



7th FIS Youth and Children's Zurich 2009

I SPONSORING

TEN IDEAS



1. Use the stars of the country
2. Internet
 - videos, communities – facebook, no costs
3. Manufacturer
 - Sponsor gets the addresses – offers to kids
4. Marketing – internal communication – investor relations – general public
 - Cause marketing
5. Co-operation
 - Ski schools, medical associations, selling addresses, between different NSAs
6. Media
 - free newspapers, awereness
7. Parents are the biggest sponsors
 - relief parents - extra services – kids are taught and parents have free time
8. Target: family – kid – company responsibility – ?
9. Other channels – lifestyle – freestyle is not only sport
10. Interaction – training plans in internet, registration to races only in Internet



- **Awereness – Audience – stars**
 - Use the local stars
 - Right age and style stars – videos of them to internet
 - Facebook etc
- **Company responsibility**
- **Environment issues**
- **Extreme sports like freestyle and snowboard for hip-music lovers**
 - Nice photos
- **Marketing & communication**
 - Awareness, images, sales – interaktion
 - Cause Marketing (for example buy the product, 1 € goes to charity)
- **Look for co-operation**
 - Destinatious (ski schools etc)
 - Medical associations
 - Media – Internet – addresses – selling
 - Use of Internet – free of costs
 - Printed media – use free papers/magazines
 - Manufacturers