



KALEIDO
ENTERTAINMENT

PRESENTS

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THE CHAMPION

THE ULTIMATE SPORT EXPERIENCE



ARE YOU
READY?

DO YOU WANT YOUR FANS TO
RELATE TO YOUR CLUB?

DO YOU WANT TO PRESENT AN
ULTIMATE EXPERIENCE FOR YOUR
FANS?

DO YOU WANT YOUR FANS TO **LOVE**
THE CLUB AND ATHLETES MORE?

ARE YOU INTERESTED TO **INCREASE**
YOUR REVENUES?

WHAT IS THE CHAMPION?

The Champion offers engaging interactive sport experience **for all ages** by using the **latest technologies**.

- Test your skills with more than **20 interactive games**.
- Learn from your heroes - never seen footages, the **beauty of sports** in super slow motion.
- Learn the **facts, stories** and **news** behind the doors.





INTERACTIVE EXHIBITION

PERSONAL SPORT EXPERIENCES FOR EVERYONE

The visitors are able to test their skills to in various games and challenges. After completing the 20+ skill station, the **AI will determine at what sports they are the most talented.**

Personal experience and results are **controlled and tracked by a special NFC bracelet** for each visitor.

CHAMPLABS

THE CHAMPION SPORT LABORATORY



TAPPING TEST
VERTICAL JUMP
REACTION TIME



AGILITY
ANAEROBIC FITNESS
HAND-EYE COORDINATION
RUNNING SPEED
A NUTRITION TEST
COGNITIVE GAMES

TIME TO
NEXT RA

7 CHAMP
LABS

7 CHAMP
LABS



CHAMP CERTIFICATE

TAKING HOME THE POWER

By completing the exhibition **every visitor receives a personal summary**, an **e-Champ Certificate**.

The certificate summarizes the activities and **scores from all the tests, challenges and sport games** are tracked precisely.



OUR EXPERIENCE

WHAT WE LEARNED AFTER LAUNCHING THE EXHIBITION IN VARIOUS CITIES ALL OVER THE WORLD.

HUGE DEMAND TO ENGAGE WITH THE CLUB ON AN OTHER LEVEL

Fans want to be closer to the action, to the athletes to the stats and to the most revealing camera angles. They want the insider's view.

THE 24/7 FAN

in the age of smart phones, tablets and 4G the fans are looking for information of their club 24/7

90%

believes anyone can be a sports fan



85%

says sport would be nothing without fans

SHORTER ATTENTION SPANS

Millennials and Gen X fans are harder to capture due to short attention-span-theater.

NOT STRICTLY SEASONAL

Fans are interested in the off season sporting content, such as: season analysis, athletes life beyond the sport, historical sporting moments, next season plans, news.



BUSINESS OPPORTUNITIES

WHAT WE OFFER?

The Champion interactive exhibition was developed in 2017, after the Hungarian introduction, it was proven in Europe as well. In 2019 we reconsidered the content and revised into **white label production** for clubs exclusive and arenas.

NON-STOPPING REVENUE

of the exhibition each time the arena holds a game



CUSTOMIZED CONTENT

with many flexible solutions for advertisement

EXCLUSIVE RIGHTS

to use the content.



Chicago Bulls
Michael Jordan
Tizennégyszeres NBA All-Star
74 NBA All-Star selections
(1985-1993, 1996-1998, 2002-2003)

WHY TO PICK THE CHAMPION?

✓ **FILL THE SEATS**

With the goal of filling seats, sporting events will have to start to provide exclusive content and experiences to their guests, experiences that they won't be able to get at home.

✓ **TECH INTEGRATION WOW MOMENTS + CONVENIENCE**

State-of-the-art technology is increasingly integrating itself into the stadium and sporting event scene. Technology has the power to create both the wow moments and an ultimate experience. Holographic representations of players and club history will engage the visitors with the club on the highest level.

✓ **GAME & EXHIBITION IN BALANCE**

The Champion is a perfect fit and creates a balance between the stadium and club. It generates excitement, it is fun for the fans therefore as the games starts you will fill your seats with perfectly prepared fans who are ready to leave everything at the stands as the athletes on the field.

✓ **eSPORTS:**

Between being more accessible to general audiences due to live streaming and being able to have the "ultimate front-row seat," eSports are building momentum as a popular—and sometimes preferred—sport among younger generations (Millennials + Gen Z).



REVENUE SOURCES

✓ **NURTURE PRE / POST-GAME ENTERTAINMENT**

While the game itself may only be a couple of hours, the pre- and post-game entertainment can extend for hours before and after. For many, the tailgating can be their favorite part of the game-day festivities. Nurturing and providing more entertainment for those times will encourage fans to spend more time on the property.

✓ **SPONSORED ADVERTISMENT**

The entire exhibition was created to be a sponsor and advertisement friendly environment. Each station, test, game or tool and screens are able to advertise different companies, services or items.

✓ **SOCIAL-FOCUSED DESIGN**

Social media is a perfect partner for the Champion Exhibition. 3 of 4 fans post to social media while watching or experimenting the exhibition. The whole exhibition was designed to be a social media friendly. The optimal use of hashtags can double up the visitors number. Social media feeds the FOMO [Fear of Missing Out] mentality and become free, organic marketing.

✓ **RESELL THE EXHIBITION**

The Champion is a perfect fit for the 400+ over 10k seated arenas and several hundreds of social places such as museums, amusement parks, malls, etc. We are offering exclusive rights to sell and run the exhibition all over USA.



THE CHAMPION

YOUR REVENUES

THE BELOW TABLE SHOWS THE STABLE INCOME OF THE EXHIBITION EACH TIME THE ARENA HOLDS A GAME

CAPACITY OF THE ARENA	0,3% ATTENDANCE	0,6% ATTENDANCE RATE
18,000 seat	\$10,800	\$21,600
42,000 seat	\$25,200	\$50,400
78,000 seat	\$46,800	\$93,600

POSSIBLE APPEARANCES FOR ADVERTISING:

WEBSITE

CHAMPLAB STATIONS (illuminated banners)

DENOMINATIONS OF HALLS

PROJECTORS & DISPLAYS



....AND MANY OTHER FLEXIBLE SOLUTION.

TECHNICAL DETAILS

CUSTOMIZED SOLUTION FOR
SEVERAL AREA SIZE

**1 CHAMP
LAB BOX!**

**1 CHAMP
LAB BOX!**

**2 CHAMP
LAB BOX!**

**2 CHAMP
LAB BOX!**

SIZE: 500-1000 m² = 5,300-10,200 ft²
CAPACITY: 600+ people / hour



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Illes Gallo
Sales Executive

M: +36 30 532 2254

E: illes.gallo@kaleidoentertainment.com





THE CHAMPION

ARE YOU IN?