



# THE WORLDWIDE PREMIER LEAGUE TRADING CARD GAME

**COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES**

Celebrating its 4th year the Match Attax World Championships 2011 is the world's biggest football trading card competition.

Based on the English Premier League, the World Championships attract over 20,000 participants from 17 countries around the world including: UK, ROI, Hungary, Norway, Sweden, Denmark, UAE, South Africa, Hong Kong, Singapore, Malaysia and Australia.

Country heats and finals are held in February, March and April 2011 culminating in the World Championship Finals to be played at Stamford Bridge – home of Chelsea FC on 30th April 2011 ... during the Chelsea V Spurs match!

- ▶ Match Attax is played in over 40 countries with more than 3.5 million collectors worldwide - targeted at boys aged 8-12yrs and girls 11-14yrs
- ▶ Match Attax is by far the UK's biggest selling collectable generating retail sales value of over £32 Million in the UK and Ireland
- ▶ Over 3 seasons in the UK alone over 160 MILLION packets have been sold
- ▶ In the UK alone over 1.3 million children collect Premier League Match Attax - this equates to 1:3 boys 5 to 14yrs
- ▶ Mills Stores, a retail group in the north east of England (85 stores), sold 27 packets of Match Attax to every one Mars Bar!
- ▶ The Match Attax Website (Toppsfootball.co.uk) is the most visited brand site by kids under 14yrs – 437,000 uniques per month

The Match Attax World Championships 2011 promises to be a huge success with contestants testing their skills against each other using the famous player trading cards from the English Premier League ... arguably the greatest show on earth - the world's most popular sporting league watched and followed by over ½ billion people in 202 countries!



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## SPONSORSHIP OPPORTUNITIES

Match Attax World Championships 2011 has a number of commercial sponsorship and partnership opportunities available. We are looking for the following partners ...

### TITLE SPONSOR

One worldwide event sponsor

### PRESENTING SPONSORS

A presenting sponsor for each of the 17 x country regional heats and finals

### CO-SPONSORS, OFFICIAL SUPPLIERS & MEDIA PARTNERS

Official co-sponsors from non-competing categories

Official suppliers providing goods and services that are essential to the event

Media Partners

## WHY GET INVOLVED?

Sponsors will benefit from a partnership in many ways, including:

**Brand Exposure & Image Enhancement** – National, Regional & International Media – linking in with Match Attax's popularity and brand

**Experiential Marketing** – sampling of products at Regional Heats and the Final

**Networking & Hospitality** – using the association to entertain business audiences including customers, suppliers and employees

## PARTICIPATING COUNTRIES

The Match Attax World Championships 2011 will attract over 20,000 competitors from 17 countries.

The 17 countries participating in the Match Attax World Championships 2011 are:

EUROPE	AFRICA & MIDDLE EAST	ASIA PACIFIC
England; Scotland; Northern Ireland; Wales; ROI; Hungary; Norway; Sweden; Denmark; Iceland	South Africa; UAE	Hong Kong; Malaysia; Singapore; Australia; Vietnam

## QUALIFYING ROUNDS

Each of the 17 nations entered in the Match Attax World Championships will hold qualifying rounds in their respective countries to find the players that will represent at the World Championships Finals at Chelsea FC on 30th April 2011.

In the UK and ROI there will be 5 x regional qualifying rounds to find 5 representatives for the Match Attax World Championship Finals. These will take part at the following venues as part of the Match Attax Swap & Play Tour.

CITY	DATE	VENUE
Dublin	16th April 2011	Aviva Dublin
London	18th April 2011	Emirates, Arsenal FC
Manchester	19th April 2011	Eastlands, Man City FC
Newcastle	20th April 2011	St James' Park, Newcastle FC
Birmingham	21st April 2011	Villa Park, Aston Villa FC

In other countries similar events will be held to determine who will qualify for the World Championships Finals at Stamford Bridge.



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## REGIONAL HEATS

Dependent on numbers who attend the events – a typical structure for say 1,000 players at an event is to split them into groups of 128 as follows.

ROUND	COMPETITORS	ROUND DURATION	ACTIVITY
1	128	15 minutes	Each competitor will play 1 game against another opponent. The winner goes through to Round 2.
2	64	10 minutes	Each competitor will play 1 game against another opponent. The winner goes through to Round 3.
3	32	10 minutes	Each competitor will play 1 game against another opponent. The winner goes through to the Heat Quarter Finals.
Quarter Finals	16	10 minutes	Each competitor will play 1 game against another opponent. The winner goes through to the Heat Semi Finals.
Semi Finals	8	10 minutes	Each competitor will play 1 game against another opponent. The 4 winners or Heat Winners go through to the Event Finals.

