

# **SOFIA WORLD CUP 2021**

## **RHYTHMIC GYMNASTICS**



**THE WORLD OF ELITE SPORT IN THE  
PLATFORMS OF bTV MEDIA GROUP EXCLUSIVE**

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# THE BULGARIAN PHENOMENON IN GLOBAL SPORT



Bulgaria is one of the pioneers who established rhythmic gymnastics as an Olympic sport

**175**

Medals won, since the first world championship

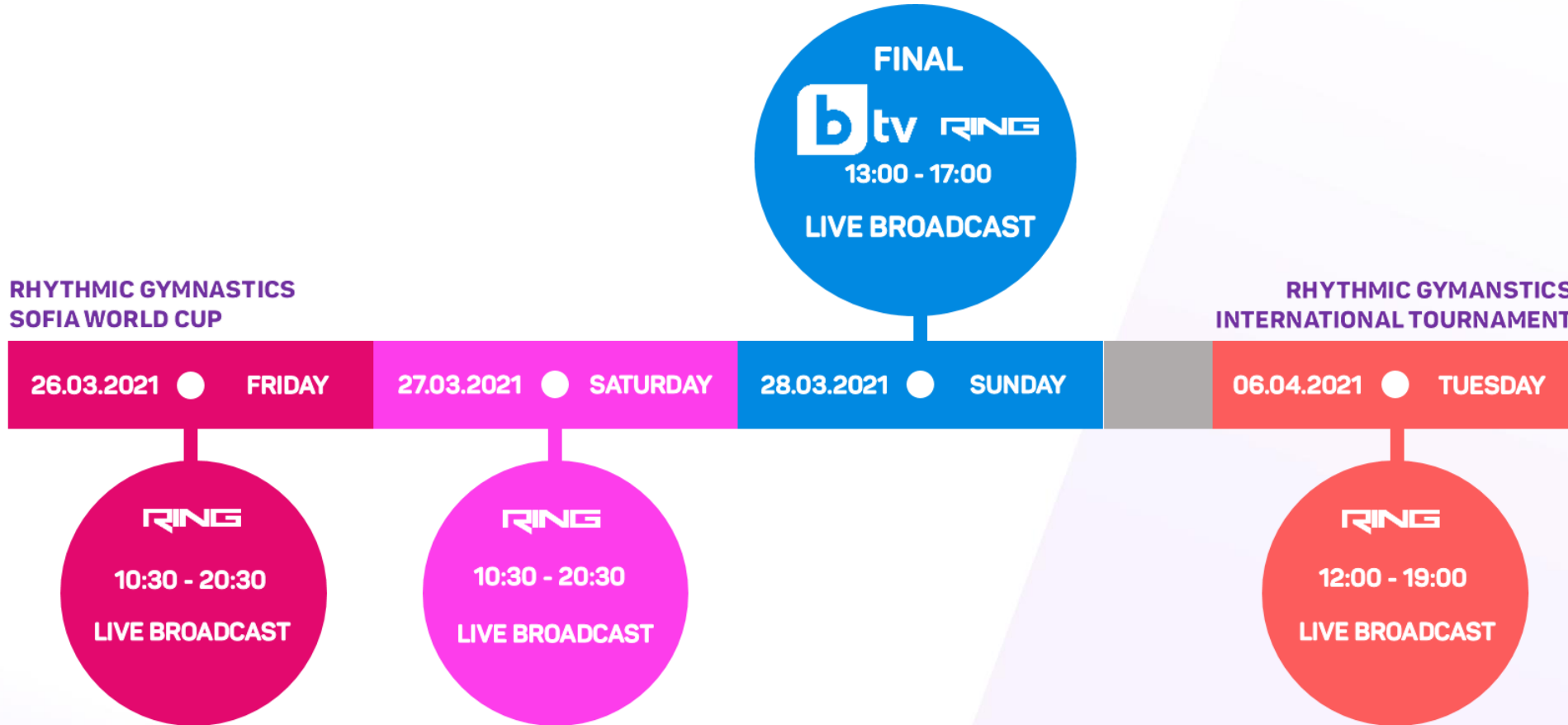
**№2**

power after Russia in the all-time world championship medal ranking



# DAYS OF RHYTHMIC GYMNASTICS

Exclusive in the platforms of bTV Media Group



EXCLUSIVE LANDING PAGE ON [btvnovinite.bg](http://btvnovinite.bg) | LIVESTREAM OF FINAL | SPECIAL LIFESTYLE CONTENT



