



Exclusive Partnership with EPBF



IBPF · Clercstr. 2 · 6441 CT Brunssum Netherlands

To all players,

We are sure that you have noticed the plasma screens that we have been using at the Euro Tour events displaying the logo's of sponsors. The 2 screens have been placed next to the players in the final arena with a stylish slide show of the sponsors logo's slowly appearing and disappearing.

We are now looking at replacing the advertising boards in the arena with plasma screens which will display logo's in the same stylish slide show we are using now. This will enable more sponsors to be part of the Euro Tour events as board space is very limited. Advertising like this has been proven that people notice companies logo's or messages better in this way compared to a fixed board.

This means that each logo will be seen appearing in the final arena over 1000 times during the Euro Tour.

We will be selling advertising space on these plasmas starting at the European Championships but will continue with the ET's in Italy. It is with this that we thought about You, the players. We also know how hard it is to obtain sponsorship and it is always compared to what you can offer in return. Not all players make it to the final and not all can play in the arena. The logos on your shirts are not seen or a sponsor is reluctant because of the previous statement.

As a player we would like you to consider offering your sponsor/s the chance to advertise in the arena on one or more of the plasmas. We will give you a special price which you can adjust depending on your sponsor. We would require 200 Euro's for each logo displayed, you can charge your sponsor what you like and that's your business but if you keep it realistic it might help. It could be your local pizzeria or club and you are not restricted to 1 logo, you can sell as many as you can to enable you to cover your expenses to the event.

We are not looking for salesmen here; we actually hope this will help some of you to offer something to a possible sponsor which will help you get to all the events possible.

The format that the logo must be delivered in JPEG High Resolution or EPS format and the logo must be received 14 days prior to the start of the event to enable us to work with it.

Hope this Helps.

David Morris.

ADDRESS

International Billiard
Promotion Foundation
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6441 CT Brunssum
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