



# IPSC European Rifle Championship Bulgaria 2012

The International Practical Shooting (IPSC) was founded as a shooting sport which combines accuracy, power and speed into an exciting comprehensive test of gun-handling and shooting skill. With the primary emphasis always on safety, IPSC shooting blends movement, ever-different courses of fire, and represents the fastest-growing international shooting sport in the world today. The high level of excitement and enthusiasm for both competitors and spectators alike guarantees the vitality of this popular shooting sport.

## The Championship

This is the match everyone is talking about !

The 2012 IPSC European Rifle Championship  
Bulgaria 20<sup>th</sup> – 29<sup>th</sup> July 2012

24 Stages  
400 Rounds  
500 Competitors  
Over 1000 spectators

Daily scores will be posted on the Internet "as they happen".  
People around the world will be able to follow the daily events and results  
on the Internet Home Page: <http://erc2012.eu>



# IPSC European Rifle Championship Bulgaria 2012

## Sponsorship Opportunity

This represents the opportunity for selected companies to promote their products or services to the most active group of IPSC competitors. Consider your audience at the 2012 IPSC European Rifle Championship: 500 top competitors from Europe and around the world. With officials, support staff and spectators, this will bring over 1000 prospective clients together for a week of competition.

An international gathering of people with high levels of disposable income, and a demonstrated willingness to spend that money on weapons, accessories, travel and accommodation in pursuit of their hobby.

Extensive media coverage of the entire event, by both local media and the most prominent of shooting publications, which will provide an excellent opportunity for advertising your product or service.

The Match Committee will spare no effort to maximize the return to our sponsors. Currently our offering to sponsors includes:

- Full-size banners - displaying your name, logo and commercial message. Precise details of banner content shall be approved by you before printing.
- An opportunity to have your printed material (brochure/leaflet) - included in the competitor's entry kit handed out to each shooter at registration.
- "Official European Championship Sponsor" and the European Championship logo may be used by our sponsors for the calendar year 2012.
- Covered display and sale area reserved exclusively for our sponsors.
- Tickets to the awards presentation and cocktail. For "single stage sponsors" an opportunity for your representatives to award the stage winner medal to the winner of your sponsored stage.



Extensive Internet coverage either on the IPSC website <http://www.ipsc.org>, the match website <http://erc2012.eu> or on the IPSC Bulgaria website <http://www.ipscbg.org>.

The European Championship will have a major presence on the Internet through IPSC and IPSC Bulgaria. All sponsors who supply the appropriate artwork and their logo linking to their own website will be posted and promoted on the European Championship web pages.

Signs displaying your name, logo and commercial message in an area or at a stage you sponsor.

The Shoot-off is the final event and is a man vs. man style shoot-off of the top 16 shooters in the world. Sponsors (or representatives) will be invited to participate by shooting the first rounds of this prestigious event.

## Sponsorship Levels

This high profile international event will feature sponsors who have proven their commitment to the sport through their continuing support of practical shooting competitions.

This is a timely and attractive opportunity for sponsors to promote their new products or services.

### Contact:

- Sponsorship Chairman: Ivan Barzilov, e-mail: [ivan.barzilov@ipscbg.org](mailto:ivan.barzilov@ipscbg.org)
- Match Director: Krasimir Mihiev, e-mail: [krasimir.mihtiev@ipscbg.org](mailto:krasimir.mihtiev@ipscbg.org)
- Administration Team: Velizar Zahariev, e-mail: [velizar.zachariev@ipscbg.org](mailto:velizar.zachariev@ipscbg.org)

ERC 2012 Match Office:

*BULGARIA  
5000 Veliko Tarnovo  
7 Bulgaria bul.*

*e-mail: [sponsor@erc2012.eu](mailto:sponsor@erc2012.eu)*

*Tel.: +359 62 647838  
Fax: +359 62 647818*



There are several levels of sponsorship available.  
Each with their own contribution value.