STREAM OF CONTENT IN bTV's SHOWS | SPECIAL SEGMENT WITH INSPECTOR N-JOY AND FLORINA IVANOVA

# DAYS OF RHYTHMIC GYMNASTICS

Premium coverage by bTV Media Group

Florina Ivanova – the face of bTV Sports and a former gymnast taught by one of the 'golden girls'- Lilly Ignatova

Over 20 HOURS of live broadcast of the most interesting and moving moments from the hall

Interviews with special guests revealing emotional personal stories

„The Different 5“ - 5 lifestyle movies showing each of the gymnasts in a different light





**SPECIAL SPONSORSHIP  
PROPOSAL**

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dynamics

flexibility

originality

endurance

artistry

**ARTISTIC EXPRESSION THROUGH MOVEMENT  
CREATING A FEELING OF HARMONY**

# IMAGE TRANSFER THROUGH PREMIUM FORMS

## Brand communication options during Sofia World Cup 2021



- **Sponsorship tags and overlay forms** during the airing of Sofia World Cup on bTV and RING
- **Sponsored promo announcement campaign** for Sofia World Cup on bTV, bTV Action and RING
- **Sponsorship of "The Different 5"** through sponsorship tags and sponsored promo announcements



- Association through **branded player** during the **Livestream of the FINAL**
- **П Wallpaper** of the special articles for Sofia World Cup at **Ladyzone.bg**
- **Mobile Pull** in btvnovinite.bg, btv.bg and ladyzone.bg
- **Facebook posts on btvnovinite's** profile during days of the competition



- **Sponsored promo announcement campaign** for Sofia World Cup on **bTV Radio**
- **Countdown on bTV Radio** – counting days until the start of Sofia World Cup
- **Sponsorship of the segment with Inspector N-JOY and Florina Ivanova** through sponsorship tags and sponsored announcements



**b**tv

**RING**

**b** ACTION

An opportunity for image transfer with one of the most beloved sports by generations of Bulgarians

**Sponsorship of promo announcements**, which will direct the attention of viewers to Sofia World Cup

**Sponsorship tags**, aired before, after and during the broadcast of the championship on RING on the 26.03 and 27.03 and during the FINAL on bTV and RING

**Overlay forms**, aired before an after and during the broadcast of the championship on RING on the 26.03 and 27.03 and during the FINAL on bTV and RING

**Sponsorship tags**, before and after "The Different 5", which will be aired in Before Noon from 22.03 to 26.03.

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The digital world of bTV Media Group will offer an even broader coverage of the event and access to more advertising opportunities

Premium positioning through **Skin ad, mobile pull** and **video roll** on the special site for the championship on [btvnovinite.bg](http://btvnovinite.bg) on which we will show you all breathtaking moments.

**Mobile pull and video roll** during the Livestream of the FINAL on 28.03.

**П-wallpaper on ladyzone.bg**, where we will share special blitz interviews with 5 of the 'golden girls'

Radio N-JOY and bTV Radio will enable the sponsor to reach an additional substantial radio audience

**Sponsored promo announcements**, which will warm up the audience for the exciting event will be aired on bTV Radio between 15.03 and 26.03

**Countdown**, which will announce the days left until the start of the championship aired on bTV Radio between 15.03 and 26.03

**Sponsoring** of the special segment with **Inspector N-JOY and Florina Ivanova on radio N-JOY**, which will be aired between 15.03 and 26.03

