



# TOGETHER WORTH GOLD

LIBERTÉ, ÉGALITÉ, SIEGERTRUPPÉ!

*impassioned by*

media **impact** 



# VIVE LES JEUX

Long live the games! The anticipation of a sustainable, inspiring event in the heart of Europe is great - and together we are en route from the city of love to the city of victories!

Just like the Olympians, we want to go higher, faster, further and achieve new cross-media best times as a team. Whether natively integrated, printed as scrolled or live on-site: Together we are in the fast lane, writing history(s) together.

Paris 2024 has set itself the goal of hosting the most sustainable, accessible Games of all time. A welcome impetus to set even more sustainable records together.

Let the Games begin - we look forward to a record-breaking performance!



# YOUR OLYMPIANS FOR BEST TIMES

> **80%** Germans are interested in the Olympic Games<sup>1</sup>

of Germans interested in sports intend to watch the competitions on TV/stream<sup>2</sup> > **80%**

> **90%** of German athletics fans watch the games on TV/stream or on site<sup>2</sup>

Source: \*agof daily digital facts; basis: digital WNK 16+ years, single month November 2022, combination of BILD SPORTBILD.de (df BE), BILD Sport (df BE) \*\*b4p 2022 II; NpM; basis: persons 14 years and older (70.60 million); NpM: dazn (Internet, mobile, app) / ran.de (DGA) / Spox (DGA) / sky (Internet, mobile, Sky go)  
<sup>1</sup> ONE8Y (2023); <https://www.one8y-db.com/stats/interesse-an-den-olympischen-spielen-im-zeitvergleich>; (as at 05.02.2023)  
<sup>2</sup> ONE8Y (2023); <https://www.one8y-db.com/stats/verfolgungsabsicht-der-olympischen-spiele-2024-in-paris-im-tv-oder-vor-ort>; (as at 24.07.23)



**kicker** SPORTMAGAZIN 9,93 M.\*

Offers not reported by AGOF:

**DAZN** 2,84 M.\*\*

**SPFX** 1,98 M.\*\*

**sky** 9,48 M.\*\*

**ran.de** 3,29 M.\*\*



# THE ROAD TO OLYMPUS



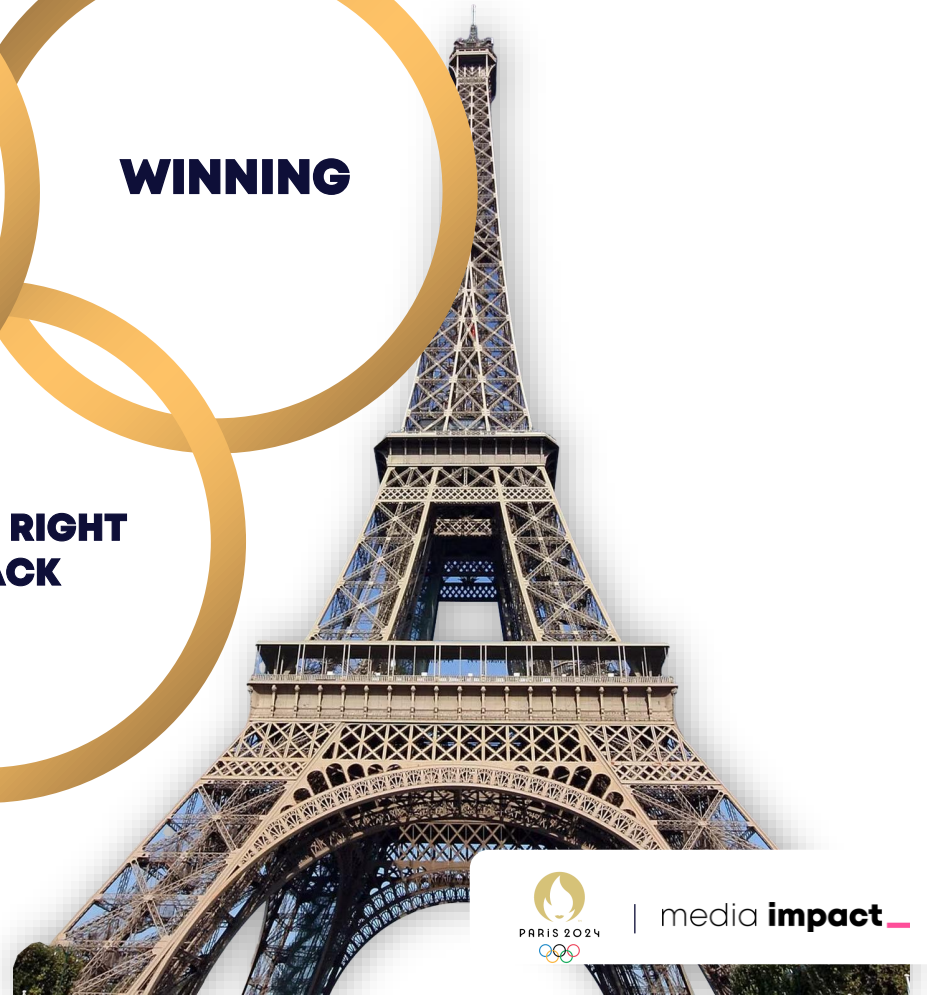
**PREPARING**

**FIGHTING**

**WINNING**

**WRITING  
HISTORY(IES)**

**ON THE RIGHT  
TRACK**



01

# PREPARING

Even before the games, we ignite fan fever and ring in the countdown impressively.



# ROAD TO OLYMPIA 2024

We are making our way from Berlin to Paris to meet former gold medal winners and explore their interesting stories.

Our aim is to present the inspiring experiences of sports legends and their impressive performance on all platforms. From captivating video footage to moving home stories, we offer a multi-faceted experience. Join us on this unforgettable journey and experience the 2024 Summer Olympics in Paris.

Emotional, cross-media cooperation via BILD, BILD am Sonntag and SPORT BILD!

Period - right before the Olympic Games!



# YOUR STAR IN THE SPORTING SKY

## WELCOME TO THE EVENT OLYMP

BILD 100 Sport gives you exclusive insights into the world of sport. Discuss with top athletes and top decision-makers on the topics of "sustainability" & "diversity" \* and underpin your cause with an excellent partnership.

Let's reach for the Olympic stars together!



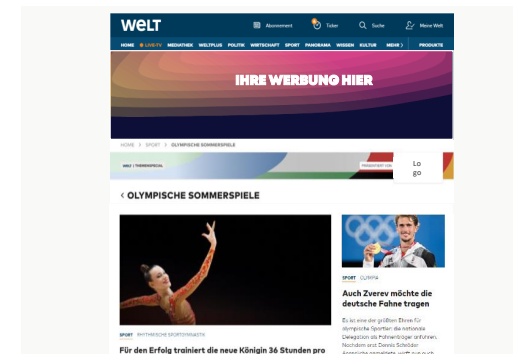
\*subject to planning



# DER WEG ZU OLYMPIA...

In addition to the BILD100 Sport event, the package includes...

- exclusively all PreRolls
- exclusive presenting of the Olympia Channel and the articles
- exclusive logo presentation
- Print package
- Raffle option
- Optional - our brand stories





# THE GREATEST GAMING PROSPECTS

## ON THE WINNER'S PODIUM WITH THE ALTAR PALATINATE

The super panorama ad offers 1.8m<sup>2</sup> of space for your Olympic spirit on 8 folded pages.

Place your message in a powerful, loud and impressive way in the removable insert.

Ready to unfold your message?