## EVENT FINALS

The qualifying players from the Regional Heats play off to determine the Regional Champion. The following is based on 64 qualifying from the morning heats.

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1	128	15 minutes	Each competitor will play 1 game against another opponent. The winner goes through to Round 2.
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## ATTENDANCE FIGURES

### UK

In the UK, previous years have seen attendance figures ranging from 2,000 – 5,000 per UK event, which is held in tandem with the Swap & Play Tour. We are expecting around 20,000 participants across the 5 regional events.

The Swap & Play Tour is part of the promotional activity for the Premier League collection developed to assist collectors to complete their albums and can swap up to 50 of their duplicate cards with Topps FREE of charge.

Over the 12 years Topps has run the event, the Swap & Play Tour has become increasingly popular and sophisticated, meeting over 1,000,000 Sticker mad kids. In 2011 the tour will be run over 5 geographically different venues, visiting the largest Cities across the UK and Ireland.

As well as the action of the Match Attax World Championships the Swap & Play Tour includes: Training Camps – for players wanting to improve their game; Trading Post – for those who need the last few cards to complete their set; and See some Silverware – opportunity to have your picture taken with the Barclays Premier League trophy and FA Cup.

### INTERNATIONALLY

At other regional heats around the world there are on average 1,000 – 1,500 players battling it out to be the one to represent their country at the Match Attax World Championships Finals.



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## MATCH ATTAX WORLD CHAMPIONSHIPS FINALS 30TH APRIL 2011

The Finals will take place on Saturday 30th April 2011 at Stamford Bridge prior to and during the Chelsea v Spurs Premier League game.

Prior to the match the 17 finalists will battle it out to find the 2 x players that will play the Final in the pitch centre circle at half time during the Chelsea v Spurs match.

ROUND	COMPETITORS	MATCHES
FINALS Group Stage	17 Finalists Split into 4 groups: 3 groups of 4 players and 1 group of 5 players	Each Player will play 1 game against the other players in their group. 3 points will be awarded to each match winner or 1 point should the game end in a draw. The players from each group with the most points will progress to the Semi Finals. In the event of players finishing on the same points, the result of the match between the Players involved will determine the winner. In the event of that being a draw then Goal Difference, followed by Goals For across all games will be compared, with the highest qualifying. Should this remain a draw then a 5-a-side play off between the Players involved will determine the winner.
Semi Finals	4	Each competitor will play 1 game against another opponent. The Winner from each game will qualify to the World Final! In the event of a draw a 5-a-side game will be played.
Final	2	The World Final will be contested between the final two players. 1 game will be played to determine the winner. As the game will be played at half-time of an official Premier League fixture, time for the final will be limited to 8 minutes. If the game has not been finished in the allotted time the player with the highest score will be crowned the winner. If the game is tied at the end of the 8 minutes it goes to Golden Goal and the next winning point decides the match.



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## WORLD CHAMPIONSHIPS PROMOTIONAL SUPPORT

- ▶ Starter Packs – Reference in 800,000 packs
- ▶ Match (150K circ) – DPS feature, 400,000 readership
- ▶ Match of the Day – DPS feature, 500,000 readership
- ▶ Regional advertising - Radio and Newspaper advertisements
- ▶ Huge PR opportunity – national and regional TV
- ▶ [www.matchattax.com](http://www.matchattax.com) - 24 million page views and 1.3 million uniques in 10 months since re launch

## GENERAL MATCH ATTAX PROMOTIONAL SUPPORT

- ▶ Promotions with the Sun and News of the World - extensive editorial coverage in the newspapers as well as additional prime time TV advertising
- ▶ Supported with a £750,000 TV advertising from October 2010
- ▶ Extensive cover mounting and editorial campaigns with children's magazines that will continue until Christmas
- ▶ October half term promotional tour that will take the collection to over 20 shopping centres across the UK and Ireland
- ▶ In addition, the collection will feature a number of limited edition and promotional cards, including rare signed cards from Premier League stars, which are sure to generate much excitement and significantly boost sales

## ORGANISATION - CENTRAL MANAGEMENT

The Match Attax World Championships are organised centrally by Topps Europe through its network of agents and distributors around the globe.



