

COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES



9TH-18TH DECEMBER
OLYMPIA

THE WORLD'S MOST PRESTIGIOUS
CHESS TOURNAMENT

ORGANISED
by Chess Promotions Limited

MARKETING SUPPORT
by Purple Tangerine





LONDON

CHESS CLASSIC 2016

9th-18th December, Olympia

London Chess Classic is the world's most prestigious chess tournament showcasing 10 of the world's top ranked players battling it out in the Capital in the run up to Christmas 2016.

Now in its 8th year, the Chess Major features 10 days of action from the fastest, strongest and smartest minds on the planet.

The 2016 tournament is a media showcase broadcast live on the internet and on terrestrial TV in a number of countries around the world. It features: World Number 1, Norway's Magnus Carlsen; World Number 2, Russia's Veselin Topalov; World Number 3, India's Vishy Anand; World Number 5, USA's Hikaru Nakamura, aka "The H-Bomb"; as well as UK Number 1 Micky Adams, aka "The Spider".

London Chess Classic 2016 is the final leg of the Grand Chess Tour, a series of international Chess Majors held throughout the year with a \$USD 1 Million overall prize fund, which includes tournaments in the USA, France and Belgium. The final line-up will be announced in March 2016.

THE TOURNAMENT QUICK FACTS



10 of the world's best players from USA, Russia, Norway, India, Bulgaria, Armenia, France and UK



Terrestrial feed to countries including Norway and India



2.1M

Livestream and internet.

Total views: 2.1 million; unique views 1.38 million; total minutes viewed 19,086,926; average view duration 33 minutes and 5 minutes



Celebrity attendees have included:
Boris Johnson, Boris Becker,
Alex Zane, Edgar Davids,
Sir Clive Woodward



1,000+ Players; 2,000+ Spectators;
2,500 Children as part of
Children's Chess Festival

\$300K

\$USD300,000 overall prize fund –
winner receives \$USD75,000

9 ROUND SUPER TOURNAMENT

9-round 10-player super tournament with each player playing each other once – a match a day for 9 days. Played at a rate of 40 moves in two hours, followed by the rest of the game in one hour, with a 30-second increment from move 41

\$500K

In 2015 the Event generated over £500K of media coverage featuring on BBC's One Show, The Sunday Times and The Daily Telegraph. In 2016, expected EAC of £2M+



Supports the charity Chess in School and Communities



Featuring world's best players

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PARTNER PACKAGES

TIER 1

MAIN SPONSOR - WORLDWIDE TITLE SPONSOR

One Title Sponsor with full naming rights to events e.g. [Sponsor Name] London Chess Classic 2016. Main branding on broadcast feed, players and around venue

TIER 2

WORLDWIDE OFFICIAL PARTNERS

Up to 5 Official Partners from non-competing categories - demonstrating industry expertise, for example: Betting, Timing, IT, Automotive, Jewelry, Watch, Spectacles, Telecoms, Water, Energy Drink, Professional Services, Legal, Insurance, Financial

COUNTRY SPONSORS

Sponsors with broadcast packages for TV feeds to their specific market

TIER 3

OFFICIAL SUPPLIERS

Up to 10 Official Suppliers providing goods and services that are essential to the event Ticketing, Champagne, Wine, Beer, Apparel, Travel

HOST PARTNERS

London Venues Hosting Support Events

HOW LONDON CHESS CLASSIC CAN HELP YOUR BUSINESS

We offer our Commercial Sponsors and Partners the following:

YOUR BRAND - be associated with the world's leading chess tournament featuring the strongest line up of chess players ever to take part in single tournament in the UK

YOUR VALUES - London Chess Classic is diverse and inclusive appealing to all ages from 8-80, genders, abilities and ethnicities

YOUR AMBASSADORS - associate with and follow the world's best chess players, engage your staff, clients and customers

YOUR CLIENTS AND CUSTOMERS - entertain at bespoke events from VIP tickets to bespoke chess events and Private Dinners with the world's best chess players

YOUR SALES - enhance your sales and B2B development by tapping into the millions that will be reached through digital broadcast

YOUR CSR & REPUTATION - London Chess Classic and its support of Chess In Schools and Communities is the ideal platform for any CSR activity as we are a fully inclusive event, supporting child development.

MEDIA & PR

London Chess Classic 2015 generated huge media interest and was covered on TV, Radio, Press, Magazines and Online. In the UK coverage included: BBC One Show; Daily Telegraph; Sunday Times; Evening Standard; and the Metro.

