



## 2020 ITTF World Tour

### SPONSORSHIP IMPLEMENTATION GUIDELINES

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## 1 Introduction

- 1.1 This document will explain how the rights for all sponsors should be implemented and forms part of the overall contract with the Organiser, and is subject to changes as and when necessary.
- 1.2 The event should be referred to as 2020 ITTF World Tour at all times in all external communication.
- 1.3 For the 2020 ITTF World Tour, there are 2 tiers of events:
  - 1.3.1 ITTF World Tour Platinum
  - 1.3.2 ITTF World Tour
- 1.4 The sponsorship implementation will be coordinated by the ITTF.
- 1.5 Each event should use the respective logo for the different tiers of the 2020 ITTF World Tour. In order to ensure a stronger brand identity for each tier, organisers are kindly requested to use colour schemes (especially in the venue dressing) related to the respective tiers. The visual identity guideline will be in the Dropbox folder you shall receive from the ITTF.

## 2 Implementation of Show-Courts

- 2.1 The implementation of four (4) show-courts is mandatory, and all costs related will be borne by the organising committee.
- 2.2 The show court will be provided with specially designed surrounds, umpire table and umpire chair by DHS.
- 2.3 Your table supplier provides the specially designed tables.
- 2.4 For consistency, the same colour pyramidal surrounds will be applied to all the events in the same tier.
- 2.5 Pyramidal surrounds and the printing is ordered by ITTF to DHS and delivered to each organizing committees 1 month in advance. When contacted by ITTF, please reply with the following details as soon as possible, in order to ensure on-time delivery of your equipment:
  - 2.5.1 Number of Show Courts (4 is mandatory)
  - 2.5.2 Number of Regular Competition Courts
  - 2.5.3 Name of Contact Person
  - 2.5.4 Contact Details
  - 2.5.5 Stadium Address
  - 2.5.6 Delivery Address (if different from stadium address)
  - 2.5.7 Consignee (if applicable)
- 2.6 Each table supplier is responsible to print the other courts surrounds according to the drawings for each event. The mock-ups should be sent to ITTF for checking prior to printing.
- 2.7 Any other additional row of surrounds must be either blank or printed with the logos of the show court with the same percentage.



### 3 Sponsors' List of Benefits

- 3.1 Overall Tour Sponsor: -
- 3.2 Event Title Sponsor: SECURED BY EACH ORGANIZING COMMITTEE (OC)
- 3.3 Table Supplier: SECURED BY EACH ORGANIZING COMMITTEE (OC)
- 3.4 Ball Sponsor & Supplier: **DHS**
- 3.5 Sport Floor Supplier: SECURED BY EACH ORGANIZING COMMITTEE (OC)
- 3.6 Umpire and Ball Kids: Lining
- 3.7 Show-court(s): four show courts of 36 specially designed surrounds + 4 corners must be installed starting from the Main Draw
- 3.8 Assistant Umpire's Table logos:
  - 3.8.1 Event Title Sponsor on the top position
  - 3.8.2 DHS on the middle position
- 3.8 Floor logos:
  - 3.8.1 **ITTF(1) beside table (OC to provide floor stickers on behalf of ITTF)**
  - 3.8.2 **ORGANIZING COMMITTEE sponsor (3): 1 beside table and 2 on the top and bottom position (OC to provide floor stickers unless otherwise agreed)**
- 3.9 Net logos: ORGANIZING COMMITTEE sponsor (2) on each side of all the nets (all competition tables)
- 3.10 OC will have 26 surrounds, but it is recommended that 12 will be for the event title sponsor and 5 for table sponsor.
- 3.11 No other table tennis equipment sponsor apart from the Ball, Table and Floor Sponsor should be advertised in the surrounds or any other promotional materials/events related to the competition.
- 3.12 Summary of surrounds allocated:

ITTF	Ball supplier	OC
4 ITTF + 4 World Tour Corners	6 DHS	26



## 4 Order, Printing and Delivery

### 4.1 TV COURT (S)

4.1.1 DHS (on behalf of the ITTF) will produce, print and ship the following package to your country:

- 4.1.1.1 36 pyramidal surrounds and 4 corners printed as per the attached drawing
- 4.1.1.2 1 umpire chair
- 4.1.1.3 1 umpire table & towel boxes

4.1.2 Printing description done by DHS and paid by the Organising Committee on the drawings attached.

4.1.3 The Organizing Committee is responsible to produce the stickers for their own sponsors in one colour, GREY pantone 401C. The logos should not exceed 1m X 0.5m.

4.1.4 You can also ask DHS to do it for you at your or your sponsor's cost.

### 4.2 FLOOR STICKERS

4.2.1 1 floor sticker "ITTF" produced by OC on behalf of the ITTF for the right side of the playing area

4.2.2 3 floor stickers "Organizing Committee" produced at OC's own cost for the right & top & bottom side of the playing area.

4.2.3 Colour: Black floor stickers on Blue flooring, or Light gray Pantone 877C floor stickers on Red flooring

4.2.4 Size:

4.2.4.1 Top/Bottom of Court: Each logo has to be contained within 5 square metres. It is recommended to stretch the sticker vertically by 3 times for stickers at the top of the court for better visibility on TV.

4.2.4.2 Right/Left of table: size has to be contained within 2.5 metres square. In consideration of space, the width should be restricted to 1.25m for a non-showcourt, or 2m for a showcourt. It is recommended to stretch the sticker vertically by 2.5 times for stickers at the side of the court for better visibility on TV.

### 4.3 TV COURT(S) TABLE(S)

4.3.1 Your table supplier should send to your country the specially designed TV table.

4.3.2 According to the ITTF rules and regulations, the table supplier is allowed to display not more than 6 logos or brand names on the sides (table top) of the table (2 on the long side and 1 on the short side).

4.3.3 No other logos or brand names are allowed anywhere on the table as well as on the undercarriage.

4.3.4 In case there is an undercarriage below the table, the World Tour logo has to be printed on the 2 long sides.

4.3.5 All undercarriage/table skirting must have the agreement of the Equipment Committee (equipment@itf.com) before they can be used. The design on the undercarriage/table skirting should then be approved by the Marketing Department (tcho@itf.com).

### 4.4 OTHER COURTS SURROUNDS AND TABLES

4.4.1 Your table supplier should send the following package to your country:

- 4.4.1.1 The number of tables needed for the other courts
- 4.4.1.2 The number of tables needed for practice (or use existing tables, but they have to be same colour, brand and type)
- 4.4.1.3 The number of **printed** surrounds needed for the other courts (these surrounds have to be printed by the table supplier with the distribution of sponsors in the **same percentage** as the showcourt, for all courts **including** practice courts)

### 4.5 BALLS, OTHER COURTS UMPIRE TABLES & TOWELS BOXES AND UMPIRE CHAIRS

4.5.1 As the official ball supplier and sponsor of the World Tour, DHS will send you the number of umpire tables & towel boxes, showcourt umpire chairs and the balls needed for the event.



## 5 ITTF List of Benefits

5.1 The ITTF is to be given the following rights in relation to all the events:

5.1.1 Eight (8) surrounds (Advertising boards) around each Centre Court table (total Centre Court tables to be agreed upon); one (1) on each side of the table and one (1) on each corner.

5.1.1.1 This is based on a total of thirty-six (36) surrounds (Advertising boards) around each table, each surround being one meter and forty centimetres (1,40 meters) long and four (4) corner boards being 1,0 meters long.

5.1.1.1.1 In the smaller courts or courts with LED surrounds, the same percentage of advertisement spots will be allocated to the Sponsor.

