



JEDDAH 2020

# SPANISH SUPER CUP PROPOSAL

KING ABDULLAH SPORTS CITY STADIUM  
JANUARY 8<sup>TH</sup>-11<sup>TH</sup>, 2019





## SPANISH SUPER CUP HISTORY

The Spanish Super Cup is an official football championship organized every year by The Royal Spanish football federation since 1982. It is contested by the winners of Spanish league 'La Liga' and the Spanish Cup 'Copa del Rey'.





الهيئة العامة للرياضة  
General Sports Authority

ExpatSport



JEDDAH  
2020





# A NEW FORMAT - 2020

The Spanish Super Cup tournament structure will change from a **single match** between the league winners and the cup winners to a **four team competition**.

Both Spanish Cup finalists and the top two teams in La Liga will compete in a three match competition "Super Cup".







الهيئة العامة للرياضة  
General Sports Authority

ExpatSport



## SPANISH SUPER CUP FACTS & FIGURES

192



TV BROADCASTING

BROADCASTED TO



40 COUNTRIES

MORE THAN 

12.3 MILLION

SPECTATORS WORLDWIDE

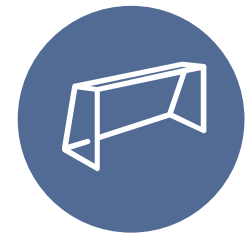
200m

SOCIAL MEDIA  
IMPRESSIONS





# SPANISH SUPER CUP – JEDDAH 2020



VENUE:

King Abdullah Sports City Stadium, Jeddah



DATES:

8th January Semi Final (Leg 1)  
9th January Semi Final (Leg 2)  
12th January Final



TOTAL EXPECTED ATTENDANCE:

180,000



TV BROADCASTER:

KSA Sports





# COMMERCIAL STRUCTURE

PRESENTING PARTNER (1 AVAILABLE)

MAIN PARTNER (2 AVAILABLE)

OFFICIAL SPONSOR (2 AVAILABLE)

CO-SPONSOR (3 AVAILABLE)

LOCAL SUPPORTER (4 AVAILABLE)

Presenting Partner

Main Partner

Main Partner

Official Sponsor

Official Sponsor

Co-Sponsor

Co-Sponsor

Co-Sponsor

Supporter

Supporter

Supporter

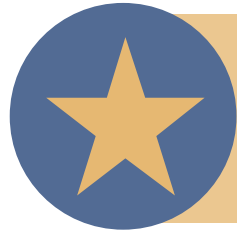
Supporter



IP RIGHTS ★



Right to use event logo in all marketing ATL & BTL  
(pre-approval needed from Sela)



Exclusive Presenting Partner  
Supercopa presented by

Your Brand



Exclusivity in Category

STADIUM EXPOSURE

10

LED spots  
(1000 sec)

20%

Backdrops,  
sub bench,  
mix zone

3

TV commercial spot  
(before/halftime/after match)

4

30 sec ads  
on stadium main screens  
(pre match & during halftime)

2

3D carpet

4

POS in  
activation zone



Product  
placement in  
conferences



3

Off-pitch  
activation  
(one per match) (extra  
cost for production)



Logo on  
Ball stand



Logo on  
Championship arch

Brand exposure on all GSA social media posts



Brand exposure on all GSA outdoors



The right to give a prize for lucky winners between half time



HOSPITALITY

100

VIP  
tickets



300

Regular  
tickets



100

Guests to attend team training/club

GIVEAWAYS



24

Jerseys  
Six from  
each club



24

Official Balls  
Six from  
each club

LIFE TIME EXPERIENCE



One promotional visit (top players  
of one club)

to a branch/store/headquarters (if available)  
(not to conflict with club sponsor)

PRESENTING PARTNER

\$4,000,000 USD



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★ Exclusivity in Category

STADIUM EXPOSURE

- 6

LED spots  
(600 sec)
- 15%

Backdrops,  
sub bench,  
mix zone
- 2

TV commercial spot  
(before/after match)
- 1

3D carpet
- 1

POS
- 2

30 sec ads  
on stadium main screen  
(pre match or during halftime)
- 2

Off-pitch activation  
(one per match) (extra cost)

Brand exposure on all GSA **social media** posts



Brand exposure on all GSA **outdoors**



HOSPITALITY

- 50

VIP tickets

★
- 50

Regular tickets
- 50

Guests to attend team training/club

GIVEAWAYS

- 8

Jerseys  
two from  
each club
- 8

Official Balls  
two from  
each club

MAIN PARTNER

\$2,000,000 USD



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(preapproval needed from Sela)

