



The Event

The first ever male GB Judo World Cup will take place on the 22nd and 23rd of September 2007 at the NIA in Birmingham. The World Cup series is well established in a number of major European cities, and attracts the highest level judo competitors from all Continents. The British World Cup will be one of the first qualifying events for the Beijing Olympics in 2008, and will attract around 150 competitors from over 25 countries to compete for Olympic qualification points. It will be the showcase event for Britain's top players, including current World and European Champion Craig Fallon, Commonwealth Champion Winston Gordon and European bronze medallist Peter Cousins.

The Advertising Opportunities

Mat Perimeter Advertising Boards



Mat perimeter advertising boards (as seen in the background on the picture to the left) are available at a cost of £500 per board. The boards will be highly visible at the event itself, as well as on all television pictures and press photographs. They provide a great opportunity to secure significant national and international brand exposure to a mass audience, with an hour long highlights programme of the event due to be shown numerous times on Sky Sports. The boards will front one side of a 70m grandstand directly opposite the television cameras, level with the raised competition mat area, presenting a prime position for maximum exposure during the event.

Design spec: 2440mm wide x 800mm high (10mm thick). Design format: JPEG or PDF (all pantone colours should be CYMK). The boards will be fastened to the front of spectator seating rails and therefore small holes will be drilled into the top left and right hand corners. Please incorporate this into your design if necessary.

Programme Advertisements

Full colour programme advertisements are available for a cost of £150 for a full page advert, and £100 for a half page advert. We expect around 3,000 spectators per day to attend the event, and placing an advert will give you an opportunity to communicate directly with this audience. The programme will also have a high retention factor, as the souvenir brochure for the first ever GB Judo World Cup for Men.

Design spec: full page adverts are portrait 210mm wide x 297mm high, half page adverts are landscape 210mm wide x 148mm high.

For further information on any of the commercial opportunities available at the 2007 GB World Cup, or to discuss a tailored package, please contact Jo Duff, British Judo Commercial Manager, on 01509 631693 or joduff@britishjudo.org.uk