5.1.1.2 The Event name should be  
**2019 ITTF World Tour Platinum, <Event Title Sponsor> <Country> Open or  
2019 ITTF World Tour, <Event Title Sponsor> <Country> Open**

5.1.2 One (1) Sponsor floor logo, at the right side of the court, according to the drawing in Section 8.

5.1.3 Full visibility, with best position, with Sponsor's logo on main backdrops that are created, including but not limited to backdrops of the press conference, media interviews and award presentation

5.1.4 Event's full name or logo on the front cover of the Official souvenir programme, tickets & poster and other marketing materials at each of the events.

5.1.5 Logo and recognition on all official correspondence of the events by ITTF and the Organisers related to the Sponsor World Tour.

5.1.6 One (1) full-page colour advertisement, free of charge, in the Official programme. Sponsor will provide a print-ready advertisement at Sponsor's own cost.

5.1.7 Sponsor's logo to appear on accreditation passes.

5.1.8 Sponsor's logo on TV Graphics, subject to the relevant TV broadcast regulations.

5.1.9 Sponsor is entitled to receive five (5) VIP-passes and ten (10) complimentary tickets per session at each of the events.

5.1.10 VIP-passes entitle Sponsor access to VIP-facilities at the events.

5.1.11 A private VIP Lounge for Sponsor's use, subject to availability. The cost for catering requirements to be covered and arranged by Sponsor.

5.1.12 Sponsor to have a sales / Show room stand within the venue, operated by Sponsor but free of charges for Sponsor (minimum 40 square meters). Accreditations for staff members operating the Sales / Show room stand are additional to VIP passes

5.1.13 Sponsor is also allowed to sell merchandise with the Official logo and trademarks of the World Tour; and the Organizers shall provide such logos and trademarks (and mascots if any) to Sponsor.

5.1.14 Sponsor is entitled to two (2) full banners/backdrops inside the competition hall in a position visible for spectators and strategically located for the visibility on the TV-coverage, with best efforts from the ITTF to allocate within TV-camera view.

5.1.15 Sponsor is entitled to four (4) double rooms and one (1) suite at the official hotel at each event on the World Tour each year, excluding the World Tour Grand Finals.

5.1.16 Sponsor is entitled to complimentary transport from the airport to the stadium at all events.

5.1.16.1 Sponsor is entitled to one (1) complimentary private car solely for the Sponsor's use at all times during the event, at all events.



## 6 Recommended Event Title Sponsor List of Benefits

- 6.1** The Event Title Sponsor is recommended to be given the following rights in relation to all the events:
- 6.1.1** Twelve (12) surrounds (Advertising boards) around each Centre Court table (total Centre Court tables to be agreed upon).
    - 6.1.1.1** This is based on a total of thirty-six (36) surrounds (Advertising boards) around each table, each surround being one meter and forty centimetres (1,40 meters) long and four (4) corner boards being 1,0 meters long.
    - 6.1.1.2** The Event name should be **2019 ITTF World Tour Platinum, <Event Title Sponsor> <Country> Open or 2019 ITTF World Tour, <Event Title Sponsor> <Country> Open**
  - 6.1.2** Company logo, one on each side on the net, fully visible for TV.
  - 6.1.3** Two (2) floor logos, on the top and bottom of the court.
  - 6.1.4** Full visibility, with best position, with company's logo on Press conference site "backdrop" and Mixed zone (for TV interviews) "backdrop" (if such is created).
  - 6.1.5** Logo and recognition on all official correspondence by ITTF and the Organizer of individual events on the World Tour in 2019.
  - 6.1.6** One (1) full-page colour advertisement, free of charge, in the Official programme.
  - 6.1.7** Event Title Sponsor will provide a print-ready advertisement at its own cost.
  - 6.1.8** Company's logo to appear on the umpire table.
  - 6.1.9** Event Title Sponsor is entitled to receive five (5) VIP-passes and ten (10) complimentary tickets to the event
  - 6.1.10** VIP-passes entitle Event Title Sponsor access to VIP-facilities at the event.
  - 6.1.11** Three (3) double rooms, free of charges, including transportation between the airport to the hotel and the hotel to the stadium, free of charges, at the official ITTF Hotel for the duration of your Open Championships.
  - 6.1.12** Logo on banner at the public entrance of the competition hall produced by the organising committee.
  - 6.1.13** Event Title Sponsor to have a sales / Show room stand within the venue, operated by Event Title Sponsor but free of charges for Event Title Sponsor (minimum 40 square meters).
  - 6.1.14** Accreditations for staff members operating the Sales / Show room stand are additional to passes stated in 5.1.12.
  - 6.1.15** Event Title Sponsor is also allowed to sell merchandise with the Official logos and trademarks of the 2019 ITTF World Tour.
  - 6.1.16** Event Title Sponsor is entitled to a private VIP-room at each event if requested, furnished at the own cost of Event Title Sponsor.
  - 6.1.17** Event Title Sponsor is entitled to have one (1) Press conference the day prior the event, or at a convenient time for Event Title Sponsor.
  - 6.1.18** Event Title Sponsor is entitled to have one (1) 30s Advertisement on each session of the event on the large screen.



