

# Challenge Camerounais Event Sponsoring

Marburg, 27. – 29. May 2023

# About CC e.V.



The Challenge Camerounais e.V. is a registered association (VR 19406) based in Hamburg and is usually abbreviated as "CC e.V.".



We are denominationally and politically neutral. We distance ourselves from any racist and xenophobic statements and actions.



Members of our association are also registered Cameroonian associations in Germany.



Our main event - the "CC-Event" - takes place annually on the weekend of Whitsun in a selected German city. This year it is called "CC-Marburg2023" in Hessen.

# Your benefits



- The planning and implementation of the 'CC-event' is carried out by volunteer members and supporters of CC e.V.
- As an official sponsor of CC e.V. you increase the awareness and positioning of your brand or products not only within the Cameroonian community but also our guests from other countries including Germany and other Africans countries.
- You actively participate in the success of the 'CC-event' and benefit from the many advantages of this partnership.
- As soon as a revenue surplus is generated by the CC, we assume our social responsibility and continue to donate to charitable causes.



# Your benefits



- Once you have decided on one of our sponsorship packages, you can use our various communication channels not only during the event, but also before and after it.
- The different communication channels we can provide include:
  - Banner ads on our website.
  - Commercial or product placement on our social networks (Facebook, Twitter, Instagram).
  - Advertising logos on our flyers or admission tickets.

# Our activities



- Business & Social Forum (BSF)
- Challenge Village & Networking
- Challenge Solidarity & Charity
- Open Air Festival & Culture
- Sports : (men's) football & basketball, handball (women) and Light athletics
- Children's program & entertainment
- Challenge Disco Night Saturday and Sunday(CDN)
- Challenge Closing Event (CCE)



# Open Air Festival & Culture



- Besides sports activities, the open-air festival is one of the biggest attractions of the 'CC-event'.
- The cultural diversity of Cameroon, "Afrique en miniature" will be presented.
- From music, the super talent to traditional dances and theatre plays, we offer a wide range of entertainment for children and adults alike, including gospel, board games, children's animation and much more.
- Guests can enjoy the delicious Cameroonian and African dishes at the various food stands.



# Challenge Sport



- The history of the CC event started with football. In the course of time, the event was expanded to include other sports. So sport plays a central role at CC e.V.
- The following tournaments will take place:
  - Football tournament for men with 24 teams
  - Basketball tournament for men with 10 teams
  - Handball tournament for women with 8 teams
  - Athletics for men & women



# Business & Social Forum (BSF)



- The aim of the 'CC-event', which from the beginning was mainly dedicated to sport, has been supplemented over the years by the growing interest and the ever-increasing rush for cultural aspects.
- With the BSF, a fixed component of the 'CC-event' since 2006, a platform was created that enables business interaction. The exchange between business partners about business ideas is facilitated and encouraged.
- True to the motto "Combining the pleasant with the useful", the BSF is enjoying steadily increasing popularity across all subject areas.





# Challenge Village & Networking



- The 'CC-event' is above all a place for meeting and exchange. It is the preferred meeting place for the Cameroonian Diaspora in Europe. Our guests come from all over Germany, from neighbouring countries such as France, Belgium, Switzerland, as well as Great Britain and even from other continents (Africa, Asia, North America).
- In a great relaxed atmosphere of getting together, the 'CC-Event' enables you to make new contacts, but also to reestablish old lost contacts through the various activities.
- The average number of visitors oscillates between 3000 and 5000 per year.



# Children's programme & entertainment



- Kinder-Village represents our contribution to the creation of a new environment without any prejudices and cultural barriers.
- In the 30 years of its existence, the Challenge Camerounais has become a place to meet again and entertain the whole family.
- In view of the increasing number of children in our society/community, the CC has created a space for the youngest among us with the Children's Village.



# Challenge Solidarity & Charity



- Challenge Solidarity means
  - Taking social responsibility
  - promote social commitment
  - Move the help of your fellow human beings
- Since 2009, CC e.V. has been donating surpluses to people in need in our home country as part of its Challenge-Solidarity & Charity programme. The number of fund-raising campaigns, with which money or material donations are generated, has multiplied over time. CC e.V. thus supports social/charitable institutions in Cameroon.



