

# SPONSOR PLAN



*TEAM PROFILE*



# JOIN A WINNING TRADITION

On August, 1945, Pallacanestro Varese moves the first steps. In a few years the team becomes famous thanks to the several victories obtained in Italy and worldwide. Varese wins every competition: Italian Championship, Euroleague, Intercontinental Cup, National Cup. The team has an unbeatable record of 10 consecutive finals in Euroleague.

Players, fans, sponsors: we are an unique team. We are proud of the winning tradition we have created together.

	<i>10 Italian Championships</i>	
	<i>5 Euroleague Cups</i>	
	<i>4 Italian Cups</i>	
	<i>3 World Champions</i>	
	<i>2 Cup of Cup's</i>	
	<i>1 Italian Supercup</i>	







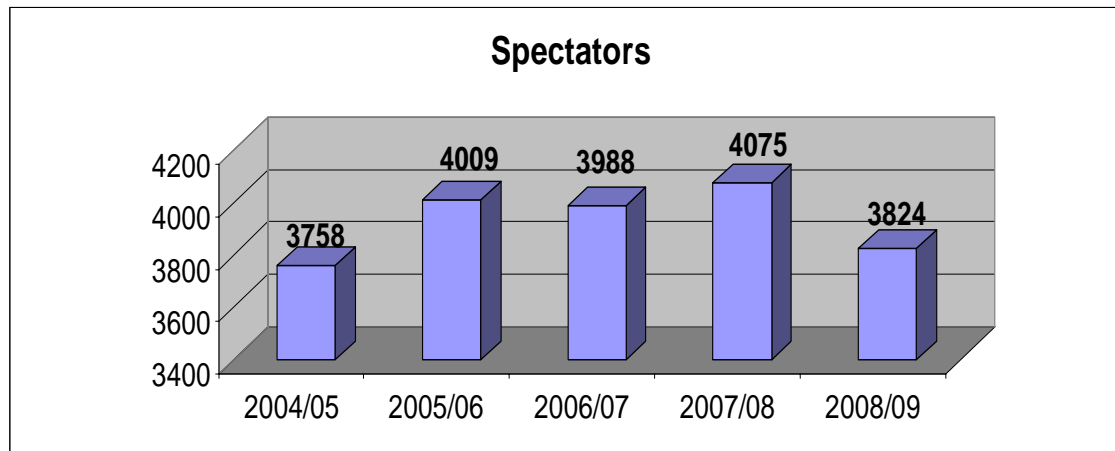
# WITH A GREAT ATTENDANCE FOR AN IDEAL AUDIENCE





## PALLACANESTRO VARESE FANS ARE:

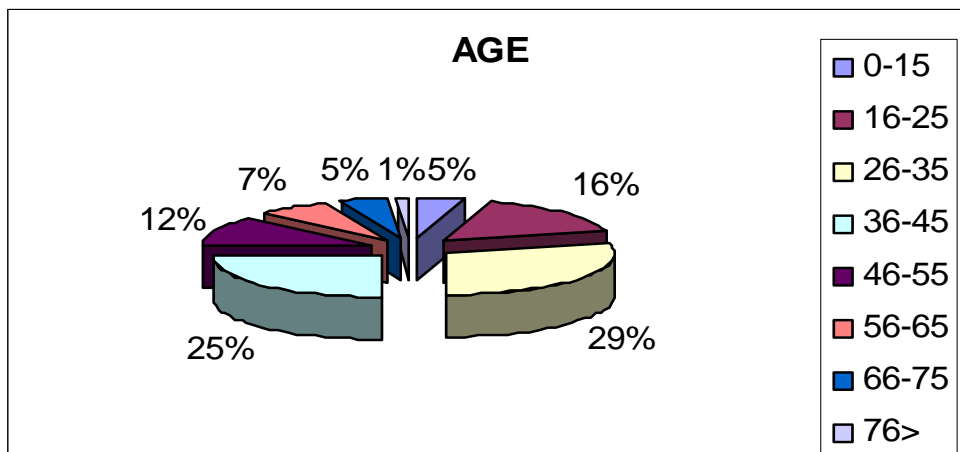
- ❑ **Basketball** is the second sport in Italy as attendance (7 millions of people) and it's growing in the last years (+11%)
- ❑ **Pallacanestro Varese** with an average home attendance of **3.824 spectators per game** is ranked in the top 5 teams of Italian League (League Average: 3.652).
- ❑ Last year the **season tickets holders were 2.959**. During the past 3 years, Pallacanestro Varese always overcame quota 3.000





