FIFA WORLD CUP
RUSSIA 2018

OFFICIAL BROADCASTER

GLOBAL MEDIA SPONSORING OFFER (V2)

RTBF TV programmes (on the channels "La Une" & "La Deux):

RTBF has reserved prime coverage of the biggest global event of the year for you.

Live broadcasting of **64 matches**.

- **48** matches in 1st round
- **8** matches in the 1/8 finals
- **4** matches in the 1/4 finals
- the **2** semi-finals
- the **2** finals

Live broadcasting of a **round-up magazine**.
The magazine will be broadcast **in prime time** and will give an in-depth analysis of all the news from the 2018 FIFA World Cup™
The magazine will be broadcast for the entire duration of the 2018 FIFA World Cup™ **on the match days** (**25 broadcasts**).

Broadcasting of a series of 16 magazines of 26' **"Road to 2018 FIFA World Cup™ "** (channel, days and times to be confirmed)

Sponsorship:

The priorities:

1 – The FIFA Partners and FIFA World Cup sponsors have the first right to negociate with the Media Right Licensee for a period of no less than ten(10) weeks from receipt of the offer.

The sponsoring offers are sent simultaneously to the headquarters contacts for each of the FIFA Partners and the FIFA World Cup Sponsors.

2 – Once the exclusive negociation period has expired, the remaining inventory will be offered to third parties.

FIFA Partners :

1. **Adidas**
2. **Coca Cola**
3. **Wanda Group**
4. **Gazprom**
5. **Hyundai/Kia**
6. **Quatar Airways**
7. **VISA**

FIFA World Cup ™ Sponsors

1. **Budweiser**
2. **Hisense**
3. **McDonalds**
4. **Vivo**

Sponsorship:

Details of the RMB packages:

The basic sponsoring offer proposed by RMB includes:

1. **TV live broadcasting of 64 matches**
2. **TV** live broadcasting of 25 editions of the **round-up magazine**
3. **TV** Broadcasting of **16 pre-competition magazines** " Road to 2018 FIFA World Cup™ "
4. **TV event trailers** of the coverage by RTBF around the 2018 FIFA World Cup™
5. **TV matchs trailers**
6. **Radio trailers** related to TV live matches broadcasting
7. **Radio** broadcasting of **2018 FIFA World Cup™ programmes**
8. **Radio programmes trailers**
9. Coverage of the **2018 FIFA World Cup™** on the **RTBF website**

Other proposals may be added to this basic offer on the channels **La Une** or **La Deux**.

8 cross media packages are proposed. These 8 packages include equal distribution of the different types of promotional funding in the whole RTBF plan detailed above.

TV DUO sponsoring offer

BILLBOARDS

Production : At the advertiser's expense

Broadcasting:
- Before or after each programme section
- Before and/or after each **match half-time**
- Before and/or after each section of the '**round-up programme**'
- Before and/or after each '**pre-competition programme**'

Content: The billboards include the visualisation of the logo and the audio mention of the advertiser associated with the programme.

Duration: Maximum 5 seconds

REPLAY ON SCREEN ADVERTISING (exclusively for FIFA partners & FIFA World Cup Sponsors)

Production: The sponsor sends a logo as a PSD file, dimensions 1024 x 576 pixels in 72 DPI (min) to traffic@rmb.be

Broadcasting: The **overlay** is broadcast in a banner 1/10th of the height of the screen, usually at the top of the screen, during the **replays**.

