



CHANNEL S

Presents



# UK BANGLADESHI CHAMPIONSHIP

in association with



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**Sponsorship Package**

## **1. Background RFC BFA Bangladeshi Championship**

The RFC BFA Bangladeshi Championship will be a national tournament where various teams will participate in different age groups. The UK Bangladesh Championship is already a successful tournament organised by the BFA (Bangladesh Football Association). Rebranding the name with Channel S' RFC would help the brand reach out further and have an opportunity to become a flagship tournament of our community. The UK Bangladesh Championship is a joint initiative by Channel S and BFA.

Channel S' highly reputed Ramadan Family Commitment (RFC) has already developed a huge positive impact in the charity sector by guaranteeing a 'pay back' scheme towards the expenses of charities who participate in Channel S' Ramadan TV appeals. The main aim of organising this event is to raise funds for RFC throughout the tournament. This initiative has been aimed to generate more funds for the RFC so that the participating charity organisations receive further assistance from Channel S, and thus able to raise more funds in the month of Ramadan.

## **2. Event Dates**

Tournament:

Sat 29th & Sun 30th April 2017, London

Finals:

Sun 14th May 2017, Bradford

Launching Gala Dinner & Fundraising

Mon 24th April 2017 (proposed),

The Royal Regency London, E12

### **3. Target Audience**

Channel S has been the Number 1 Television Channel for the last 8 years due to its widespread programmes, strategy, news, humanitarian activities and commitments to the community. Channel S considers that the RFC BFA football tournament will be able to attract sport loving families across the country.

On average, over 70,000 households watch Channel S, and within each household, the average British Bengali household is around 4.8 people, as stated by the Government Statistics Office, increasing the volume of contacts for all advertisers. We have certain pockets of our viewing audiences in East London (particularly the London Borough of Tower Hamlets and the London Borough of Newham), Luton, Midlands, Greater Manchester, West Yorkshire, all over the UK and Europe. The social-economic breakdown is as follows:

#### **The age breakdown of Channel S:**

- 15% age 5-15
- 28% age 16-24
- 39% age 25-44
- 10% age 45-64
- 8% Age 65+

#### **The gender profile of Channel S:**

- Female 54%
- Male 46% viewers

The whole tournament will be recorded and broadcast at a later date.

## 4. Tournament attractions

- a. TV promotional activities: a wide range of TV promotional activities have been initiated to promote this tournament i.e. promos, live TV programmes, news coverage, special reports, press conference etc.
- b. Launching & Gala Dinner: the launching & Gala dinner will take place on Monday 24th April, 5pm, Royal Regency Banqueting Hall, London, E12. An expected 600 audience members will be present at the event with celebrities, community & business leaders, sports personalities, community organisers, public representatives and players. The event will also be decorated with family entertainment.
- c. Live TV Launch: the tournament will be launched at a live TV programme prior to the gala dinner in presence of sponsors, players, organisers and VIP guests. The programme will outline the aims & objectives of the event.
- d. Series Broadcast: The full football tournament will be broadcast group by group on a prime time to give maximum exposure to the series.
- e. Diverse Audience Access: approximately 600 players, coaches and organisers will be directly engaged with the tournament. Hundreds of spectators and supporters will be attending the football matches. Thousands of audience members will be watching the programme on Channel 5. Notable business leaders, community leader, organisers and media representatives will be directly engaged with the tournament.

## 5. Sponsorship Packages

### Option 1: Gold – £7,500

- a. Your full company branding with the entire series of promotion which includes promotional filming, pre and post production campaign, any other programmes RFC Tournament 2017 (i.e. On The Ball programme, press conference).
- b. Your company promotional on any print publicity.
- c. Your company representative will be invited to participate and contribute in any promotional activities.
- d. At least 7-10 times RFC Tournament Promo with mentioning in association with (your company name).
- e. Logo – Your company logo will be shown on TV within a Bumper Card with voice over as a sponsor during the telecast.
- f. Repeats Show – Channel 5 will repeat the same programme at a later date with all your company participation.
- g. Your company advert will be run 4 times during the broadcast of each episode RFC Tournament related programmes.
- h. Several media coverage opportunity.
- i. Company representatives will be called to the stage at the Gala Dinner to deliver a short speech.