## FANS PROFILE

- ❑ GENDER: MALE 70% - FEMALE 30%
- ❑ AGE: 54% of fans is between 25-45 years



- ❑ EDUCATION: 24% received a college degree or higher
- ❑ JOB: high average household income – 34% employees, 19% Directors/Contractors

Source: Season Tickets Holders Database



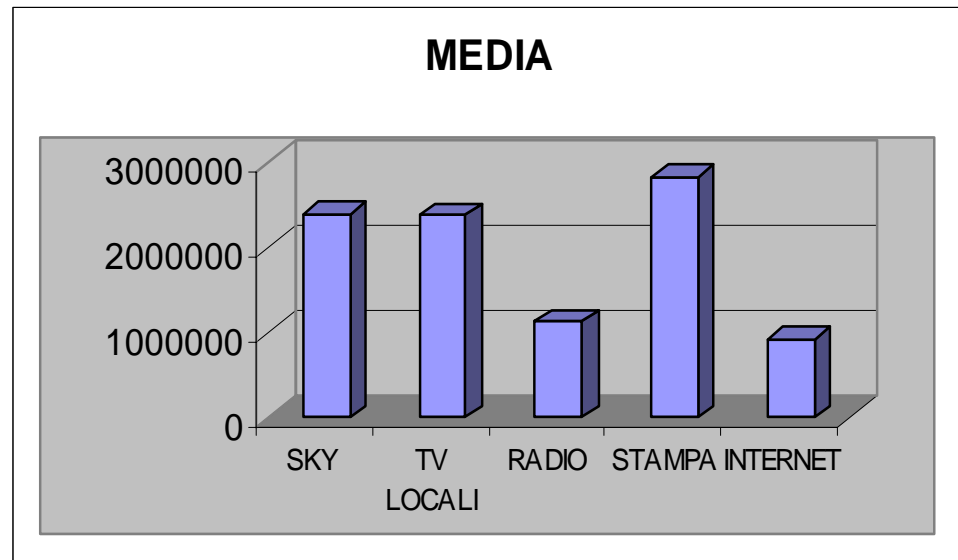


# HIGH VISIBILITY - MEDIA EXPOSURE

The fans follow basketball on these media:

- ❑ 2.400.000 on Sky (Satellite)
- ❑ 2.375.000 on local tv
- ❑ 3.875.000 trough Tv programs
- ❑ 3.825.000 on Newspapers
- ❑ 1.125.000 on Radio
- ❑ 915.000 on Internet

Source: StageUp-Ipsos





## SKY holds Tv rights of National Basketball Championship

- ❑ Sky has 4,2 millions of subscribers
- ❑ **3 TV GAMES LIVES EVERY WEEK:** (Saturday night h. 8:30pm, Sunday Midday & Sunday night h. 8:30pm).
- ❑ **Pallacanestro Varese** “Tv Games Live”:
  - Season 2007/2008: **7 games broadcasted live.**
  - Season 2008/2009: **13 games broadcasted live**

### OTHER NATIONAL TV:

- **ODEON:** every Wednesday (h. 8:00pm) the program “Basket Week” produced by Legabasket with videos and news about the teams
- **MEDIASET, RAI & LA7** (news & sports program).





## LOCAL TV

### RETE 55 – LA 6

- **2 DELAYED GAMES every week** (Monday and Tuesday night)
- **Special Program: “Varese a canestro”** (30 min. circa)
- ❑ **Audience:** Rete 55 reaches **154.777 contacts**
- ❑ **Coverage** Lombardy, Province of Novara, Vercelli, Verbania, Biella, Piacenza & Canton Ticino (Switzerland)

**National Tv Circuit based on 18 Tv Channels. They cover almost every Italian region:**

*TELE ALTOVENETO (Veneto), TELE 7 LAGHI (Lombardia), CANALE 3 TOSCANA (Toscana), ATV7 (Abruzzo), TELE FRIULI (Friuli V. Giulia), ALPI TV (Piemonte), TELE SPAZIO (Calabria), TELE GRANDUCATO (Toscana), TELELIBERA 63 (Campania), RETE 8 (Abruzzo), ROMA UNO (Lazio), IRPINIA TV (Campania), TELE REGGIO (Emilia Romagna), ANTENNA DEL MEDITERRANEO (Sicilia), E' TV – RETESETTE (Emilia Romagna & Satellite), TV 6 (Abruzzo)*







## PRESS

- ❑ **NATIONAL PRESS:** the most important Italian newspapers write about Pallacanestro Varese with an average of **655 articles every month** (Source: Sifa)
- ❑ Pallacanestro Varese can send you a daily press report (pdf).