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## PACKAGES

	Worldwide Title Sponsor	Country Specific Presenting Sponsors	Co-Sponsors Official Suppliers Media Partners
<b>TITLE &amp; EXCLUSIVITY</b>			
Rights to titles for PR & advertising use ...			
"The [Sponsor Name] Match Attax World Championships 2011 in association with [Presenting Sponsor Name]"	Yes	Yes	
"Official Co-sponsor / Official Supplier / Media Partner The [Title Sponsor Name] Match Attax World Championships 2011"			Yes
Product exclusivity	Yes	Yes	Yes
<b>BRANDING – REGIONAL HEATS/FINALS</b>			
Advertising Boards at Venue (venue sizes minimum 1000 metres squared)	Yes	Yes	Yes
Logo on officials	Yes	Yes	No
Logo on playing tables	Yes	Yes	No
<b>BRANDING - WORLD CHAMPIONSHIP FINALS</b>			
Advertising Boards at Venue (venue sizes minimum 1000 metres squared)	Yes	Yes	Yes
Logo on officials	Yes	Yes	No
On pitch at Stamford Bridge during half time when Final is played between last 2 players	Yes	Yes	No
<b>BRANDING - PROMOTIONAL</b>			
Branding in Starter Packs – DPS in 800,000 packs	Yes	Yes	Yes
Branding in Match – DPS feature, 400,000 readership	Yes	Yes	Yes
Branding in Match of the Day – DPS feature, 500,000 readership	Yes	Yes	Yes
Logo on www.matchattax.com - 24 million page views and 1.3 million uniques in 10 months since re launch	Yes	Yes	Yes
Regional advertising - Radio and Newspaper advertisements	Yes	Yes	Yes
Huge PR opportunity – national and regional TV	Yes	Yes	Yes
<b>EXPERIENTIAL MARKETING</b>			
Trade Booths and sampling at regional heats and Finals	Yes	Yes	Yes
<b>HOSPITALITY &amp; NETWORKING</b>			
Access passes to VIP hospitality area at Heats and Finals	Yes	Yes	Yes
<b>ACCOUNT MANAGEMENT</b>			
Provision of account manager to manage sponsorship	Yes	Yes	Yes
Post event report on sponsorship effectiveness	Yes	Yes	Yes



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## MATCH ATTAX EXPLAINED

Match Attax Premier League 2010/2011 is a selection of over 440 players and managers from the 20 Premier League Clubs including manager cards and special 'i-Cards' that enable collectors to play, collect and compete online with other fans across the world.

### THE GAME

Match Attax is a game for 2 players – just like in a real Premier League match the aim is to beat your opponent by scoring more goals ...

- ▶ Each player is rated out of 100 in Defence and Attack
- ▶ You need 14 players for a game – your starting team of 11 plus 3 subs
- ▶ Teams are lined up face down on the playing pitch in formation with 3 subs on the bench
- ▶ Each player must be in their correct position – Defence, Midfield, Attack
- ▶ Players decide who goes first by flipping a coin
- ▶ Kick Off - choose player and decide whether to attack or defend (But don't turn the card over)
- ▶ The opponent now chooses a player from his team – in Match Attax you always play defence verses attack – so if you chose defend your opponent must choose attack
- ▶ The player with the highest score bags the goal
- ▶ The winner of each round goes first in the next round
- ▶ If it is a draw no-one scores
- ▶ You can make 3 x substitutions during a game
- ▶ The player with the most goals is the winner

### WORLD CHAMPIONSHIP RULES

*Players must ...*

- ▶ Choose 1 x player from each club
- ▶ Only 1 x I-Card
- ▶ Only 1 x Man Of The Match, Hundred Club, or Limited Edition
- ▶ Only 1 x Manager
- ▶ Managers can only be used once to boost players performance from the same club
- ▶ Managers cannot be used to boost Man Of The Match, Hundred Club, or Limited Editions
- ▶ Players cannot substitute their final playing card
- ▶ Only 1 x Goalkeeper allowed on the bench
- ▶ Only formations that fit the players pitch are allowed



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## ABOUT TOPPS EUROPE

Since 1989, Topps Europe Limited's album collections have brought magical excitement to millions of kids - young and old! In 1994 Topps acquired the Premier League license allowing the company to exclusively publish the only official Premier League album collection in the UK. Premier League albums are now in their 6th year and annual sales of Merlin's Premier League albums have escalated into tens of millions.

Topps manufactures and markets a wide range of products, which are based on a simple philosophy of entertaining children, which is at the heart of the company's culture. Its range of products now includes; stickers, albums, cards and binders, magazines and comics, stationery, licensed character containers with candy, bubble gum and the best quality candy pops.

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