

# SPECIAL OLYMPICS WORLD GAMES





# OUR HIGHLIGHTS IN THE 2023 SPORTS YEAR



**SUPER BOWL  
2023**

12.02.2023



**SPECIAL OLYMPICS  
2023**

17.06.-25.06.2023



**WOMEN FOOTBALL  
WORLD CUP 2023**

10.07.-20.08.2023



**BUNDESLIGA**

**BUNDESLIGA  
SEASON 2023/24**

05.08.2023



# WE EMPOWER INTEGRITY

Like other companies, we at Axel Springer pursue a culture of values. We live our Code of Conduct, always keeping an eye on the timetable. The stops?

**\_Equal opportunities**  
**\_Diversity**  
**\_Respect**  
**\_Speak up**

In 2023, the Special Olympics World Games will host around 7,000 athletes from up to 190 nations. We would like to use this opportunity to make a lasting change in the perception and integration of people with disabilities. It is about more than the self-confidence of the athletes.

It is about acceptance, which is often missing in our society. And we hope to achieve this by increasing the visibility and reach of the SPECIAL OLYMPICS World Games 2023.





# WE EMPOWER SPECIAL OLYMPICS MEDIA RIGHTS

Rights to use the World Game **logo** and co-branded logos

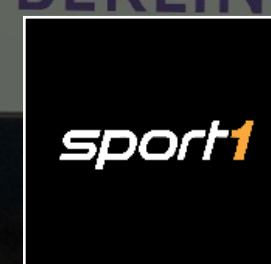
Appointment as official partner in specific communication measures

Current members of the **TV Alliance**  
ARD, ZDF, RTL, Sky, Axel Springer, Meta and Deutsche Telekom

Access to linear and digital TV broadcasts  
e.g. **daily summaries**

Access to the **World Feed** for later use

Access to the venues for **own recordings/stories**





# OUR SPECIALS IN 2023

**„I'M IN“**  
Presenting

**Events**  
(Inclusion & Sports Summit)

**Special Olympics Show**  
(daily)



„I'm in“  
Presenting

BETTER FUTURE  
Event

Brand Story

BILD 100 Sport  
Event

Cross-media  
reporting

Special Olympics  
Show

Brand Story

Special Olympics

01.03.

01.04.

15.04.

02.06.

16.06.-26.06.

17.06.-25.06.

15.05.

17.06.-25.06.

**Special Olympics  
Coverage**

Crossmediales Presenting

**Brand Stories**  
„Our everyday heroes“



# I'M IN! – PRESENTING

Nine days, 26 sports, thousands of athletes with intellectual and multiple disabilities. The Special Olympics World Games are the world's largest inclusive sporting event and will take place next summer in Berlin, Germany for the first time.

In the cross-media, editorial series “I'M IN!” (in BILD, BamS, SPORT BILD and the digital offshoots), we visit athletes who are taking part in the Special Olympics World Games. They talk about their lives, their sports and what is already okay in terms of inclusion and what still needs to be improved.

As an official partner of the Special Olympics, they act as presenters for the series and are integrated into the overall coverage.



Prices net2\*  
from 150 thousand €\*\*



# BILD 100 SPORT SPECIAL OLYMPICS

With **BILD100 SPORT - SPECIAL OLYMPICS** we bring together top decision-makers from the world of sports and the who's who of politics, business and the media shortly before the event in Berlin.

We give the topic and the special athletes an attention-grabbing media stage in the run-up to the event and discuss the topic "**Inclusion & Diversity in Sports**" together.

As a partner of BILD100 Sport, we stage your important message at a panel discussion\*.

Combined with classic sponsoring services (logo integrations) and the strong reach of BILD, we create unique and value-added cooperations.



Prices net2\*\*  
from 50 thousand €\*\*



THE KICK-OFF EVENT FOR  
THE SPECIAL OLYMPICS IN  
BERLIN



# BETTER FUTURE SALON

## INCLUSION THROUGH AND WITH SPORT

With the **BETTER FUTURE initiative** of WELT AM SONNTAG, we stand up for a better future:

For social and ecological responsibility. As a year-round platform, we communicate with regular reporting in print & digital as well as recurring events.