# FINANCIAL PROPOSAL | TV

## Sofia World Cup 2021 and International Tournament In Rhythmic Gymnastics

OPTION 1	Position	Channel	Period	# Airings	RC Gross Price	Special Gross Price	Net Price
Sponsored promo announcement	DT 20%, PA 10%, PT 60%, LF 10%	bTV	22-28 March	12	228-174	58 470	<b>38 066</b>
Sponsored promo announcement	According to RC distribution	bTV Action	22-28 March	49			
Sponsored promo announcement	According to RC distribution	RING	22-28 March	35			
Sponsorship Tag 1 x 7"	Sofia World Cup In Rhythmic Gymnastics	RING	26-28 March	50			
Sponsorship Tag 1 x 7"	FINAL of Sofia World Cup /13:00 – 17:00/	bTV	28 March	11			
<b>BONUS!</b> Sponsorship Tag 1 x 7"	International Tournament In Rhythmic Gymn.	RING	6 April	18			
Overlay form 10"	Sofia World Cup In Rhythmic Gymnastics	RING	26-28 March	18			
Overlay form 10"	FINAL of Sofia World Cup /13:00 – 17:00/	bTV	28 March	4			
<b>BONUS!</b> Overlay form 10"	International Tournament In Rhythmic Gymn.	RING	6 April	18			
Sponsored promo announcement/ The Different 5	DT 20%, PA 10%, PT 60%, LF 10%	bTV	22-26 March	12			
Sponsorship Tag 1 x 7"	The Different 5/ Before Noon	bTV	22-26 March	10			
OPTION 2	Position	Channel	Period	# Airings	RC Gross Price	Special Gross Price	Net Price
Sponsored promo announcement	DT 20%, PA 10%, PT 60%, LF 10%	bTV	22-28 March	12	148-010	37 566	<b>24 718</b>
Sponsored promo announcement	According to RC distribution	bTV Action	22-28 March	49			
Sponsored promo announcement	According to RC distribution	RING	22-28 March	35			
Sponsorship Tag 1 x 7"	Sofia World Cup In Rhythmic Gymnastics	RING	26-28 March	50			
Sponsorship Tag 1 x 7"	FINAL of Sofia World Cup /13:00 – 17:00/	bTV	28 March	11			
<b>BONUS!</b> Sponsorship Tag 1 x 7"	International Tournament In Rhythmic Gymn.	RING	6 April	18			
Overlay form 10"	Sofia World Cup In Rhythmic Gymnastics	RING	26-28 March	18			
Overlay form 10"	FINAL of Sofia World Cup /13:00 – 17:00/	bTV	28 March	4			
<b>BONUS!</b> Overlay form 10"	International Tournament In Rhythmic Gymn.	RING	6 April	18			
OPTION 3	Position	Channel	Period	# Airings	RC Gross Price	Special Gross Price	Net Price
Sponsored promo announcement / The Different 5	DT 20%, PA 10%, PT 60%, LF 10%	bTV	22-26 March	12	80-164	20 904	<b>13 653</b>
Sponsorship Tag 1 x 7"	The Different 5/ Before Noon	bTV	22-26 March	10			

□ Prices are in BN, excl. VAT.

□ The net prices are final and they do not include production cost for the advertising forms.

# FINANCIAL PROPOSAL | DIGITAL AND RADIO

## Sofia World Cup 2021 and International Tournament In Rhythmic Gymnastics

DIGITAL CAMPAIGN	Site	Period	Position	# Impr/VV	RC Gross Price	Special Gross Price	Net Price
Special LIVE Stream	btvnovinite.bg/sport	26-28 March	Special site	34 500	37 658	26 170	<b>18 499</b>
Video Roll	btvnovinite.bg+btvplus.bg	15-28 March	All pages	154 000			
Π Wallpaper	Ladyzone.bg	15-28 March	All pages + special pages	238 400			
Mobile Pull	btvnovinite.bg+btv.bg+Ladyzone.bg	15-28 March	All pages	280 000			
Skin Ad + 300x600	btvnovinite.bg/sport	15-28 March	Special site	336 000			
Facebook Sponsored Posts	Facebook	20-28 March	Facebook	-			
RADIO	Position	Channel	Period	# Airings	RC Gross Price	Special Gross Price	Net Price
Sponsored promo announcements	bTV Radio	15-26 March	Media Plan	50	14 355	11 760	<b>6 891</b>
Countdown	bTV Radio	22-26 March	Media Plan	30			
Sponsored promo announcements	N-JOY	15-26 March	Media Plan	50			
Sponsorship tags/ Special segment	N-JOY	22-26 March	Media Plan	10			
Live announcements for segment	N-JOY	22-26 March	Media Plan	10			

- ❑ Prices are in BGN, excl. VAT.
- ❑ The net prices for digital are final and they do not include production cost for the advertising forms.
- ❑ The net prices for radio are final and they do include production cost for the advertising forms.



**OVER 20 HOURS OF LIVE  
BROADCAST**

**19 ENSEMBLES FROM  
41 COUNTRIES**

**EXCLUSIVE FOOTAGE  
FROM THE HALL**

**4 DAYS IN 8  
COMMUNICATION  
CHANNELS**

reach  
more **b**

# SHARE THE PRESTIGE AND THE EMOTION

EXCLUSIVE FOOTAGE  
FROM THE EVENT

SUPPORT FOR  
BULGARIAN SPORT

ACCESS TO A WIDE  
AUDIENCE

FAVOURITE SPORT OF  
GENERATIONS

MULTIPLATFORM  
OPPORTUNITIES

4 HOURS OF LIVE  
BROADCAST ON bTV



**BECOME PART OF THE DAYS OF RHYTHMIC  
GYMNASTICS WITH bTV MEDIA GROUP**