★ No - Exclusivity in Category

STADIUM EXPOSURE

4

LED spots  
(400 sec)

8%

Backdrops,  
sub bench,  
mix zone

1

TV commercial spot  
(before match)

1

30 sec Ad  
on stadium main screen  
(Pre Match or During halftime)

1

POS

1

Off-pitch activation during  
one of semi-final match (extra cost)



Brand exposure on all GSA social media posts



Brand exposure on all GSA outdoors



HOSPITALITY

20

VIP  
tickets



30

Regular  
tickets



25

Guests to attend team training/club

GIVEAWAYS



4 Jerseys  
one from  
each club



4 Official Balls  
one from  
each club

OFFICIAL SPONSOR

\$1,000,000 USD



# IP RIGHTS



Right to use event logo in all marketing ATL & BTL  
(preapproval needed from Sela)

 No - Exclusivity in Category

## STADIUM EXPOSURE

3

LED spots  
(300 sec)

3%

Backdrops,  
sub bench,  
mix zone

1

POS



Brand exposure on all GSA **social media** posts



Brand exposure on all GSA **outdoors**



## HOSPITALITY

5

VIP  
tickets



10

Regular  
tickets



15

Guests to attend team training/club

## GIVEAWAYS



2  
Jerseys  
from two  
clubs only



2  
Official Balls  
from two clubs  
only

CO-SPONSOR

\$350,000 USD





## STADIUM EXPOSURE

1

**LED spot**  
(100 sec)



1

**POS**



## HOSPITALITY

10

**Guests** to attend team training/club

## GIVEAWAYS



1

**Jerseys**  
from one  
club only



1

**Official Balls**  
from one club  
only

**LOCAL SUPPORTER**

**\$175,000 USD**





الهيئة العامة للرياضة  
General Sports Authority

Expatsport

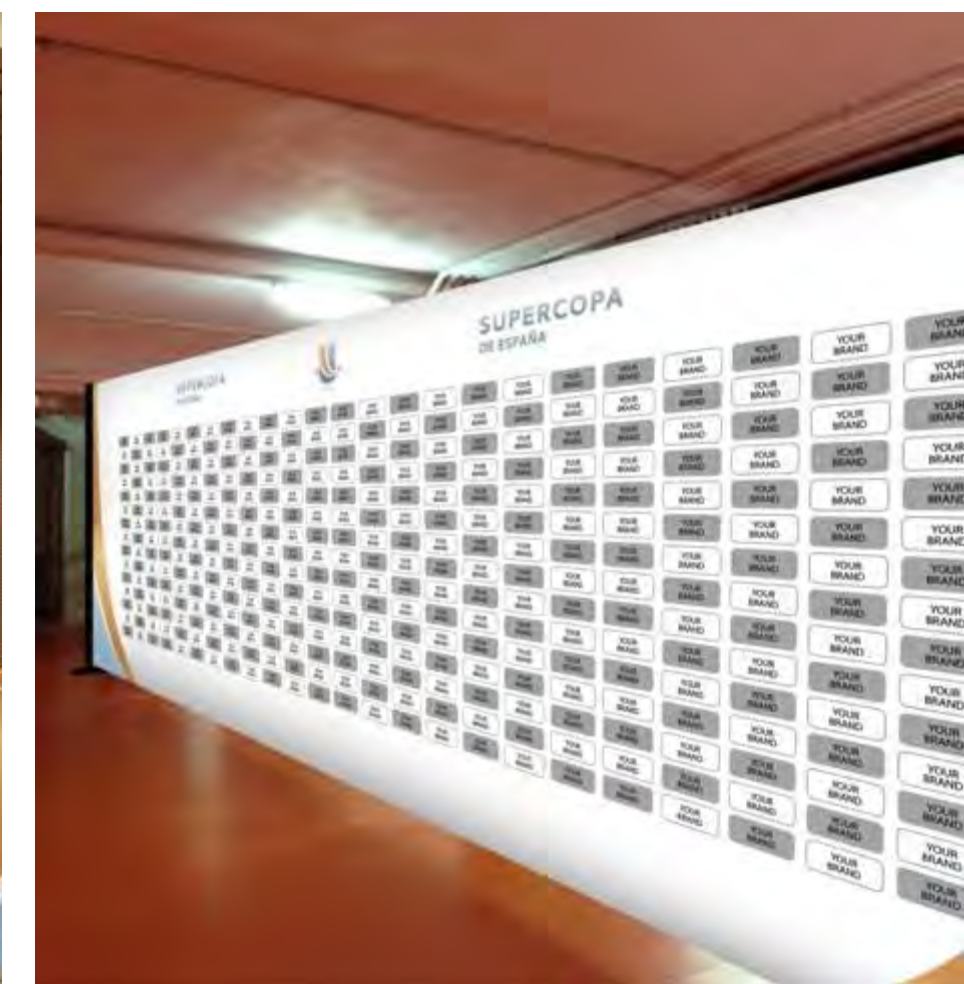


# JEDDAH 2020

## Exposure Examples



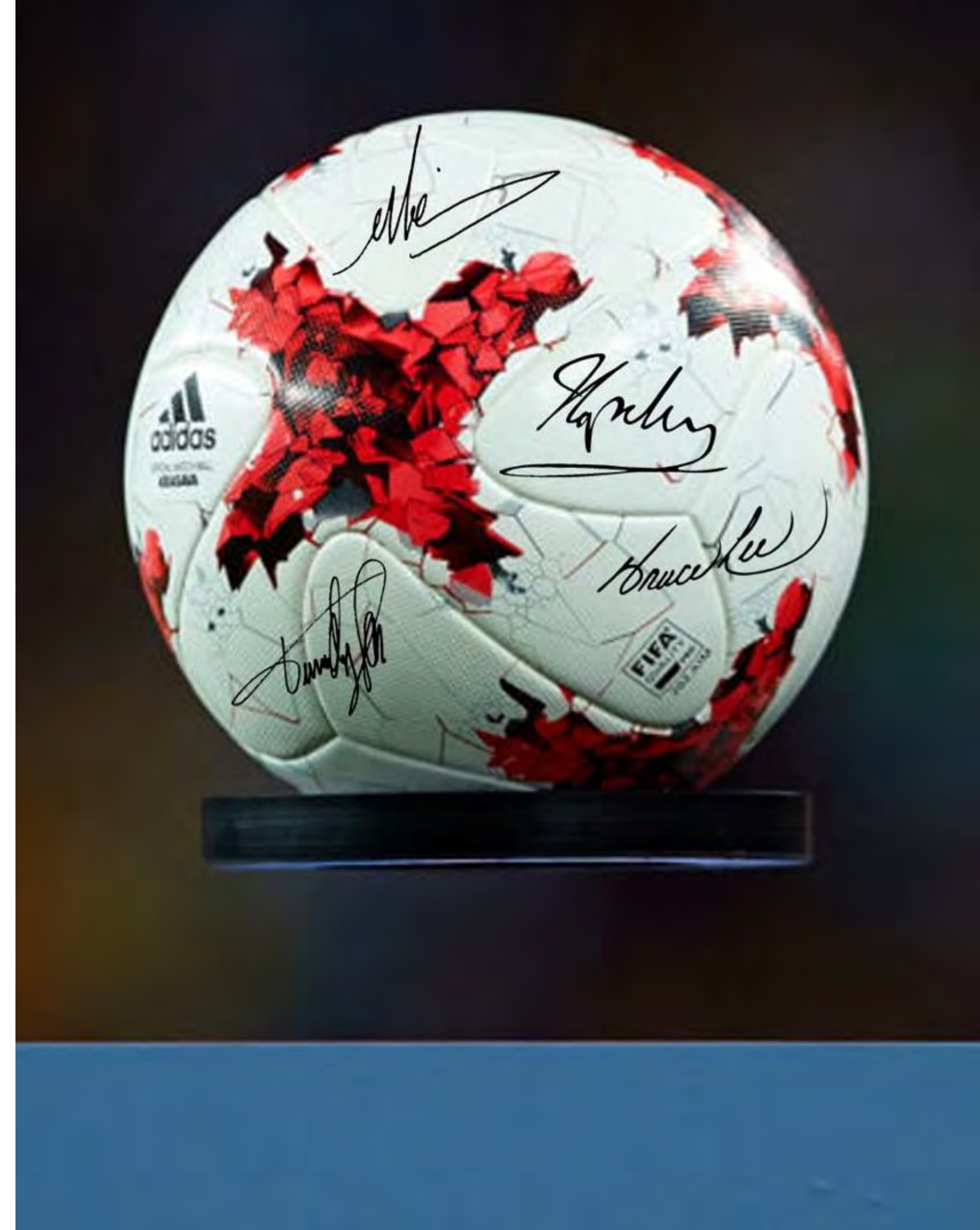




STADIUM EXPOSURE EXAMPLES







HOSPITALITY & GIVEAWAYS EXAMPLES







SOCIAL MEDIA & OUTDOOR EXPOSURE EXAMPLES







\*\*Not to conflict with club sponsor

\*\* Based on availability

PROMOTIONAL VISIT







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**THANK YOU!**