## 7 DHS, Official Ball Sponsor and Supplier

### 7.1 DHS, OFFICIAL BALL SPONSOR AND SUPPLIER LIST OF BENEFITS

- 7.1.1** As the Official Ball Sponsor & Supplier for the events being part of the agreement, DHS has the following rights in relation to all the events:
- 7.1.1.1 Six (6) surrounds (Advertising boards) around each Centre Court table (total Centre Court tables to be agreed upon).
    - 7.1.1.1.1 DHS to bear the printing cost for its own A-boards on all competition Courts.
    - 7.1.1.1.2 This is based on a total of thirty-six (36) surrounds around each table, each surround being one meter and forty centimetres (1,40 meters) long and four (4) corner boards being 1,0 meters long.
    - 7.1.1.1.3 DHS is entitled to the same percentage (15%) on the other Court's boards or LEDs.
  - 7.1.1.2 One (1) DHS logo on each umpire table in the secondary position, with the Overall title sponsor having the first option to allocate its logo.
  - 7.1.1.3 One (1) DHS logo / trademark on each towel box provided.
  - 7.1.1.4 One (1) DHS logo on each scoring device provided.
  - 7.1.1.5 One (1) sales / Exhibition stand, free of charges to DHS, same size as the Official Table Sponsor and Supplier but double the size of other competing table tennis manufacturers. Location to be agreed upon between ITTF and various OC of World Tour events and DHS but only Overall title Sponsor or Table package sponsor (if payment is higher than DHS's) has a higher priority.
  - 7.1.1.6 DHS is allowed to sell all DHS's normal products on-site, observing the rules and regulations for the same sales.
  - 7.1.1.7 DHS logo recognition on posters, results service, Press conference site and accreditation passes in a position not less prominent than other sponsors except for the Overall title sponsor.
  - 7.1.1.8 DHS will receive recognition with company name and/ or logo on the ITTF's and OC's websites for the 2019 World Tour events organizers, with a link to DHS's own home page.
  - 7.1.1.9 One (1) full-page colour advertisement, free of charge, in the Official programme of each of the World Tour events including the Grand Finals of each year.
    - 7.1.1.10 DHS will provide a print-ready advertisement at DHS's own cost.
    - 7.1.1.11 Ten (10) VIP-tickets to each of the events being part of this agreement.
    - 7.1.1.12 VIP-passes entitle DHS access to VIP-facilities at the events.
    - 7.1.1.13 A number of accreditation passes to be agreed upon for DHS sales booth staff, if DHS uses the option to operate a sales booth.
    - 7.1.1.14 Two (2) double rooms in the ITTF official hotel, free of charges, for DHS at its disposal for the 2019 ITTF World Tour Grand Finals.