## LEVEL 1 : GENERAL SPONSORSHIP

Involves the overall general sponsorship and includes the corporate name in the match title,

YOUR Company presents "IPSC European Rifle Championship 2012"

Along with the appropriate corporate name and logo on all correspondence, posters, signs, displays, match shirts, caps, jackets, range bags, competitor kits, etc. A prominent area in the Sponsor Display Area will also be provided. Full page color advertising in the Match Program distributed to all competitors and visitors.

Number available – 1

The General sponsorship package also includes:

- ✓ 5 prematch competitors slots
- ✓ General match sponsorship dinner table in the closing ceremony (awards giving gala dinner)
- ✓ Full-size banner displaying your name, logo and commercial message on the home page of the ERC2012 web site <http://erc2012.eu>
- ✓ Full page color advertising in the Match Program distributed to all competitors and visitors
- ✓ A prominent area in the Sponsor Display Area
- ✓ Promotional items, if supplied in a timely manner, will be distributed in the competitor entry packages

Value: € 50 000



## LEVEL 2 : MATCH SPONSORSHIP

Involves the overall match sponsorship and includes the corporate name in the match title,

YOUR Company presents "IPSC European Rifle Championship 2012"

Along with the appropriate corporate name and logo on all correspondence, posters, signs, displays, match shirts, caps, jackets, range bags, competitor kits, etc. A prominent area in the Sponsor Display Area will also be provided. Full page color advertising in the Match Program distributed to all competitors and visitors.

Number available – Unlimited

The match sponsorship package also includes:

- ✓ 4 prematch competitors slots
- ✓ Official sponsorship dinner table in the closing ceremony (awards giving gala dinner)
- ✓ Full-size banner displaying your name, logo and commercial message on the home page of the ERC2012 web site <http://erc2012.eu>
- ✓ Full page color advertising in the Match Program distributed to all competitors and visitors
- ✓ A prominent area in the Sponsor Display Area
- ✓ Promotional items, if supplied in a timely manner, will be distributed in the competitor entry packages

Value: € 25 000





## LEVEL 3 : SHOOT-OFF SPONSORSHIP

Involves sole sponsorship of the exciting Shoot-offs, with the appropriate company name and logo prominently displayed. Includes the company name and logo with the appropriate advertising copy in the official match program on one full individual page.

The company name will be listed in all appropriate correspondence and sponsorship lists. Promotional items, if supplied in a timely manner, will be distributed in the competitor entry packages. Tables in Sponsor Display Area will be provided. Full page color advertising in the Match Program distributed to all competitors and visitors.

Number available – 1

The shoot-off sponsorship package also includes:

- ✓ 3 prematch competitors slots
- ✓ 2 places on a dinner table in the closing ceremony (awards giving gala dinner)
- ✓ Banner displaying your name, logo and commercial message on the home page of the ERC2012 web site <http://erc2012.eu>
- ✓ Color advertising in the Match Program distributed to all competitors and visitors.
- ✓ A prominent area in the Sponsor Display Area
- ✓ Promotional items, if supplied in a timely manner, will be distributed in the competitor entry packages

Value: € 15 000



## LEVEL 4 : AREA SPONSORSHIP

Involves sole sponsorship of an individual area. Each area will be a group of eight stages. Competitors will shoot one area each day. An area sponsorship involves the appropriate company name and logo prominently displayed in the area. Includes the company name and logo displayed with the appropriate advertising copy in the official match program on one individual page.

The company name will be listed in all appropriate correspondence and sponsorship lists. Promotional items, if supplied in a timely manner, will be distributed in the competitor entry packages. Tables in the Sponsor Display Area will be provided.

Number available – 3

The area sponsorship package also includes:

- ✓ 2 prematch competitors slots
- ✓ 2 places on a dinner table in the closing ceremony (awards giving gala dinner)
- ✓ Banner displaying your name, logo and commercial message on the home page of the ERC2012 web site <http://erc2012.eu>
- ✓ Color advertising in the Match Program distributed to all competitors and visitors.
- ✓ A prominent area in the Sponsor Display Area
- ✓ Promotional items, if supplied in a timely manner, will be distributed in the competitor entry packages.
- ✓ **BONUS:** The Area sponsor receives one Safety area sponsorship package including Banners at a Safety area.