# Challenge Disco Night & Closing Event



- Saturday comes to an end with a dancing evening as part of the Challenge Disco Night. The selected musical rhythms are international, modern and old school and guarantee a unique musical experience beyond space and time.
- The Challenge Closing Event provides the festive setting for the highlight of the CC weekend. It is an evening of concerts, which program includes the ceremonial presentation of the winners' trophies for the best business ideas and the various sports competitions within the grand awards ceremony, as well as other surprises.



# Sponsoring packages



- Position your company or organisation as a sponsor and use our diverse platform for your marketing.
- Depending on your budget we offer different packages:
  - Diamond
  - Platinum
  - Gold
  - Silver
  - Bronze
- A StartUp Package\* as part of the Entrepreneurship Days is also offered with a minimum budget of 250€.



# CCMarburg2023: Sponsoring packages

Exhibition Sat. 27.05. - Sun. 28.05.



	Diamant	Platinum	Gold	Silver +	Silver	Bronze
Package price (plus 19% VAT)	15.000€	8.000€	4.000€	3.000€	2.000€	1.000€
Logo online (for 12 months)	YES	YES	YES	YES	YES	YES
Distribution of give-away	YES	YES	YES	YES	YES	YES
Interview	YES	YES	YES	YES	YES	YES
Logo on banners	YES	YES	YES	YES	YES	YES
Logo on event-programm	YES	YES	YES	YES	YES	YES
Logo on flyers	YES	YES	YES	YES	YES	-
Promotional booth	YES (curent+wifi)	YES (curent+wifi)	YES (current)	YES (current)	YES	1/2
Advertising spot on social networks	YES	YES	YES	YES	YES	-



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Exhibition Sat. 27.05. - Sun. 28.05.



	Diamant	Platinum	Gold	Silver +	Silver	Bronze
Package price (plus 19% VAT)	15.000€	8.000€	4.000€	3.000€	2.000€	1.000€
Admission to Business Lounge	4	4	3	2	2	1
Parking	4	4	3	2	1	1
Tickets CCE and CDN	4 (VIP)	4 (VIP)	3 (VIP)	2 (VIP)	2 (VIP)	1 (VIP)
Logo on tickets	YES	YES	YES	-	-	-
Speaker at the BSF	YES	YES	YES	-	-	-
Rollup Display at Closing Event	YES	YES	YES	YES	-	-
Trophy presentation	YES	YES	YES	-	-	-
Short speech at the CCE	YES	YES	-	-	-	-

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	Diamant	Platinum	Gold	Silber +	Silber	Bronze
Package price (plus 19% VAT)	15.000€	8.000€	4.000€	3.000€	2.000€	1.000€
Poster 3mx2m in main stadium	YES	-	-	-	-	-
Poster and rollup display on the event podium	YES	YES	-	-	-	-
Mention as Top sponsor in all Publications	YES	-	-	-	-	-
Banner for the barriers of football pitch	YES	-	-	-	-	-
Trade fair staff	4	2	-	-	-	-
Clothing for VIP hostesses (CDN)	YES	YES	-	-	-	-
Co-branding of all production scenes	YES	YES	-	-	-	-
Online Video/Interview/article/link	YES					



# (OFFICIAL SPONSOR CCMarburg2023: Exhibition Sat. 27.05. - Sun. 28.05.



- As the official Sponsor (30.000€), you are the exclusive partner (Co-branding name) at the event and benefit from all attractive advantages.
- Your brand and products are visible to visitors at the following events and activities:
  - Sport
    - Football, Basketball
    - Handball, Athletics
  - Challenge Village
    - Open-Air Festival
    - Children's programme
  - Networking
    - Business & Social Forum
  - Party Event
    - Challenge Disco Night
    - Challenge Closing Event

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## Sponsoring on request



Internet	categorie	price
Logo online (for 12 months)	internet	500€
Poster and rollup display on the event podium	Outside media	500€
Distribution of give-away	Outside media	250€
Poster and rollup display on the event podium	Outside media	500€
Logo on banners/flyers	internet	250€
Advertising spot on social networks	internet	500€
Logo on event-programm	Outside media	250€
Logo on tickets	Outside media	250€
Online Video/Interview/article/link	internet	1000€
2 manpowers for 2 days of exhibition	Outside media	1000€
Short speech at the CCE	Outside media	500€
Speaker at the BSF	Outside media	1000€
1 Banner 1mx2m for the barriers of football pitch	Outside media	500€
1 Poster 3mx2m in main stadium	Outside media	1500€

# Special requests



- Do you want an individual package or do you have special requests?
- Do not hesitate and contact us! We are sure to have a suitable solution for you!

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# References