With a full campaign of PR support throughout 2016, the tournament is expected to generate PR in excess of £2M advertising value.

Globally, chess has a broader global footprint than football and is very popular in India, China and Brazil.



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THE PLAYERS

The London Chess Classic features the world's best players.

The final line-up will be announced towards the end of 2016. In 2015, players were:

NAME	COUNTRY	WORLD RANK *	AGE *
Magnus Carlsen	Norway	No. 1	25
Veselin Topalov	Bulgaria	No. 2	40
Vishy Anand	India	No. 3	46
Hikaru Nakamura aka "The H-Bomb"	USA	No. 5	28
Fabiano Caruana	USA	No. 6	23
Anish Giri	Netherlands	No. 7	21
Levon Aronian	Armenia	No. 8	33
Maxime Vachier-Lagrave	France	No. 12	25
Alexander Grischuk	Russia	No. 14	32
Micky Adams aka "The Spider"	UK	UK No. 1	44

* At Time Of 2015 Event



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2016 SCHEDULE

	VENUES	TIMING
LONDON CHESS CLASSIC 2016		
Launch Party 10 Day Tournament Chess & Education Conference Children's Chess Festival Chess Dinner	Central London Kensington Olympia Kensington Olympia Kensington Olympia Simpsons, The Strand	8th December 2016 9th – 18th December 2016 10th – 11th December 2016 12th – 16th December 2016 19th December 2016
SUPPORT EVENTS & ACTIVITIES		
Pro-Biz Challenge 2016 Final	Central London Host Partner	8th December 2016
Chess In Schools and Communities	UK Schools	Throughout 2016
Bespoke Chess Functions		June – December 2016

GRAND CHESS TOUR

London Chess Classic 2016 is the final leg of the Grand Chess Tour...

GRAND CHESS TOUR 2016		
TOURNAMENT	VENUE	TIMING
Paris Rapid	Paris, France	June
Brussels Rapid	Leuven, Belgium	June
Sinquefield Cup	St Louis, USA	August / September
London Chess Classic	London, UK	December

Players battling it out for not only the London Chess Classic crown but also the possibility of winning the overall Grand Chess Tour.

Exact timings tbc.



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ChessBase



chess24
your playground



livestream

INTERNET & BROADCAST COVERAGE

- 2.1M+ Livestream and Internet Audience
- 10M+ Terrestrial audience planned for 2016 including:
Norway, India, China and the UK

The TV Commentary room is situated next to the tournament auditorium and features live commentary on all matches being played that day.

Live and remote audiences are able to understand games through the eyes of a Grand Master. A true hybrid of game and sport, the audience will be able to watch and play at the same time.

Presenters analyse all the moves, which are streamed as part of the TV and online coverage.

Presenters include: Grandmaster's Daniel King, Chris Ward, Jan Gustafsson and Women's Grand Master Jennifer Shahade. With many other Grandmasters popping in at various points during the Classic including Nigel Short and Gary Kasparov.