As part of the Special Olympics, we are staging an exclusive Better Future Salon event on the topic of "Inclusion through & with Sport", focusing on inspiring discussions around current initiatives and projects and creating further awareness for this important area.

The event will be rounded off by a high-quality get-together for the industry in our Axel Springer Journalists' Club.



Prices net2\*\*  
from 30 thousand €\*\*\*

**BETTER FUTURE**

**WELT AM SONNTAG**



DISCUSSION FORUM WELT  
AM SONNTAG



# NO ONE ELSE IS THAT CLOSE

In our daily Special Olympics Show we show the highlights, exciting interviews and talks of the Special Olympic World Games in summer 2023.

The show is broadcast via BILD TV and bild.de. Special tie-ins, such as category sponsorship or product placement, are possible by arrangement.

## Formats

TV Presenting, Pre-Roll, Presenter Clip, Cut-In Format (Banderole or L-Frame) & Rubric incl. Logo Integration etc.

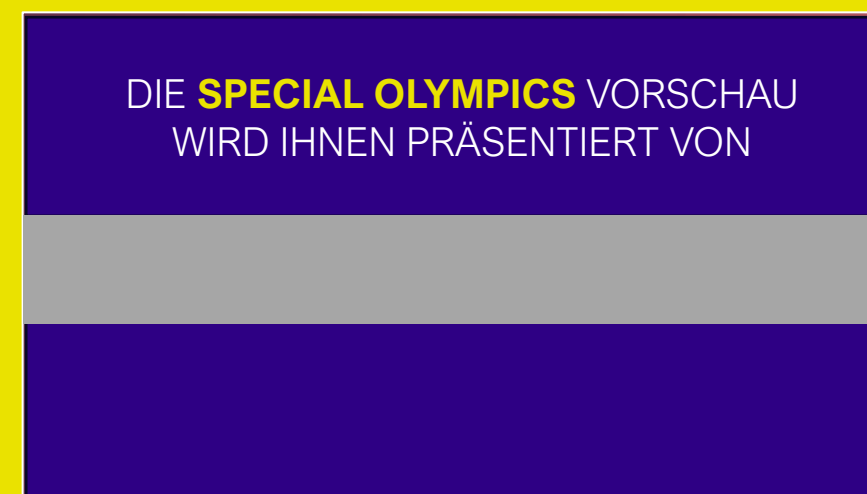


Prices net2\*  
[sportbild.de/bild.de/](https://sportbild.de/bild.de/)  
BILD TV from 40  
thousand €

