

2021

RALLY GREECE OFFROAD

8th edition

www.rallygreeceoffroad.gr

"OUT OF THE BOX"
SPONSORING
PROJECT





SPONSORING 8th RALLY GREECE OFFROAD

RALLY GREECE OFFROAD Organization Committee proudly announces the 8th edition of the international rally that will be held in the northwest part of Greece on 3-6 June 2021 under the Aegis of West Macedonia Region and Municipality of Argos Orestiko.

This year RALLY GREECE OFFROAD is **candidate event for “2022 FIA EUROPEAN BAJA CUP”** and at the same time is a valid event for **“2021 ITALIAN CROSS COUNTRY RALLY CHAMPIONSHIP”** and **“2021 ITALIAN SSV CHAMPIONSHIP”**. The event attracts participants from Greece, Italy, France, Serbia, Bulgaria, Romania, Turkey, Israel, Cyprus, Holland, Belgium, etc.

In 2021 it is expected a significant number of competitors, making RALLY GREECE OFFROAD a dominant point of reference for the European Cross Country Rally community. Several of these competitors are participating also to the legendary DAKAR Rally.

Mass Media Coverage is confirmed in local and international level and covers the periods before during and after the completion of the race.

RALLY GREECE OFFROAD characteristics are the genuine motorsport spirit, the high level of organization, the impressive safety record, the strong competition among high quality participants, the traditional Greek hospitality and the massive number of audience.

Publicity is guaranteed by Race Media Experts that distribute material through social media, tv networks, radio broadcasting, internet coverage and journalists that attend in the race.

Apart the motorsport part of the event, RALLY GREECE OFFROAD creates a positive perception for racing by contributing to actions of social responsibility and sustainability in collaboration with local authorities.

Considering all these above mentioned aspects of the event, we propose and invite you to become a proud sponsor of the 8th RALLY GREECE OFFROAD that offers significant opportunities of Corporate and Brand marketing actions.



Motorsport Sponsoring

An “Out of the box” successful decision.

Motorsport Sponsoring has an increasing trend in annual basis with main objective the approach of new target groups that are positive to innovative ways of communication through diversified channels.

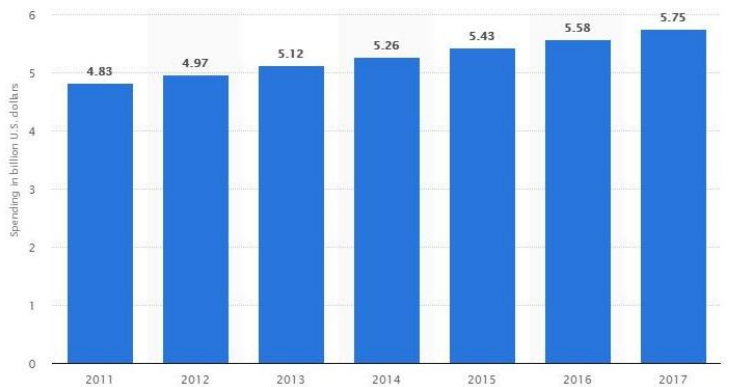
The attraction of an audience based on its habits, interests and hobbies is in now days the dominant perspective during a Marketing Strategy formation.

The approach of consumers through television, internet and social media is likely to have a successful outcome when it focuses to specific target groups like the one of “motorsport fans”

RALLY GREECE OFFROAD is an outstanding “out of the box” choice for audience attraction that has remarkable demographic and quality characteristics:

- 80% Males 16 – 60 y.o.
- 20% Females 25 – 45 y.o.
- 90% with internet access
- Educational level, middle - upper
- Income, middle - upper
- Familiar with modern communication channels

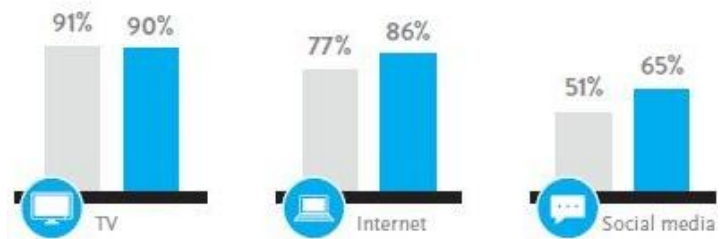
Motorsports sponsorship spending worldwide from 2011 to 2017 (in billion U.S. dollars)



MEDIA TYPE USED BY MOTORSPORT FANS

2013 2016

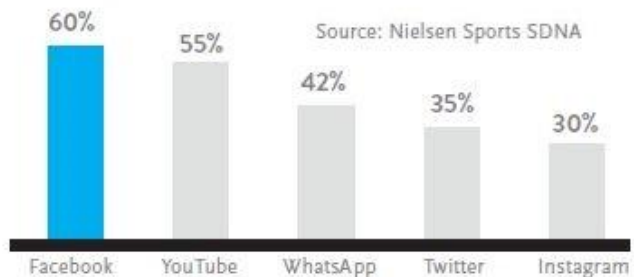
Source: Nielsen Sports SDNA



MOTORSPORT FANS ONLINE

USE OF SELECTED SOCIAL MEDIA PLATFORMS FOR INFORMATION ABOUT RELATED CONTENT

Source: Nielsen Sports SDNA



Sponsorship is a means of marketing a brand or a company, but it can only be successful if it reaches the correct target audience.