**SPORTS NEWSPAPERS:** 3 national sports newspapers. Everyone keeps a whole page for the basket news. Daily Circulation – copies (year 2006 – Source Audipress):

- **Gazzetta dello Sport:** 375.158 / On Monday: 474.754 / Audipress: 3.581.000 readers
- **Corriere dello Sport:** 240.699 / On Monday: 285.610 / Audipress: 1.310.000 readers
- **Tuttosport:** 119.130 / On Monday: 131.992 / Audipress: 928.000 readers

**LOCAL PRESS:** **La Prealpina**, **La Provincia**, **Il Giorno** – Great attention for the team

**BASKET MAGAZINES:** **Super Basket** (weekly), **Dream Team** (monthly), **Varese Sport** (free weekly press).





Some examples of articles about the Team:

del 29 Aprile 2006 **La Gazzetta dello Sport** estratto da pag. 30

## Pillastrini e Vescovi Varese è un modello

Un coach che sa costruire un progetto, un g.m. che è stato una bandiera «Identità italiana e giovani: ma chi verrà qui non deve pensare ai soldi»

La guida del nerazzurro Bramante è stata la protagonista di una vittoria

del 27 Aprile 2009 **PREALPINA** estratto da pag. 1

## Cimberio, dal purgatorio al paradiso

In un'inchiesta prima di un pubblico d'eccezione, la squadra di Pillastrini conquista la promozione in serie A dopo un anno di permanenza in Legadue

del 28 Aprile 2009 **TUTTOSPORT** estratto da pag. 20

Parla il reduce dello scudetto '99, protagonista anche nella promozione

## «Varese tornerà grande»

GALANDA «La nostra forza è l'identità di gruppo. Nel 2008 l'avevamo persa»

Giacomo Galanda, 34 anni e 2,15, bacia la Coppa di LegAdue. Con Varese ha vinto lo scudetto 1999. È tornato nel 2008 (Ciancillo)

### cose da poz

di GIANMARCO POZZECCO

**I miei mille motivi per cui è giusto che Varese sia tornata in serie A**



Gianmarco Pozzeco ha vinto lo scudetto a Varese nel 1999 ARCH-INFO

del 27 Aprile 2009 **La Provincia di Varese** estratto da pag. 1, 22

## Cimberio, missione compiuta Basket city è di nuovo a casa

*I biancorossi vincono la sfida spareggio con Veroli. Ora la festa può cominciare Galanda prende per mano la squadra e la riporta ai derby con Cantù e Milano*

Ritaglio stampa ad uso esclusivo del destinatario, non riproducibile





## RADIO



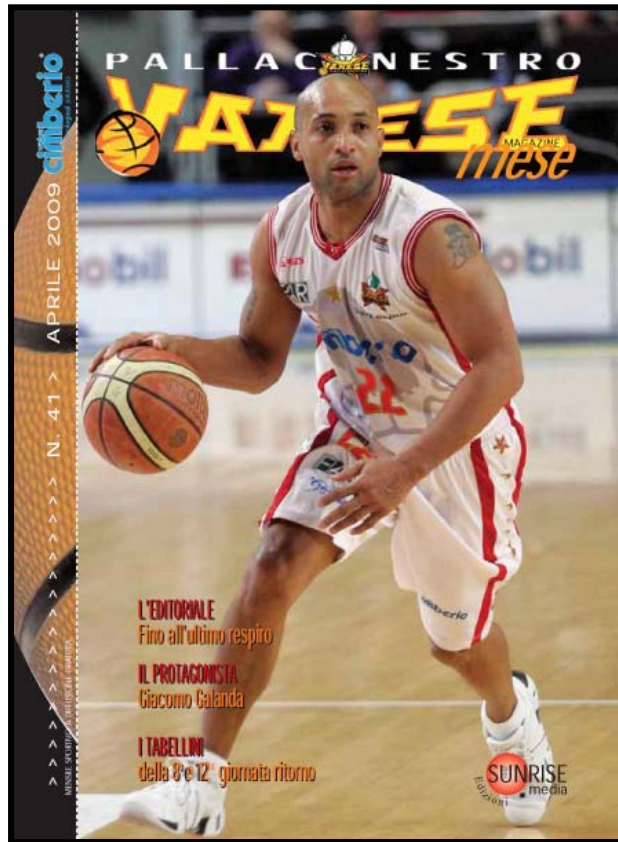
**NATIONAL RADIO:** **Rai Radio Uno** broadcasts live the games during the Sunday program named “**Tuttobasket**” on air with correspondents from the most important courts.