PRE-ROLL /  
PRESENTER CLIP



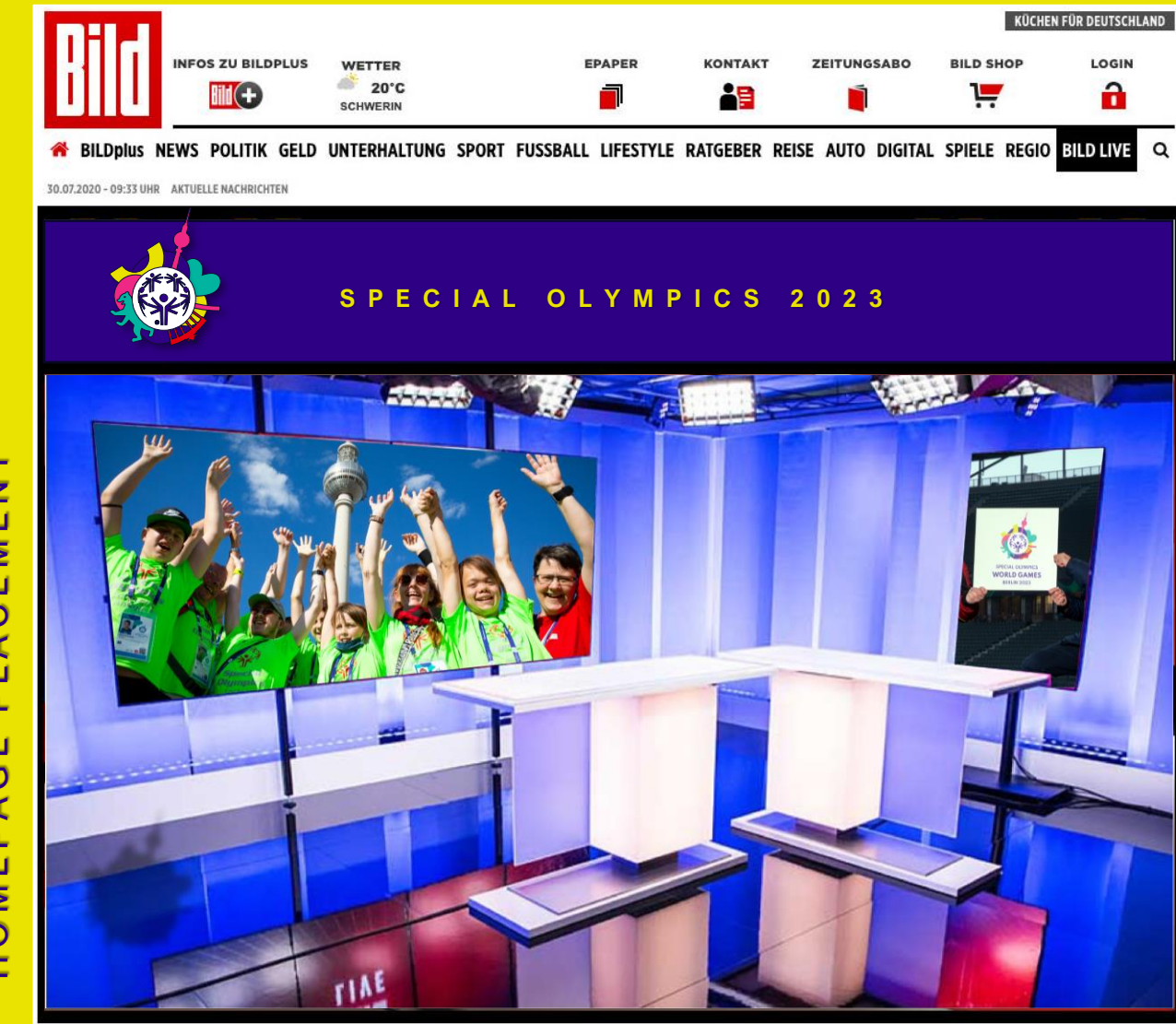
RUBRICS  
SPONSORING



L-FRAME



HOMEPAGE PLACEMENT



BANDEROLE



SPECIAL OLYMPICS  
AT BILD



# NO ONE ELSE IS SO VISIBLE

As a partner, you present all the info, background reports and daily news about Team Germany during the Special Olympics. You are placed cross-medially in the middle of the coverage - on the channel start page and in the articles.