Value: € 6 000



## LEVEL 5 : VENDOR AREA SPONSORSHIP

Involves sponsorship of an individual stand (counter) within vendors area. Allowing the sponsor to present/display and sell his goods and services to competitors and spectators of the ERC2012. Includes the company name and logo displayed with the appropriate advertising copy in the official match program.

The company name will be listed in the sponsorship lists. Promotional items, if supplied in a timely manner, will be distributed in the competitor entry packages. Tables in the Sponsor Display Area will be provided.

Number available – 10

The vendor area sponsorship package also includes:

- ✓ 1 prematch competitors slots
- ✓ 2 places on a dinner table in the closing ceremony (awards giving gala dinner)
- ✓ Banner displaying your name, logo and commercial message on the home page of the ERC2012 web site <http://erc2012.eu>
- ✓ Color advertising in the Match Program distributed to all competitors and visitors
- ✓ A prominent area in the Sponsor Display Area
- ✓ Promotional items, if supplied in a timely manner, will be distributed in the competitor entry packages

Value: €1 200





## LEVEL 6 : STAGE SPONSORSHIP

Involves sole sponsorship of an individual stage with the appropriate company name and logo prominently displayed on the stage signs. Includes the company name and logo displayed with the appropriate advertising copy in the official match program on one individual page, opposite and facing the designated stage description.

The company name will be listed in the sponsorship lists. Promotional items, if supplied in a timely manner, will be distributed in the competitor entry packages. Tables in the Sponsor Display Area will be provided.

Number available – 24

The stage sponsorship package also includes:

- ✓ 1 prematch competitors slots
- ✓ 2 places on a dinner table in the closing ceremony (awards giving gala dinner)
- ✓ Banner displaying your name, logo and commercial message on the home page of the ERC2012 web site <http://erc2012.eu>
- ✓ Color advertising in the Match Program distributed to all competitors and visitors.
- ✓ A prominent area in the Sponsor Display Area

Value: €1 000



## LEVEL 7 : BANNER SPONSORSHIP

These contributors will be recognized in the sponsorship list, which is displayed in the official match copy, included in all competitor packages.

Unlimited number available

The banner sponsorship package also includes:

- ✓ Banner displaying your name, logo and commercial message on the home page of the ERC2012 web site <http://erc2012.eu>
- ✓ A prominent area in the Sponsor Display Area

Value: € 300



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## SPONSORSHIP RESERVATION FORM

Company Name: .....

Address : .....

.....

City: ..... State: .....

Code: .....

Contact Name: .....

Telephone Number: ..... Fax: .....

Email: .....

Website: .....

*We are interested in the following level of sponsorship*

- |                          |         |                     |          |
|--------------------------|---------|---------------------|----------|
| <input type="checkbox"/> | Level 1 | General Sponsor     | € 50 000 |
| <input type="checkbox"/> | Level 2 | Match Sponsors      | € 25 000 |
| <input type="checkbox"/> | Level 3 | Shoot-Off Sponsor   | € 15 000 |
| <input type="checkbox"/> | Level 4 | Area Sponsor        | € 6 000  |
| <input type="checkbox"/> | Level 5 | Vendor area Sponsor | € 1 200  |
| <input type="checkbox"/> | Level 6 | Stage Sponsor       | € 1 000  |
| <input type="checkbox"/> | Level 7 | Banner Sponsor      | € 300    |

A non-refundable 10% deposit is required to hold your sponsorship slot.  
Final payment in full is due end of April.

*We will supply (.....) banners ..... x ..... size and (please state any other advertising material to be used) .....*

*We will supply camera ready artwork for our advertisement no later than March 2012 (YES / NO)*

*We will supply PMT of our logo for score sheets no later than March 2012 (YES / NO)*

*We would like to have a display area of (.....) eight foot tables.*

Complete the above and send it:

- e-mail: [sponsor@erc2012.eu](mailto:sponsor@erc2012.eu)
- Fax: +359 62 647818