❑ **Rai Radio Uno: 6.284 mil. Daily listeners** (1.000 mil. in Lombardy) – Year 2009 / Source Audiradio

**LOCAL RADIO:** **Radio Lupo Solitario** broadcasts live every game (home & away).

- Live streaming on the web
  - Weekly Space on Radio with the breaking news from the team.
- ❑ **National Tv Circuit based on 18 Tv Channels. They cover among every Italian region.**





## PRINT

### HOUSE ORGAN

*PALLACANESTRO VARESE MAGAZINE*

*(weekly & monthly magazines)*

Pallacanestro Varese issues 2 free magazines:

- **Circulation:** 5.000 copies
- **Diffusion:** during the home games, in 50 selected shops (bar/pub, fitness centers, commercial centers)
- **Format:** Weekly A4, 6 colors pages
- **Format:** Monthly A5, 32 colors pages





## INTERNET

### ❑ PALLACANESTROVARESE.IT

- The site is growing day by day and it can give you an high visibility thanks to more than **3.104 daily unique visitors**
- **2.500 newsletter subscribers with an useful database.** Sponsors can reach this database and use it for commercial activities.
- **19.292 page views – 106.306 daily contacts**

### ❑ VARESENEWS.IT: it's a local web newspaper with news an high attention to Pall. Varese.

- **837.760 monthly visits – 5.947.067page views** (*Source: Audiweb*)

### ❑ GAZZETTA.IT: the most important sports site in Italy (daily news & articles about basket)

- **19.243.465 monthly visits – 142.804.218 page views** (*Source: Audiweb*)



We have a dedicated web tv too. On the channel you can find highlights, interviews etc.





**ALWAYS TAKING CARE OF OUR  
SPONSORS**

**THANKS TO**

**CREATIVE PROJECTS &  
ADVERTISING CAMPAIGNS**





# ADVERTISING CAMPAIGNS

We take care of our sponsors and we follow their investment during the season. We always publish advertising campaign to support the sponsorships .

❑ **ADVERTISING CAMPAIGNS ON THE MOST IMPORTANT NEWSPAPERS** where we promote sponsor brands thanks to the coupling with team image.

This activity has no cost for the sponsor: the advertising campaigns are included in the sponsorship contract!

Last year we published advertising campaigns on these newspapers:

- **TUTTOSPORT**
- **LA PROVINCIA DI VARESE**
- **LA PREALPINA**
- **VARESE SPORT**
- **DREAM TEAM**
- **SUPERBASKET**





**SOME EXAMPLES OF ADVERTISING CAMPAIGNS:**

**PALLACANESTRO VARESE  
AUGURA A TUTTI**

*“Buone Feste”*

**valve cimberio**

**FAR**

**CASTI GROUP**

**Whirlpool** **UBI Banca** **easyJet.com**

**ETJCA** **LeNORD**

**masera & bacelliere** **PROVINCIA di VARESE**

**VARIES** **AND1**

[www.pallacanestrovarese.it](http://www.pallacanestrovarese.it)

**DOMENICA 26 OTTOBRE ORE 18.15**  
Palawhirlpool - Varese

**valve cimberio**

**FAR**

**CASTI GROUP**

**easyJet.com**

**ETJCA**

**LeNORD**

**masera & bacelliere**

**PROVINCIA di VARESE**

**UBI Banca**

**Whirlpool**

**VARESE PALLACANESTRO**

**VS**

**BASKET RIMINI Crabs**

Raniel Dickens - Ala/Centro Cimberio Varese

[www.pallacanestrovarese.it](http://www.pallacanestrovarese.it)

**cimberio**

**LA FORZA DEL GRUPPO**

Grazie a tutti gli sponsor!

**UBI Banca**

**VARIES**

**AND1**

**VARESE PALLACANESTRO**

**ASPEN GAS**

[www.pallacanestrovarese.it](http://www.pallacanestrovarese.it)







## **SPECIAL PROGRAMS:**

### **❑ SPONSOR MEETING**

During the season we organize sponsor meeting to favour the B2B and to create co-marketing activities between our commercial partners.

### **❑ BASKET: SCHOOL OF LIFE**

Special program dedicated to the School. Players go to visit the classrooms. The students come to see the homegames thanks to free tickets or they can attend the practice in the arena.

### **❑ CAMP**

We organize basket camp during the summer holidays.