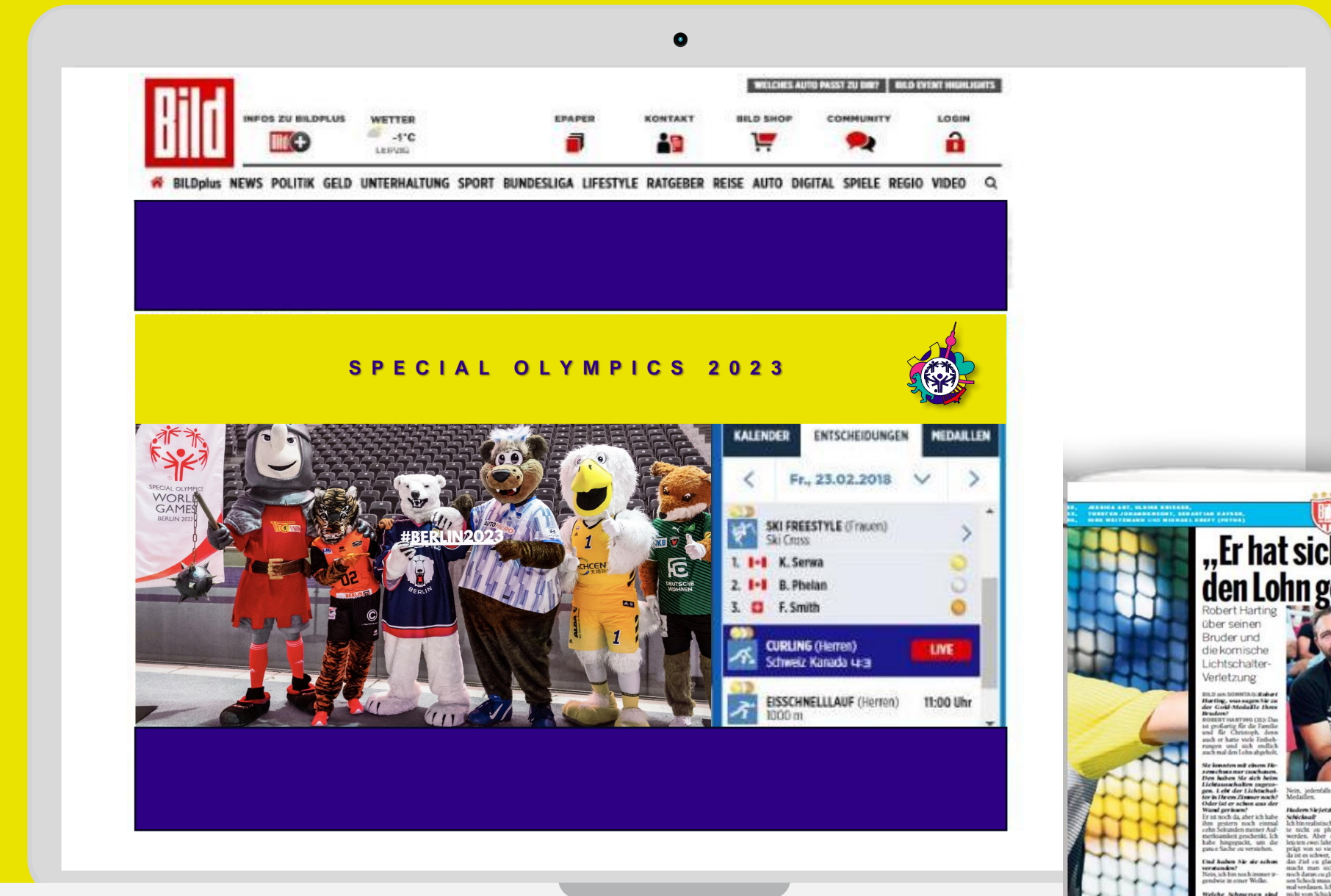
## Formats

Presenting header multiscreen (viewability 100:1), further fixed placements digital, print, DOOH & presentations possible in consultation.



Prices net2\*  
sportbild.de/bild.de/  
welt.de from 40  
thousand €

Attention-grabbing presenting ads give you above-average visibility with guaranteed 100/1 viewability.