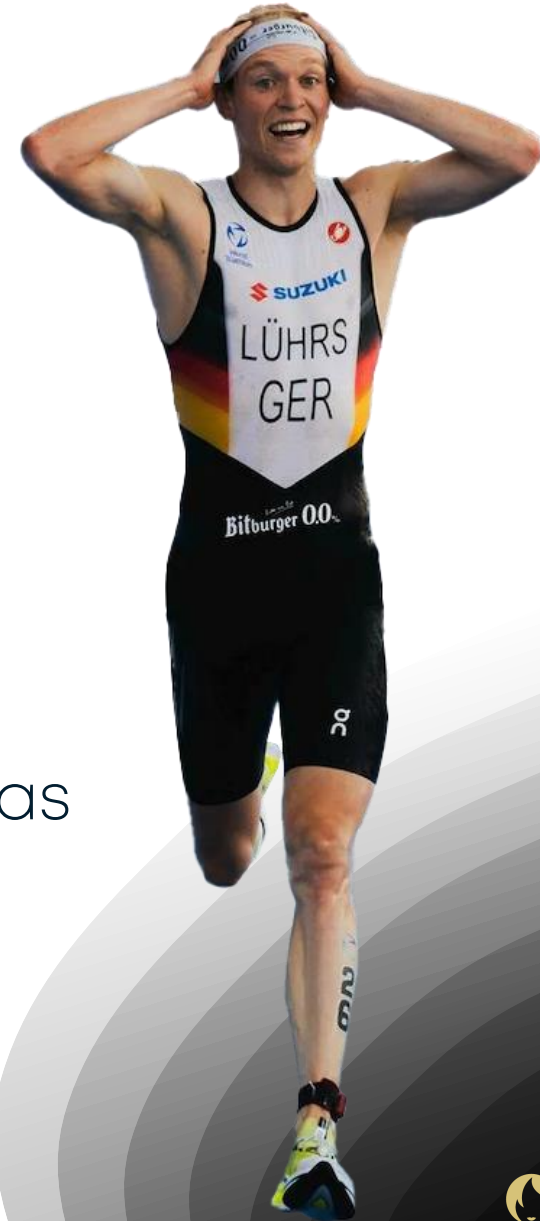


Altar fold in Nordic format\*  
Production requires 4 weeks

# 02

# FIGHTING

We give our all and join forces to shine as a team in every competition.



# SHOWSTOPPER MIT HIGHLIGHTGARANTIE

## ALL EYES ON YOU

In our daily Olympic show on BILD TV & BILD.de, we show highlights as well as the most exciting interviews and talks of the 2024 Olympic Games. As a sponsor, you or your focus product will be right in the middle of the action.

Ready for your glamorous appearance?

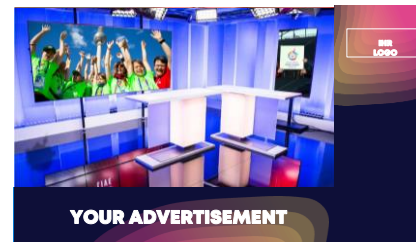
### THE 2024 SUMMER OLYMPIC GAMES AT BILD



PRE-ROLL



RUBRICS SPONSORING



L-FRAME



PRESENTER CLIP



BANDEROLE

Other formats: Product placement, cut-in formats, etc.



# A LOOK BEHIND THE SCENES...

## ... PRESENTED BY YOU!

As a Presenting Partner, you will be at the heart of the cross-media coverage - on the channel homepage and in the articles. You present all information, background reports and daily news about Team Germany during the Olympic Games.

Ready to team-up for even more gripping coverage?



Attention-grabbing presenting advertising media give you above-average visibility with guaranteed 100:1 viewability.



# THE PROMINENT FAN BLOCK

## CHEERS, HUSTLE AND BUSTLE, TOGETHERNESS

With the SPORT BILD packages\*, you can draw attention to yourself even away from the competitions: As a sponsor, you have the opportunity to present yourself and your commitment to the highly sports-oriented SPORT BILD readership - and in scalable package sizes!

Perfect for igniting Olympic fan fever even further!

\*reserved licenses

FIRST MOVER

Possible formats: Homeruns, channel presenting, exclusive presenting of news & stories, live ticker, the exclusive integration "Homeblock" on the Home, app integration, a competition advertorial, social media & moving images, and much more.