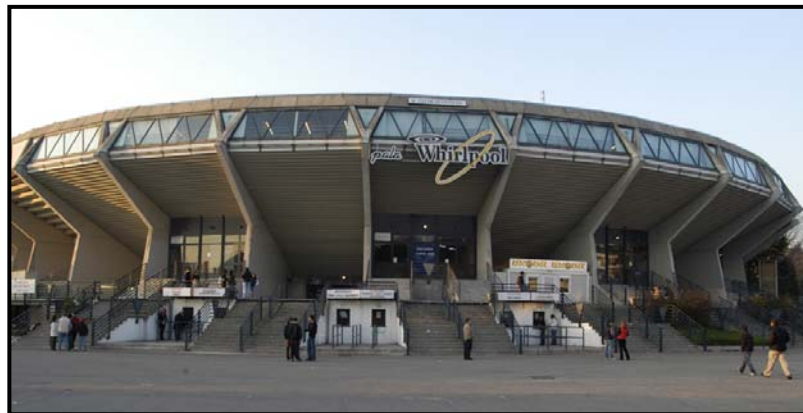
### **❑ COMMUNITY RELATIONS**

Charity program to sustain local associations



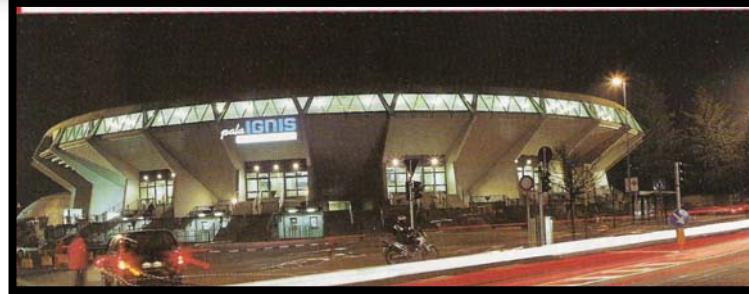


**OUR ARENA  
IS READY TO  
WELCOME YOU**





# PALAWHIRLPOOL



**ATTENDANCE: 5.200 seat places**

**MULTIFUNCTIONAL STRUCTURE** ready to host extrasports events like concerts, shows, fears, conventions.

Some hosted events: concert of Giorgia, Nek, Pooh, Ligabue, Articolo 31, Beppe Grillo, Notre Dame de Paris ecc.

**PalaWhirlpool is ready for company programs:**

- ❑ **HOSPITALITY:** reserved rooms (100 places) with catering service
- ❑ **VIP CLUB:** branded seats, dedicated hostess, reserved parking
- ❑ **PROMOTIONS & ADVERTISING:** you can give your name to the Arens sectors, sampling
- ❑ **AUDIO & LIGHTS:** you can use: big led megascreen, music centre, new lights system, press room with wireless adsl...





## SPONSORSHIP FORMAT

- MAIN SPONSOR or TITLE SPONSOR:** You give your name to the team. Your brand on the official game uniform and in the most important advertising spaces on the court.
- TOP SPONSOR (CO-SPONSOR):** your brand on the official game uniform (jersey and/or short). You have important advertising spaces in the arena too.
- OFFICIAL PARTNER:** group of 8 partners with a complete mix of advertising spaces (led, megascreen, rotor, stickers...) and the brand on the overjersey.
- ADVERTISING:** you can buy individual spaces. We offer: BANNER LED, MEGASCREEN, ROTOR, FIXED PANELS





↑  
BANNER LED

MEGASCREEN →



↓  
ROTOR

FIXED PANELS ↓





# OUR SPONSORS FOR BUSINESS TO BUSINESS

- FRANZ ISELLA - [www.franzisella.it](http://www.franzisella.it)
- CORIMEC - [www.corimec.com](http://www.corimec.com)
- ALGAT - [www.algat.it](http://www.algat.it)
- SIAC - [www.siacspa.com](http://www.siacspa.com)
- IMS - [www.imspoletto.it](http://www.imspoletto.it)
- CIMBERIO VALVES - [www.cimberio.it](http://www.cimberio.it)
- FAR – [www.far-spa.it](http://www.far-spa.it)
- EREDI GNUTTI – [www.eredignutti.it](http://www.eredignutti.it)
- FLUORIL EUROPA – [www.fluoril.it](http://www.fluoril.it)
- WHIRLPOOL – [www.whirlpool.it](http://www.whirlpool.it)
- CASTELLARI – [www.castellaridiffusion.com](http://www.castellaridiffusion.com)





# **INVEST IN A GREAT TEAM**

**TO BECOME A PALLACANESTRO VARESE SPONSOR  
PLEASE CONTACT**

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