### 7.2 DHS, OFFICIAL BALL SPONSOR AND SUPPLIER DUTIES

- 7.2.1** As the Official Ball Sponsor & Supplier of the event, DHS has the following duties and obligations to providing the following equipment, free of charges to the organizers, of each event:
- 7.2.1.1 A number of Gross, to be agreed upon, of **WHITE** 40mm top-of-the-line specially selected to cover the needs for each event.
  - 7.2.1.2 Manual scoring devices, a number to be agreed upon for each event.
  - 7.2.1.3 Up to four (4) sets of specially designed towel boxes, number to be finalized upon agreeing of the layout of the Centre Court, and an additional normal towel box for each of the events as part of the agreement.
  - 7.2.1.4 A sufficient number of assistant umpire tables, exact number to be agreed upon between DHS, OC's of World Tour events and ITTF depending on the various venue lay-outs and information possibilities of displaying the score of each match.



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- 7.2.1.5 Up to four (4) special umpire chairs and umpire tables (Television courts only), number to be finalized upon agreeing of the layout of the Centre Court.
- 7.2.1.6 Transportation and delivery from DHS's warehouse to all the various World Tour organizers' designated warehouse will be the responsibility of the DHS and at DHS's own cost.





## 8 LED Advertising

### 8.1 LED Surrounds

- a. LED Surrounds provide great TV exposure for sponsors. They are required for World Tour Platinum events and highly recommended for regular World Tour events.
- b. More information on the technical requirements can be found in the Sport Presentation Guidelines.
- c. The sponsor distribution on the LED Surrounds should be a percentage equivalent to their allocation on the Showcourt a-boards.
- d. The sponsor running order and exact design has to be submitted to the ITTF for approval at least 2 weeks prior to the event – Running order in the excel format provided by the ITTF, and Logos to be provided in Adobe Illustrator (.ai) format.
- e. The designs used **during match play** shall be in two colours only – Light Gray logo on Dark Blue. There can be multiple designs per sponsor if they have sufficient allocation in the running order.
- f. The designs used **between matches** can be in full colour, as per the Sport Presentation Guidelines.

6	Nittaku (1)	Nittaku			Nittaku Nittaku Nittaku Nittaku
7	Event Logo (2)	Event Logo			LION JAPAN OPEN, KITAKYUSHU
8	ITTF (0.25) / JTTA(0.25)/Kinki (0.5)	ITTF	JTTA	Kinki Nippon Tourist	近畿日本ツアーリスト
9	Seamaster (2)	Seamaster			seamaster seamaster seamaster
10	LION (2)	LION (Sponsor A)			life. love. LION life. love. LION
11	DHS (2)	DHS			DHS DHS DHS DHS
12	Godaddy (2)	Godaddy			Godaddy Godaddy Godaddy Godaddy Godaddy Godaddy

Example Running Order

### 8.2 Other LED Screens

- a. If other LED Screens are in use, sponsors should be able to provide advertisements for such screens.
- b. These advertisements shall be worked into the Sport Presentation running order.
- c. Information for such screens shall be provided no later than one (1) month prior to the event for preparations.



## **9 Visual Identity Guidelines on Branding of 2020 ITTF World Tour**

- 9.1** All world tour events should follow the World Tour Visual Identity (VI) System according to its belonging tier in the production of all promotional materials including backdrop designs, banners and posters, program magazines, accreditations, tickets, etc.
- 9.2** Please note that all drafts of promotional materials have to be uploaded to the dropbox link sent to you in advance by ITTF Staff.
- 9.3** Elements that should be added to your design are:
  - 9.3.1** Tour and Event name, date, other information as necessary
  - 9.3.2** Background Design
  - 9.3.3** Tour Logo
  - 9.3.4** Tour Title Sponsor Logo – More prominent than all logos, and in same prominence as Event Title Sponsor
  - 9.3.5** Event Logo
  - 9.3.6** Event Title Sponsor Logo – More prominent than all logos, and in same prominence as Tour Title Sponsor
  - 9.3.7** DHS Logo + Other sponsors' logos