- j. Company logo will be mentioned on the display board.
- k. Tickets for 10 guests to attend the Launching and Gala Dinner.

## **Website & Social Media**

- l. Your company logo will be branded 'association with (your company name)' on the RFC Tournament webpage which will be located at the main Channel S main - webpage [www.chsuk.tv](http://www.chsuk.tv).
- m. Your company will be mentioned in all RFC Tournament related social media outlets.
- n. Your company logo will be displayed in all email correspondence.

## **Option 2: Silver – £5,000**

- a. Your full company branding with the entire series of promotion which includes promotional filming, pre and post production campaign, any other programmes RFC Tournament 2017 (i.e. On The Ball programme, press conference).
- b. Your company promotional on any print publicity.
- c. At least 7-10 times RFC Tournament Promo with mentioning in association with (your company name).
- d. Logo – Your company logo will be shown on TV within a Bumper Card with voice over as a sponsor during the telecast.
- e. Repeats Show – Channel 5 will repeat the same programme at a later date with all your company participation.
- f. Several media coverage opportunity.
- g. Company logo will be mentioned on the display board.
- h. Tickets for 5 guests to attend the Launching and Gala Dinner

## **Website & Social Media**

- i. Your company will be mentioned in all RFC Tournament related social media outlets.

### **Option 3: Bronze – £3,000**

- a. Your full company branding with the entire series of promotion which includes promotional filming, pre and post production campaign, any other programmes RFC Tournament 2017 (i.e. On The Ball programme, press conference).
- b. Your company promotional on any print publicity.
- c. At least 3-5 times RFC Tournament Promo with mentioning in association with (your company name).
- d. Logo – Your company logo will be shown on TV within a Bumper Card with voice over as a sponsor during the telecast.
- e. Repeats Show – Channel 5 will repeat the same programme at a later date with all your company participation.
- f. Tickets for 5 guests to attend the Launching and Gala Dinner.



## 6. Terms & Conditions

- a. This order constitutes a binding contract between your organisation and CHS.TV Ltd. You warrant that you have full authority to enter into this contract and shall also be personally liable for payment and fulfilling the terms herein. All terms agreed between the parties shall be confidential.
- b. The Advertiser retains full legal rights to telecast the commercials and should endeavour to provide proof in any adverse claims arising from other parties.
- c. CHS.TV Ltd shall endeavour to provide slots for the said commercial/s as reasonably close as possible to the advance timing given. Some minor changes may be necessary for operational reasons. However, if there is a shortfall in the slots then additional slots will be provided to compensate for any losses. Unpaid slots will be withdrawn without further notice.
- d. CHS.TV Ltd reserves the right to refuse any commercial if it does not comply with the Code of Ethics or it contravenes the rules of the Regulatory Body OFCOM.
- e. CHS.TV Ltd warrants that all copyrights of music and visuals used in commercials should have a copyright and PRS clearance, and the documents required should be provided for proof if requested within a reasonable time.

### Cancellation

- f. No cancellation or variation of the whole or any part of the order by the Advertiser is permitted, except where expressly agreed in writing by a person authorised to sign on behalf of CHS.TV Ltd.
- g. This Agreement shall be construed and governed in accordance with the rules of English Law and within the jurisdiction of the English Courts.

Representative of

Authorised Signature:-----

Title: (Proprietor/MD)-----

Print Name: -----

Date:-----

Representative of CHS. TV Ltd

Authorised Signature:-----

Title: (Proprietor/MD/HOP)-----

Print Name: -----

Date:-----