For “open mind” companies, motorsport offers an ideal opportunity to get the message across.

Sponsoring RALLY GREECE OFFROAD

Corporate and Brand campaigns through athletic events open new promotion and communication channels.

Long standing collaborations with motorsport events give the opportunity to message in a target group with a lot of potentials.

Vodafone, Cyta, RedBull, Jonny Walker, Qatar Airways, Monster Energy, Motul, Interamerican, etc. are some of the giant companies that trust their names upon motorsport events and leagues.

The key concepts that Sponsors are using in order to identify themselves with a positive perception by “motorsport fans” are:

Action, diversity, sociality, competition, durability, innovation, evolution, perseverance, determination, cause, success, prototypes.

RALLY GREECE OFFROAD is the most important* international motorsport event in Greece with a continuous and sound impact to “motorsport fans”, giving in this way a brilliant opportunity to Sponsors for a successful media exposure.

*after 2018 Acropolis Rally is not part of FIA calendar.



RALLY GREECE OFFROAD

Communication & Media Channels

Organization Committee, a small but dynamic team of people, works 365 days per year for the best implementation of Media and Communication process in favor of RALLY GREECE OFFROAD Sponsors.

The following channels are used for rally promotion:

Press Releases

- Magazines
- Websites and Blogs
- Mailing List

Radio

- ERT (Greek National Broadcasting Radio)
- Local Radio Stations

Greek TV Broadcasting

- SKAI
- ERT
- Cosmote TV
- NOVA
- Action24
- WEST
- Flash TV
- DIKTYO

International TV Broadcasting

(170 countries by 90 broadcasting networks)

Sample of International Broadcast:

<https://www.youtube.com/watch?v=iox4oWQi8EM>

Sample of Local Broadcast:

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

Official Website: www.rallygreeceoffroad.gr

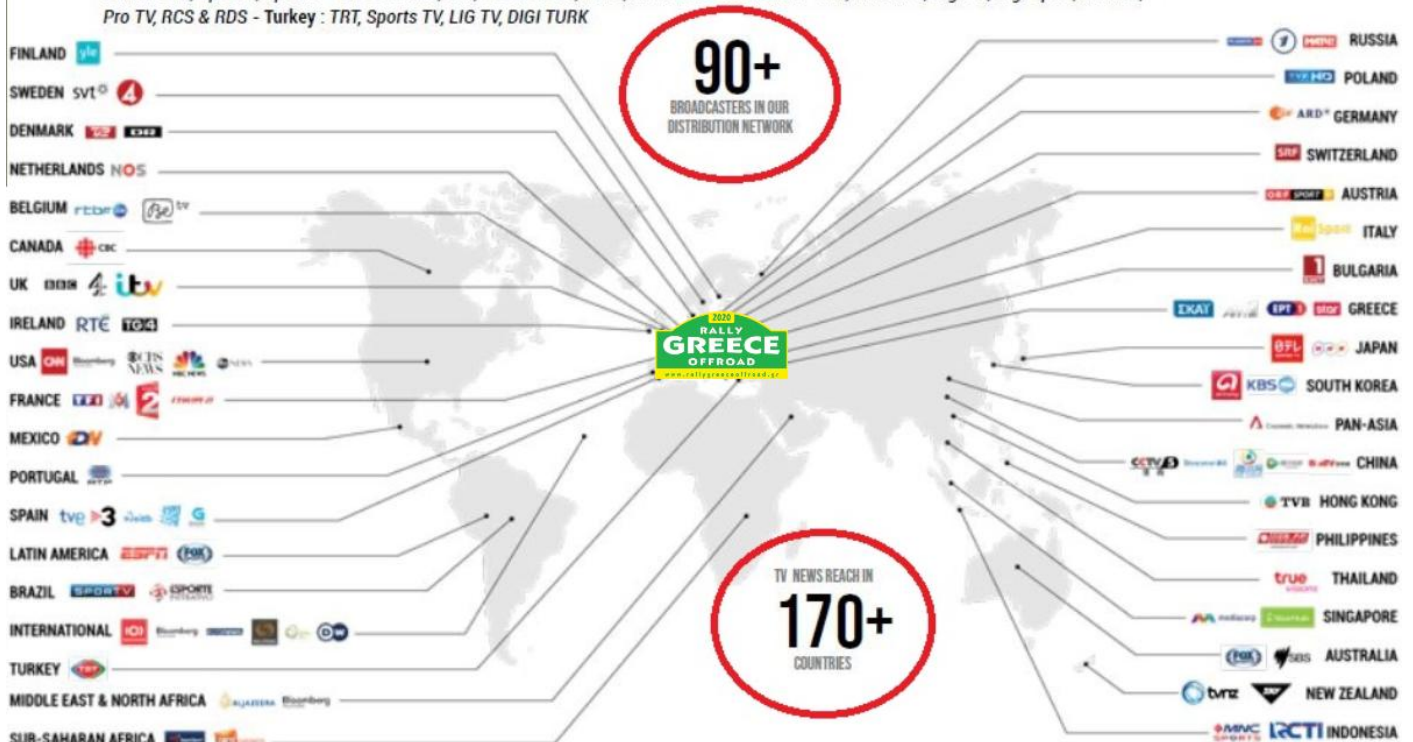
Facebook Page:

<https://www.facebook.com/rallygreeceoffroad/>



Our TV News Distribution Network

Additional to the International networks,
Israel : One, Sport 1, Sport 5 - Greece : Skai, ERT, Cosmote TV, Nova, Action 24 – Romania : TVR, Antena 1, Digi 24, Digi Sport, Kanal D,
Pro TV, RCS & RDS - Turkey : TRT, Sports TV, LIG TV, DIGI TURK



What competitors say about RGOR



RTeam Ralliart
Italy
Andrea
Schiumarini

"I compete for 5 years now in RGOR and I return every year to this event since it is very good organized and at the same time gives me the opportunity to exercise myself for the participation to DAKAR rally".



ISOFF Team
Turkey
Ali
Doganer

"RGOR is the event that our team has always presence with many cars. I have already made 4 editions of RGOR and I look forward for the next one. I have made a lot of friends and I wish the best for RGOR in the future".



AutoLife Team
Cyprus
Bert
Heskés

"Wonderful race, lovely people, we love it. For us RGOR is an important race where we prepare our Team for the DAKAR rally. For this reason we hope to return each year and improve our skills from this strong competition".



FreeSunday Team
Greece
Petros
Sioutis

"It's very nice to race each year in RGOR against high level foreign competitors. I drive as fast as possible in order to have a good result against strong Teams. I wish more competitors to come in Greece for RGOR".



E.D.T Team
Israel
David
Shprontz

"I definitely invite all competitors to race in RGOR, with this great atmosphere in this beautiful country with an amazing landscape. I race in RGOR from 2014 and I intend to come back every year".

Sponsoring Provisions & Benefits

- Event name as “8th RALLY GREECE OFFROAD - *Sponsor’s Name*”
- Race Logo and name permission to be used by Sponsor
- Sponsor’s Press Releases through ORGA Mailing List
- Sponsor’s Logo to all race documentation
- Sponsor’s Logo in race official website
- Sponsor’s Logo in all Social Media banners of the race
- Sponsor’s Logo in ORGA vehicles
- Sponsor’s Logo on Competition numbers + extra 2 stickers
- Sponsor’s advertising brochure in competitor’s Administrative bag
- Sponsor’s name several times announcement during race Ceremonies of Start and Finish
- Sponsor’s flags and banners in Start, Finish, Service Park, Super Special Stage areas
- Area of at least 50 sq.m. at Sponsor’s disposal in Service Park area for promotional purposes
- Sponsor’s Logo in dominant position on Start – Finish Arches
- Sponsor’s Logo in all video production (not included on broadcasting raw material)
- Sponsor’s Logo in welcome Gala area for competitors and teams
- Hospitality of 2 sponsor’s representatives for 4 overnights in a Resort Hotel in a double bed room
- 2 exclusive video teasers (30’’ and 3’) focusing on indirect projection of sponsor’s logo
- TV broadcasting material with indirect projection of sponsor’s logo.

2021 RALLY GREECE OFFROAD – Gold Sponsoring Package: Contact us for cost quoting.

Smaller Sponsoring packages: upon request.



RALLY GREECE OFFROAD

Sponsoring Decision Making

Enhance publicity and create a positive impression for Company or product.

- Sponsoring RALLY GREECE OFFROAD gives access to publicity methods that cost a lot more if they were bought or implemented exclusively for your Company. For example, calculate how much it costs 3 minutes advertisement in television.
- RALLY GREECE OFFROAD spectators, viewers, audience, readers are a huge target group who are thirsty for action and open to receive information and advertising actions.
- Supporting an athletic event creates a positive feeling to consumers and makes company's employees to be proud for this achievement.
- Using sponsorship in connection with a consumer rewards program increases goodwill and customer retention.

Differentiating from Competitors

- The mere act of sponsoring a racing event, especially an exclusive sponsorship, is a significant way to create competitor differentiation.
- Your company name can stand out head and shoulders above the competition. Motorsports sponsorship is a powerful weapon against a competitor with a larger advertising budget.
- Sponsorship allows smaller companies to compete with their industry giants, and consumers often perceive sponsorship in a positive way.

RALLY GREECE OFFROAD is the best cost effective publicity you may select for your business !
See You All There !



The 8th RALLY GREECE OFFROAD is organized by "Attica Motorsport Club Greece" under license of Greek Motorsport Federation which is member of FIA. The event respects the State Law.

