport, but not exclusively their own sport. In this modern day of 24-hour coverage, sports-minded people have never had so much access to so many sports and if you like sport it tends to be as much about the competition as it does the sport itself.

Anyone interested in a sport is going to be at least curious about other sports and so an opportunity to spend a day experiencing many different sports, be that through participation or spectating is a big pull. Add to this the fact that they will have a chance to meet their sporting heroes face to face, learn from some of the world's top sports scientists about how to deal with the problems they face at grassroots level and try-out the latest and most innovative coaching aids, kit and equipment on the market, there are very few sports-minded people who, given the opportunity would miss that.

IFS Liverpool will celebrate the enthusiasm for sport in the people of the UK and the joy and opportunity sport brings. It will give our athletes an opportunity to showcase their talents and medals and give the grassroots sporting community a monumental annual event where they will feel celebrated and rewarded for their dedication and sacrifice.

**"IFS 17 is a wonderful project and you have my full support"**  
**Alberto Pastor, CEO Football 7 & Futsal Worldwide in Barcelona**

# ABOUT LIVERPOOL

Liverpool is unique in being a big city but condensed into one area, so you can come out of Lime Street Station at the top of the city and after a pleasant 20-minute walk past the spectacular Town Hall and Museum, the famous Cavern Club on Matthew Street and the impressive Liverpool One Shopping Centre you'll find yourself in the shadows of the Liver Buildings on the historic seafront at the opposite side of the city and the location of our venue, Exhibition Centre Liverpool.

**Geography:**

**Region:** North West England

**Ceremonial County:** Merseyside

**Area Total:** Ranked 232nd 111.84 km<sup>2</sup>

**Town Area:** 44 sq km

**Population:**

**Ranked:** 5th **Total:** 458,000 **Density:** 3,951 / km<sup>2</sup>

**Local Distances from Liverpool:**

**Manchester** 35 miles

**John Lennon Airport** 8 miles (13km)

**Southport** 19 miles

**John Lennon Airport** 8 miles (13km)

**Ethnicity:** 94.3% White 1.1% South Asian 1.2% Afro-Caribbean

# ABOUT EXHIBITION CENTRE LIVERPOOL

Exhibition Centre Liverpool is a state-of-the-art, purpose-built exhibition centre and is part of The ACC Liverpool Group's family of world class venues along with interconnected sister venues BT Convention Centre and Echo Arena, used to hosting the likes of WWE and major pop concerts.

Situated on Liverpool's iconic waterfront with stunning views across the River Mersey, Exhibition Centre Liverpool provides world class event space. The site is also home to the Exhibition Centre's sister venues, the BT Convention Centre and the Echo Arena. At an investment of £40m, Exhibition Centre Liverpool has positioned the city in the premier league of convention and exhibition destinations in the UK.

<http://www.exhibitioncentreliverpool.com/>

**"I'm really looking forward to it, I hope I can be involved"**  
**John Farnworth, World Champion Freestyle Footballer**

## STARS OF THE SHOW

SOME OF THE PEOPLE WHO HAVE ALREADY EXPRESSED AN INTEREST IN ATTENDING



**GARETH BALE**



**JAY JAY OKOCHA**



**XAVI RODRIGUEZ**  
(SPAIN & BARCELONA FUTSAL)



**NACHO SOLOZABAL**  
(FC BARCELONA BASKETBALL)



**DAVID BARRUFET**  
(HANDBALL LEGEND)

**THERE WILL MANY MORE PRO SPORTS MEN AND WOMEN IN ATTENDANCE**

We are able to bring in some of the world's top athletes, players and coaches in various sports giving visitors a once-in-a-lifetime opportunity to meet face-to face with their heroes in many different sports and not only meet their heroes but also join in or watch their training and skills sessions, ask their opinions and get autographs and photos.

**OUR SPORTING CONTACTS**

We have a global network of projects working with some of the biggest names in sport and as a result the only limit we have on who we can invite to IFS Liverpool is budget. We are building sports facilities across the globe and organizing tournaments and events on all continents. We have agreements with elite sportspeople and government and sporting authorities worldwide. All of this will be put to full use to ensure the spectacular success of IFS 17 and subsequent events.

