



# THE CHAMPION

THE ULTIMATE SPORT EXPERIENCE







# 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.



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