SPORT BILD STARTSEITE FUSSBALL HANDBALL BASKETBALL US-SPORT TENNIS FORMEL 1 MEHR SPORT

**OLYMPIA 2024 BEI SPORT BILD** **IHRE ANZEIGE**

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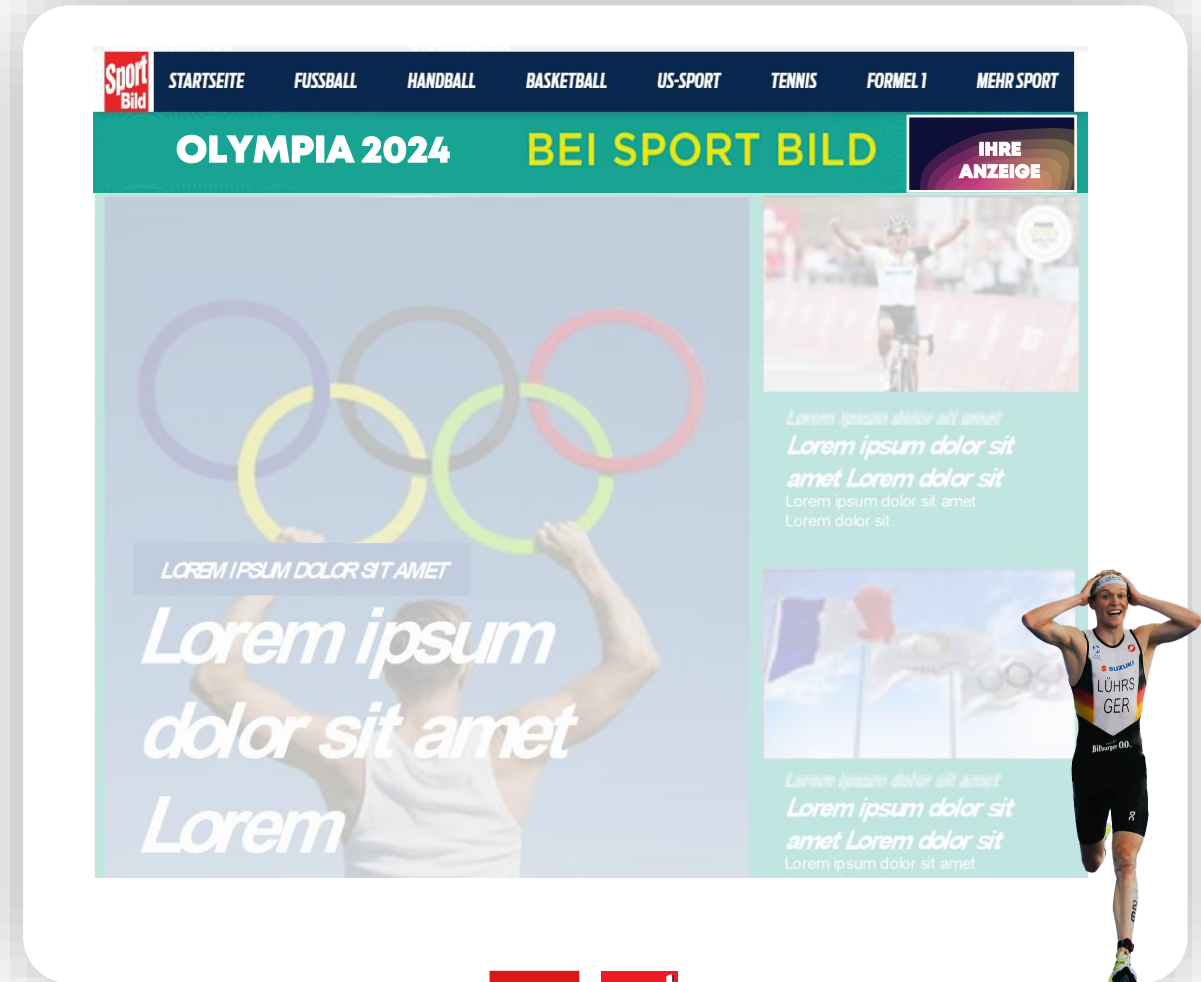


# SZENENWECHSEL LOGOSWITCH

## AS IF REPLACED

Prominently integrated on the Home, in the EM Channel and cross-media across all channels: With the new logo integration, your presentation will be immediately recognized by users.

So you are immediately recognizable as an Olympic partner on our sports pages!



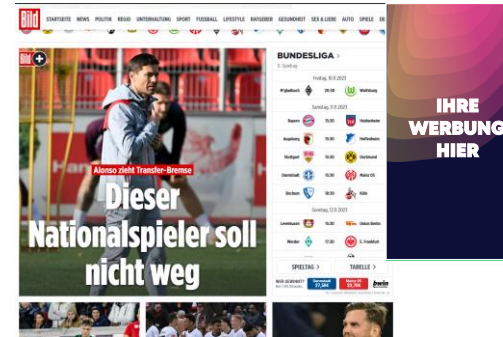
# RECORD-BREAKING ENTHUSIASM

## FAN HEARTS BEAT EVEN FASTER HERE

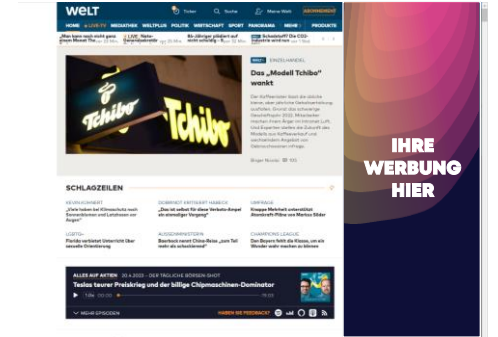
Whether Home or Channel\* Run, with the respective Basic, Deluxe or Max models you can achieve record-breaking reach far beyond the broadcast. Your brand is firmly positioned on all platforms (desktop, MEW & app).

Together we will set new records - so secure the coveted competition days right away!

