



COWBELLS
FOOTBALL

SPONSORSHIP 2019

CONTENT



COWBELLS FOOTBALL



THE SPORT IN HUNGARY



OUR GOALS



BENEFITS OF COLLABORATION



BRANDING OPTIONS



SPONSORSHIP PACKAGES



CONTACTS

COWBELLS FOOTBALL

*Our team was created by
the fusion of Budapest Cowboys
and Újbuda Rebels in 2013.*

AWARDS:

Hungarian Championship (2014, 2017)
Hungarian Championship runner-up (2016)

LEAGUES WHERE WE ARE REPRESENTED:

Central-European Football League (CEFL)
Hungarian Football League
Hungarian Division 1 League
Junior League U17, U19

THE ADULT TEAM IN NUMBERS:

100 active players
20 national team players
13 championship and **4** play-off games in the season
10 international members of the coaching staff
2 adult and **2** junior team
1 common goal: Continuous development

THE SPORT IN HUNGARY

HUNGARIAN NATIONAL TEAM

- the program started in 2015
- a quarter of our team is on National team



DYNAMIC DEVELOPMENT

- over the last 4 years, 5000 on-the-spot spectators at the HFL finals
- since 2016, Digi Sport has been broadcasting Hungarian football matches live
- in 2018, the HFL finals took place at Szusza Ferenc Stadium



BROADCASTS OF THE GAMES

- in 2018, 4 + 2 Cowbells matches were broadcasted on Digi Sport
- every 2 weeks "First and 10" Magazine + Replays
- contract for the next 5 years