Duration: 5 seconds

TV DUO sponsoring offer

ON SCREEN MATCH CLOCK (exclusively for FIFA partners & FIFA World Cup Sponsors)

Production: The sponsor sends a logo as a PSD file, dimensions 1024 x 576 pixels in 72 DPI (min) to traffic@rmb.be
Broadcasting: The overlay is broadcast **next to the match clock**, and is the same size as the clock.
Duration: 5 seconds

EVENT TRAILERS (exclusively for FIFA partners & FIFA World Cup Sponsors) – Only available for max. 2 sponsors

Production: Paid for by RTBF
Broadcasting: **Event trailers** will be broadcast before the start of the competition (La Une + La Deux)
Duration: Sponsor mention of 5 seconds

TV DUO sponsoring offer

MATCH TRAILERS

Production: Paid for by RTBF

Broadcasting: **Trailers** will be broadcast on the eve of each match to announce the next day's schedule.

Duration: Sponsor mention of 5 seconds

COMMERCIAL ADS

Production: At the advertiser's expense

Broadcasting: The commercial ads are broadcast in **preferential position**

- in the blocks broadcast **before and after each half-time** (4 blocks, 4 preferential positions)
- in the blocks broadcast **before, during and after the 'Round-up programme'** (3 blocks, 4 preferential positions)

Duration: Base: 30 seconds

RADIO DUO sponsoring offer

BILLBOARDS

Production : At the advertiser's expense
Broadcasting: Before en/or after each programme section
Content: The billboards include the audio mention of the advertiser associated with the programme.
Duration: Maximum 5 seconds

TRAILERS

Production: Paid for by RTBF
Broadcasting: On "Vivacité" radio/TV programme trailers will be broadcast each day between June 09th and July 12th
Duration: Sponsor mention of 5 seconds

Digital sponsoring offer

RMB offers brands to advertise online around 2018 FIFA World Cup Russia™ related contents.

8 packs are available :

- Video pre-roll on 2018 FIFA World Cup Russia™ matches and related programs
- Video pre/post-roll on catch-up 2018 FIFA World Cup Russia™ related contents and programs
- Responsive Takeover on RTBF.be/sport/football
- Halfpage on RTBF.be/sport/football

Per package: 12,50% sov

• Pre-Roll Vidéo Live (max 15'')	150.000 imp
• Pre/Post-Roll Vidéo (max 15'')	250.000 imp
• RTO	200.000 imp
• Halfpage	250.000 imp

FIFA Partners & FIFA World Cup Sponsors packages:

1 - "Basic" Package (8 packages available):

- 64 Billboards "match"/sponsor (1/match)
- 25 Billboards "round-up magazine"/ sponsor (1/magazine)
- 8 Billboards "pre-competition programme"/sponsor
- 96 Replay on screen advertising "match"/sponsor **(exclusively for FIFA partners & FIFA World Cup Sponsors)**
- 13 Replay on screen advertising "round-up magazine" /sponsor **(exclusively for FIFA partners & FIFA World Cup Sponsors)**
- 16 Match clock on screen advertising/sponsor **(exclusively for FIFA partners & FIFA World Cup Sponsors)**
- 40 Event trailers/**max 2 sponsors** on TV (first come first served !!) **(exclusively for FIFA partners & FIFA World Cup Sponsors)**
- 32 match trailers/sponsor on TV
- *40 Event trailers/**max 2 sponsors** on RADIO (first come first served !!)* ***(exclusively for FIFA partners &* FIFA World Cup Sponsors*)***
- 40 billboards/sponsor on RADIO
- 40 trailers/sponsor on RADIO
- RTBF Online package

Budget excl VAT ***with*** Event trailers: **€353,000**
Budget excl VAT ***without*** Event trailers: **€350,000**

FIFA Partners & FIFA World Cup Sponsors packages:

2 - "Medium" Package :

a) **"Basic *with* Event Trailers"** Package **– 20%** i.e. €282,400

- More commercial ads (base spot lenght 30"), planned by RMB:
- ***20 spots*** *for* ***a minimum*** *of 172 GRPs at* ***€768 C/GRP*** *(total 15/54) i.e. growth €132,096 gross*
- Total budget excl VAT: **€414,496**

b) "**Basic *without* Event Trailers**" package **– 20%** i.e. €280,000

- More commercial ads (base spot lenght 30"), planned by RMB:
- ***20 spots*** *for* ***a minimum*** *of 172 GRPs at* ***€768 C/GRP*** *(total 15/54) i.e. growth € 132,096 gross*
- Total budget excl VAT: **€412,096**