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INVENTORY

	PARTNER LEVEL		
	TIER 1 WORLDWIDE TITLE SPONSOR	TIER 2 WORLDWIDE OFFICIAL PARTNERS / COUNTRY PARTNERS	TIER 3 OFFICIAL SUPPLIERS/ HOST PARTNERS
CORE COMMERCIAL PROGRAMME			
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Right to title London Chess Classic 2016 in association with [TITLE SPONSOR NAME] - for advertising & PR use	Yes		
Right to title [OFFICIAL PARTNER / HOST PARTNER NAME] London Chess Classic 2016 Official Partner - for advertising & PR use		Yes	
Right to title [OFFICIAL SUPPLIER / HOST PARTNER NAME] London Chess Classic 2016 Official Supplier - for advertising & PR use			Yes
Category Exclusivity - for example right to market themselves as Official Timing Partner for London Chess Classic 2016 and sole provider of timing services to the event	Yes	Yes	
BRANDING & INTELLECTUAL PROPERTY RIGHTS			
LOGOS & IMAGES			
Right to use a London Chess Classic 2016 Composite (lock-up) Logo on all internal and external marketing	Official Sponsor Logo	Official Partner Logo	Official Supplier Logo
Right to use London Chess Classic Image bank - moving and photographic images - in all internal and external marketing	Yes	Yes	Yes
EVENT BRANDING			
On "Players Clothing" - logo on jacket	Yes		
On "Name Tablerones" on each of the 5 chess tables, Table Stands	Yes		
On "Chess Timing Machines" on 5 x playing tables		Timing Partner	
Around Tournament venue on: TV Screens around venue; Chess boards in Match Room; Branding in Public Commentary Room and VIP Room; Branding in main play area for adult and children's events; Branding in London Chess Classic Reception	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Branding on flags outside Olympia entrance and Olympia Reception	Yes		Yes Less Prominent
On Officials - Umpires and Referees	Yes		
Logo presence at London Chess Classic: British Championship Event; London Super Rapid; Fide Open Events	Yes	Yes	
Logo on media interview backdrops (in proportion to sponsorship)	Yes share of 50% of total area	Yes share of 30% of total area	Yes share of 20% of total area
Logo presence at Hospitality Functions including any Opening Ceremonies; Launch; Build Up / PR Events	Yes Prominent	Yes Less Prominent	Yes Less Prominent
OTHER NAMING RIGHTS			
Naming rights to support events and activities at London Chess Classic: The Pro-Biz Challenge; and Children's Chess Festival	First Refusal Additional		
Naming rights to support chess competitions at London Chess Classic: British Championship Event; London Super Rapid; Fide Open	First Refusal Additional		
BROADCAST RIGHTS			
In camera branding on playing area Stage Backdrops	50%	Share 40%	Share 10%
Branding / Advertisements as part of London Chess Classic Livestream feed	50% of branded area	Share of 40% of branded area - no greater than 20%	Share of 10% of branded area - no greater than 5%
Promotions as part of Livestream coverage	Yes	Yes	Yes
Branding / Advertisements on TV feeds to specific markets		Country Specific Partners	

	PARTNER LEVEL		
	TIER 1 WORLDWIDE TITLE SPONSOR	TIER 2 WORLDWIDE OFFICIAL PARTNERS / COUNTRY PARTNERS	TIER 3 OFFICIAL SUPPLIERS/ HOST PARTNERS
MEDIA & PR RIGHTS			
Right to use London Chess Classic 2016 association in all promotional campaigns covering any PR and advertising	Yes	Yes	Yes
Logo inclusion in any print, radio, online or social media advertisements or PR activity to promote London Chess Classic 2016 produced by London Chess Classic 2016	Yes	Yes	
Logo inclusion in any promotional/marketing/sales materials to promote London Chess Classic 2016 produced by London Chess Classic 2016	Yes	Yes	
A press conference to launch the Sponsorship	Yes	Yes	
DIGITAL & SOCIAL PROGRAMME			
Branding on London Chess Classic 2016 emails, website, and all site communications including e newsletters	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Part of digital engagement programme including access to any live video blogging, interviews, Twitter Q&As, Tweets & FB posts	Yes	Yes	
Logo inclusion in any APP produced by London Chess Classic 2016	Yes Prominent	Yes Less Prominent	Yes Less Prominent
PLAYER ACCESS & ENDORSEMENT			
Access to a mix of London Chess Classic 2016 Players; Chess Grand Masters and Tournament Ambassadors for motivational speaking, campaigns, and creation of digital content, mentoring and private events - numbers to be agreed	Yes	Yes	Yes
HOSPITALITY & TICKETING			
VIP Passes to London Chess Classic - no. dependent on Tier	Yes	Yes	Yes
Tickets to London Chess Classic for promotional use - no. dependent on Tier	Yes	Yes	Yes
Branding on London Chess Classic 2016 tickets	Yes	Yes	

ADDITIONAL ACTIVATION PROGRAMME			
SCHOOLS & CSR PROGRAMME - CHILDREN'S CHESS FESTIVAL			
Right to title Children's Chess Festival 2016 in association with [SPONSOR NAME] - for advertising & PR use and Newham Community Chess Tournament in association with [SPONSOR NAME]	First Option Additional	Additional if available	Additional if available
Main branding in area where and whilst children's events are taking place	Yes	Yes	Yes
BESPOKE EVENTS - BUSINESS DEVELOPMENT PROGRAMME			
Creation of bespoke Chess events at venue of choice - Blitz Chess and / or Simultaneous Display options available including Private Dining	Additional	Additional	Additional
Introductions into London Chess Classic business network	Yes	Yes	Yes
MERCHANDISING PROGRAMME			
Opportunity to produce joint branded merchandise. Logos on specially produced London Chess Classic merchandise e.g. Iconic London Chess Sets, Chess Boards, Clocks	Additional	Additional	Additional

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