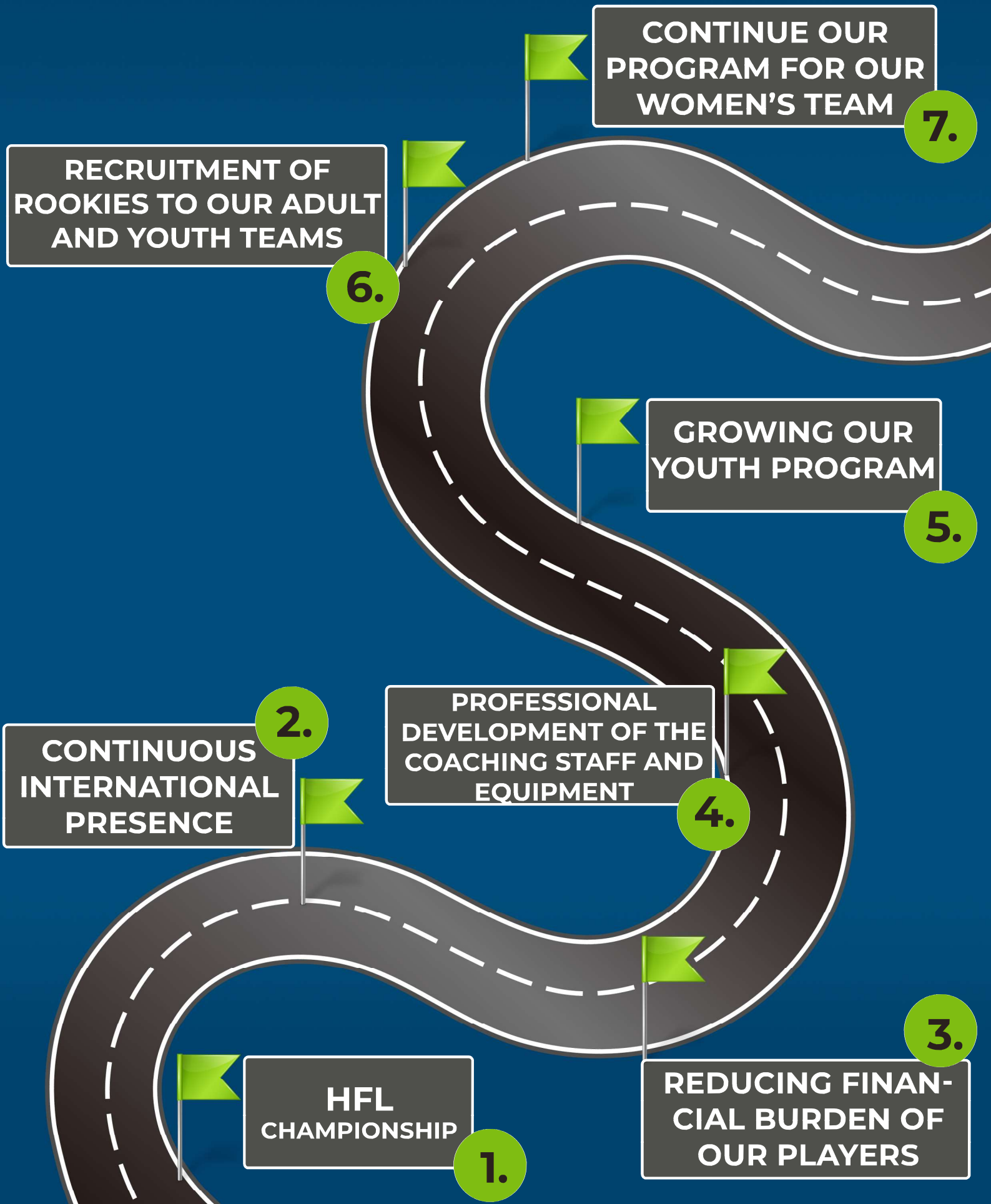


INTERNATIONAL ENGAGEMENT

- participation in the I. Three Nations Cup
- the 2020 World Youth American Football Championship will be hosted by Hungary



OUR GOALS



SPONSORSHIP PACKAGES

FOR PRIVATE PERSON



CONTENT OF PACKAGE	FANATIC	MANIAC
Season Pass	✓	✓
Welcome package (cowbell, keyring, T-shirt)	✓	✓
Jersey		✓
PRICING	20.000 HUF	40.000 HUF

FOR BUSINESSES:



CONTENT OF PACKAGE	BRONZE COWBELL	SILVER COWBELL	GOLD COWBELL	NAMING SPONSOR
Participate in home matches*	2 people	2 people	2 people	4 people
Appear on the Cowbells website at Sponsors	✓	✓	✓	✓
Sponsored post on Cowbells' Facebook and Instagram**	✓	✓	✓	✓
Bring banners to games***		2 pcs	2 pcs	4 pcs
Logo on jersey, helmet and training equipment****			✓	✓
Naming sponsor*****				✓
PRICING	500.000 HUF/season	750.000 HUF/season	1.500.000 HUF/season	4.000.000 HUF/season

INDIVIDUAL PRICING

We also provide the possibility to compile individual sponsorship packages (package mix, product support, etc.). Feel free to contact us to learn more!

* Members delegated by the sponsor can participate free of charge in domestic matches after prior consultation.

** Monthly 1 dedicated post with sponsored content and sponsored creatives.

*** Placement of a max. 1x2 meter molino on home matches.

**** Countrywide and abroad.

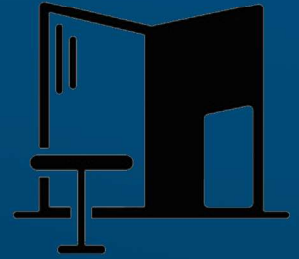
***** The name of the sponsor or product will be included in the official name of the team and will appear on each platform accordingly.

BRANDING OPTIONS



Jersey, helmet, training equipment
(both nationally and abroad)

Your own installation and relocation
options on matches, tryouts, and pro-
motional gifts, product samples and
promotional material distribution



Digi Sport TV broadcast live of our
HFL matches

Appearing on our Online Surfaces:
website, Facebook page (6000 followers),
Instagram (5000 followers)





BE PART OF OUR SUCCESS!

**SUPPORT THE MOST SUCCESSFUL
HUNGARIAN TEAM OF THE LAST 6 YEARS •
BELOW AVERAGE INITIAL COSTS FOR
SPONSORS DUE TO THE NATURE OF THIS
YOUNG SPORT • APPEARING IN DIGI SPORT'S
TELEVISION BROADCASTS • SUPPORT THE
TEAM WITH THE LARGEST ONLINE FANBASE
IN THE LEAGUE • EMBRACE THE DYNAMIC-
DEVELOPMENT OF THIS SPORT**

**COWBELLE
FOOTBALL**

CONTACTS

József Balog
president
sales@cowbells.hu
+36 30 207 2777

Csanád Magyar
secretary general
management@cowbells.hu
+36 20 220 0776

Karim Trabelsi
general manager
management@cowbells.hu
+36 70 881 1131

www.cowbells.hu

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