## A PROUD ASSOCIATION WITH LIVERPOOL



**International Festival of Sport, Liverpool will showcase all that is good about this great city of ours, the passion for sport, the generosity of spirit, the humour and the cities proud waterfront. Anyone associated with the IFS Liverpool is putting their brand at the forefront of all of this.**

**The festival is about healthy living and an active lifestyle, it's about a passion for achievement and opportunity and a chance to be proud of what you do and have positivity in how you do it.**

**Through our association with Liverpool John Moore's University and Liverpool City Council we will be promoting a healthy diet and lifestyle and through our work with agencies such as Liverpool Homeless Football Club and Liverpool Disabled Sports we will be promoting opportunity for all.**

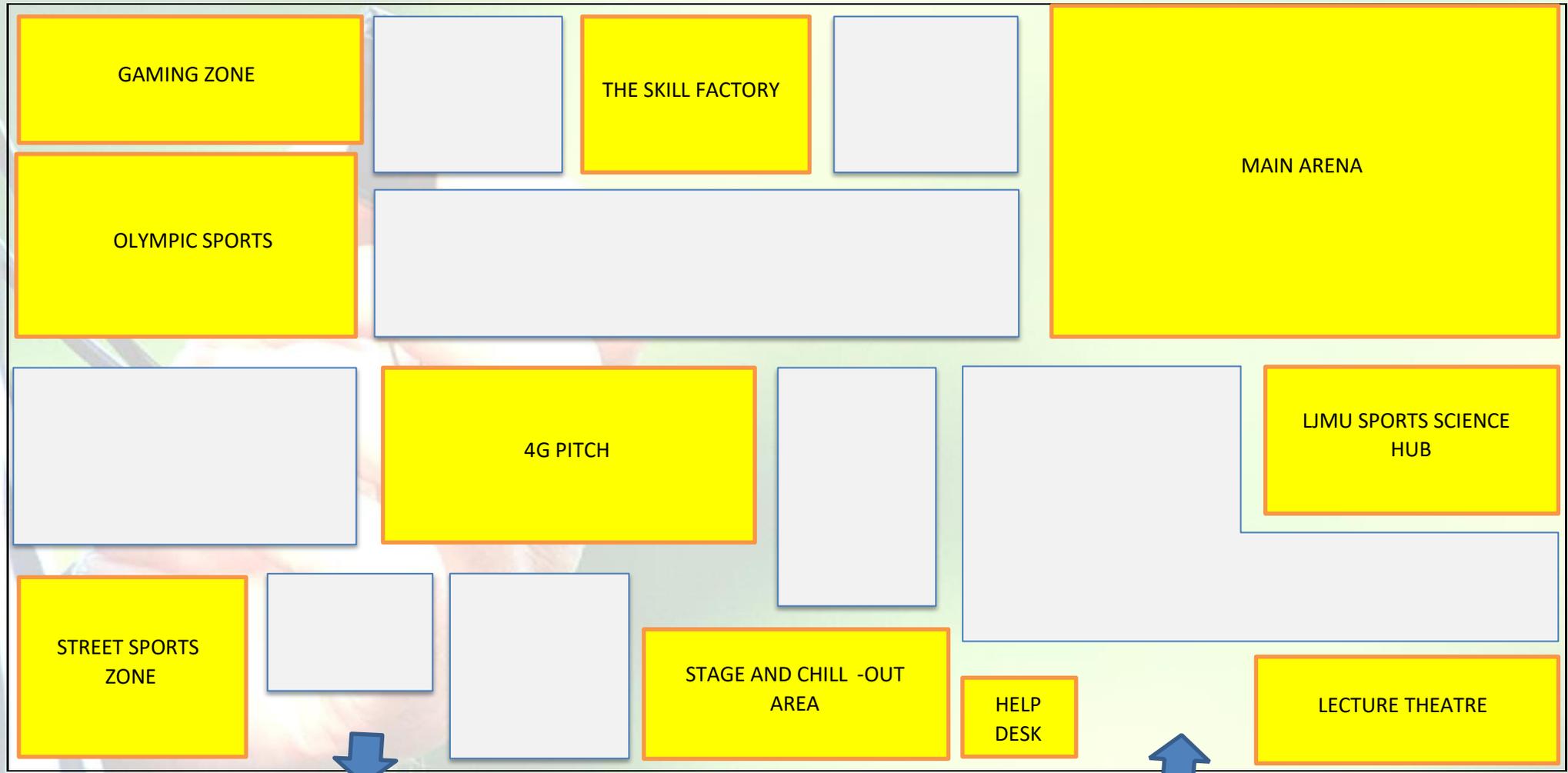
**Through our worldwide network of sporting projects and contacts at the highest level we will bring some of the world's biggest sporting names to one of the world's biggest sporting cities.**

**We will be fundraising on behalf of a local charity through the Charity Ball and exit coin collections and will be encouraging community groups to get involved during the events.**

**IFS Liverpool will grow into one of Europe's leading sports events, developing year-on-year into a true, city-wide festival involving the entire sporting community of Liverpool, the UK and beyond.**

# EXAMPLE FLOOR PLAN

Floor Space: 5400m2 (Halls B + C)



## KEY

RETAIL STALLS AND PRODUCT DEMONSTRATIONS

AREAS AVAILABLE FOR SPONSORSHIP