FIFA Partners & FIFA World Cup Sponsors packages:

3 – "Big" Package :

a) "**Basic *with* Event Trailers**" package **– 25%** i.e. €264,750
- More reinforcement ads (base spot length 30"), planned by RMB:
- ***32 spots*** *for* ***a minimum*** *of 275 GRPs at* ***€768 C/GRP*** *(total 15/54) i.e. €211,354 gross*
- Total budget excl VAT: **€476,104**

b) "**Basic *without* Event Trailers**" package **– 25%** i.e. €262,500
- More reinforcement ads (base spot length 30"), planned by RMB:
- ***32 spots*** *for* ***a minimum*** *of 275 GRPs at* ***€768 C/GRP*** *(total 15/54) i.e. €211,354 gross*
- Total budget excl VAT: **€473,854**

FIFA Partners & FIFA World Cup Sponsors packages:

4 – "Full options" package :

a) "**Basic *with* Event Trailers**" package **– 30%** i.e. €247,100
- More reinforcement ads (base spot length 30"), planned by RMB:
- ***44 spots*** *for* ***a minimum*** *of 378 GRPs at* ***€768 C/GRP*** *(total 15/54) i.e. €290,611 gross*
- Total budget excl VAT: **€537,711**

b) "**Basic *without* Event Trailers**" package **– 30%** i.e. €318,500
- More reinforcement ads (base spot length 30"), planned by RMB:
- ***44 spots*** *for* ***a minimum*** *of 378 GRPs at* ***€768 C/GRP*** *(total 15/54) i.e. €290,611 gross*
- Total budget excl VAT: **€535,611**

"Third parties sponsors" package :

1 - "Basic" package:

- 64 billboards "match"
- 25 billboards "round-up magazine"
- 8 billboards "pre-competition programme"
- 32 "match trailers" TV
- 40 billboards/sponsor on RADIO
- 40 trailers/sponsor on RADIO
- RTBF Online

Total budget excl VAT: **€215,000**

"Third parties sponsors" package :

2 - "Medium" Package :

"Basic" package **– 20%** i.e. €172,000

- More commercial ads (base: 30"), planned by RMB:
- → ***20 spots*** *for* ***a minimum*** *of 172 GRPs at* ***€768 C/GRP*** *(total 15/54) i.e. growth €132,096 gross*
- Total budget excl VAT: **€ 304,096**

3 – "Big" Package :

"**Basic**" package **– 25%** i.e. €161,250

- More reinforcement ads (base: 30"), planned by RMB:
- → ***32 spots*** *for* ***a minimum*** *of 275 GRPs at* ***€768 C/GRP*** *(total 15/54) i.e. €211,354 gross*
- Total budget excl VAT: **€372,604**

4 – "Full options" package :

"**Basic**" package **– 30%** i.e. €150,500

- More reinforcement ads (base: 30"), planned by RMB:
- → ***44 spots*** *for* ***a minimum*** *of 378 GRPs at* ***€768 C/GRP*** *(total 15/54) i.e. €290,611 gross*
- Total budget excl VAT: **€441,111**

Your benefits on ‘Medium’, ‘Big’ and ‘Full options’ packages:

1. Significant discount compared to basic package (based on 30’’ spot value)
2. An even better C/GRP on advertising blocks (vs purchase of à la carte ads).
3. Minimum number of GRPs guaranteed/ad package
4. Preferential positioning of ads
5. Priority access to highly prized blocks in this period
6. Cross-media presence on the whole RTBF exclusive offer

14 June – 15 July

Contact : Arnaud Peltyn – a.peltyn@rmb.be – Phone : 00 32 2 730 44 84