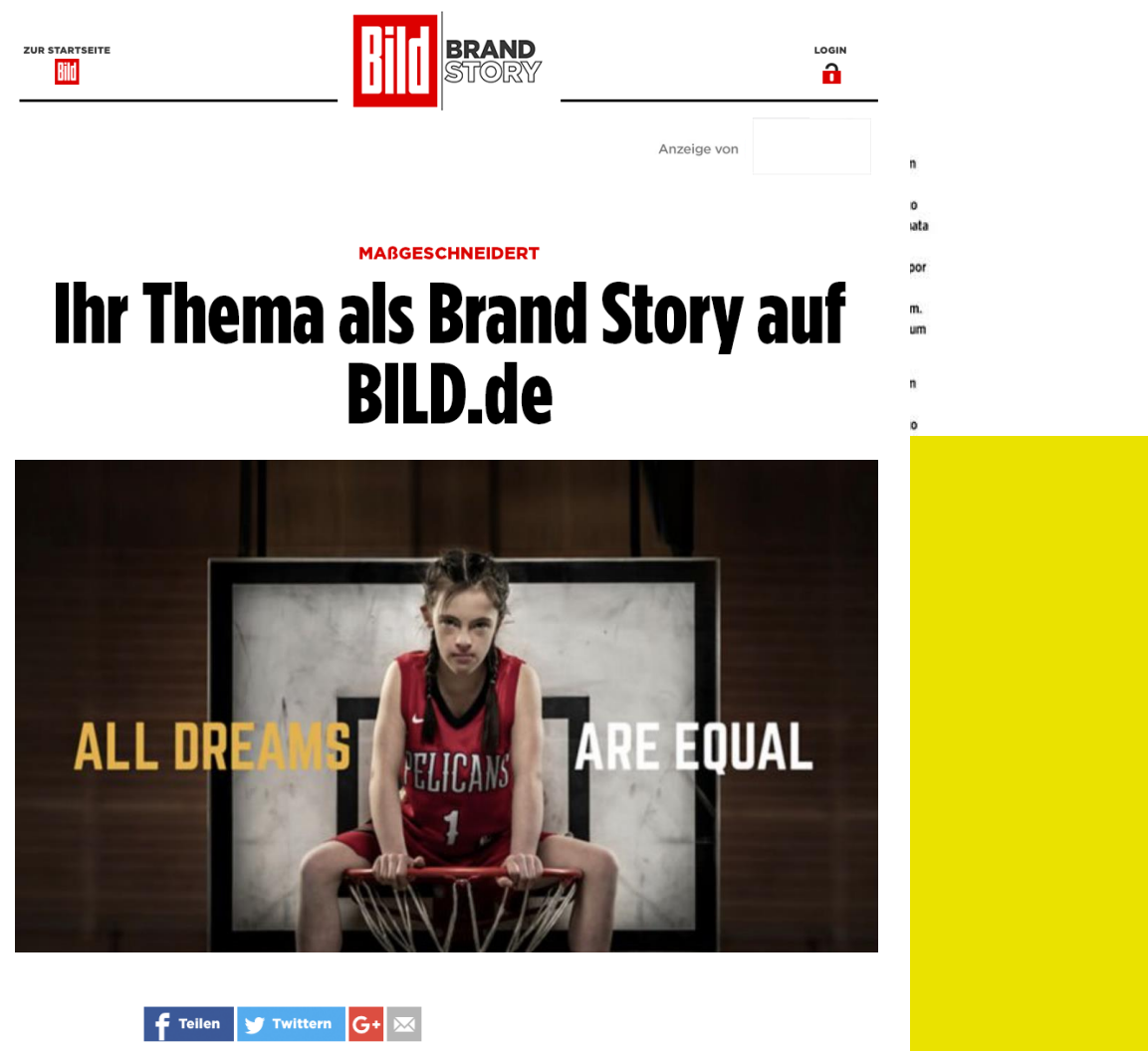
# „OUR EVERYDAY HEROES“

Cohesion has never been as important as it is now.  
Doing good, encouraging one another, being there for others - all this shows strength of character.  
Unfortunately, the little heroes of everyday life often go undetected.

You get the opportunity to position yourself as a forward-looking company in THE sports environment of Germany. Together we call for honoring everyday heroes and present the action in native stories.



Prices net2\*  
Sportbild.de from 15 thousand €  
Bild.de from 50 thousand €





# START YOUR IMPOSSIBLE WITH US



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