Content Run e.g. Dynamic Sitebar



WELT Home Run Basic e.g. Sitebar



Home Run Delux e.g. Curtain Dropper



\*segment of desired channel except Home

# THE WORLD OF THE OLYMPIANS

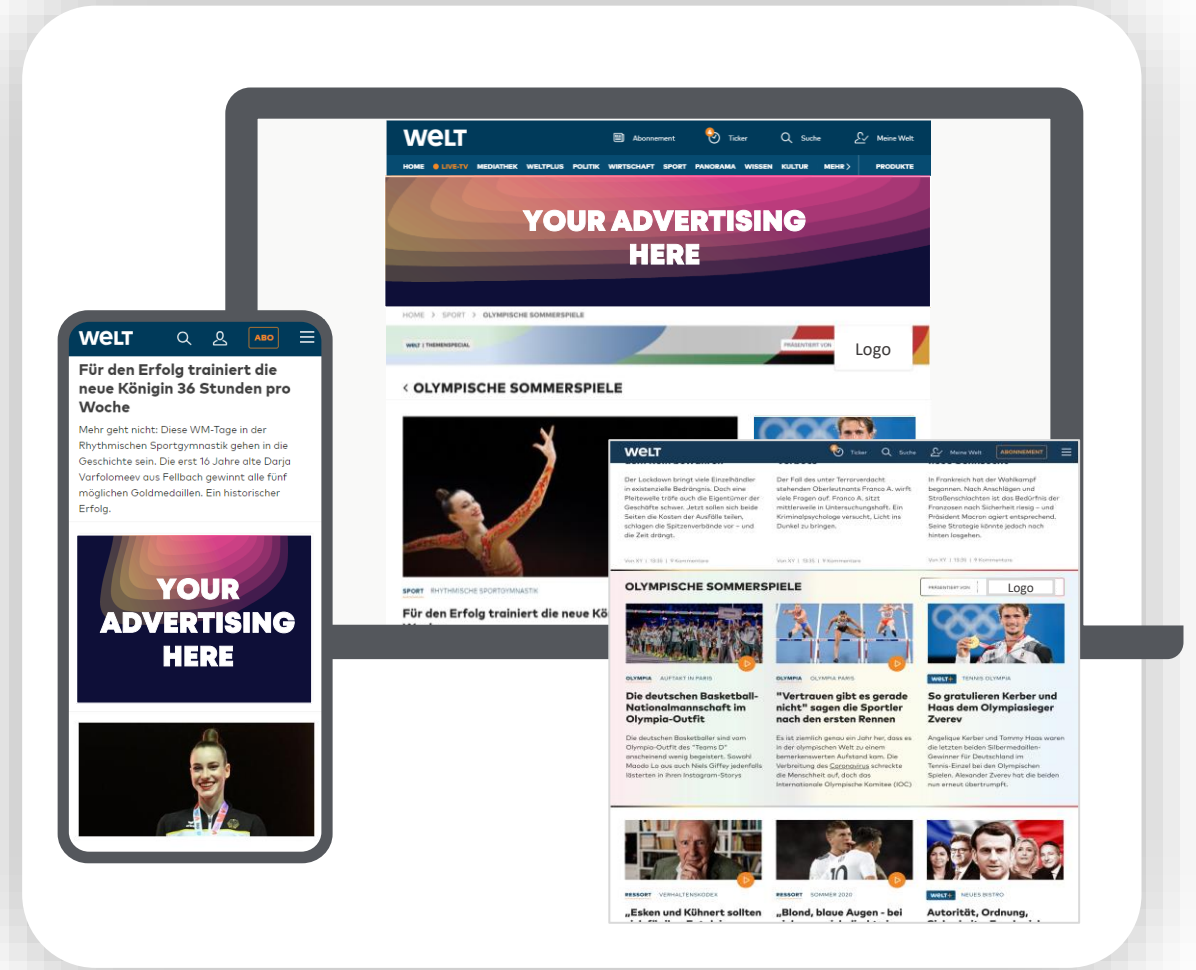
## WORLD-RECORD-BREAKING BRILLIANCE

Present the entire coverage of the 2024 Olympic Games with Content Presenting - from daily news to detailed background information.

A billboard (stationary), medium rectangle (multiscreen) and the logo of your brand (multiscreen) are permanently and permanently integrated above each page of the channel 1. In addition, you will be prominently integrated with your logo on the WELT homepage within the colored Olympic stage - permanently present from the opening ceremony to the last day of the competition.

Be there and move THE WORLD with us!

Optional: Integration via a branded header + customer logo possible. More information [here](#).



Homepage: Olympia - Stage

<sup>1</sup> Other formats on request



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# WINNING

After the games is before the award ceremony - together we will celebrate your Olympic achievements and create lasting momentum.



# GOLD IN THE AIR

## WELCOME TO THE GERMAN SPORT-OSCARS

Every year, SPORT BILD honors outstanding achievements in sport in up to ten categories. Join the celebrations as a sponsor and achieve new best performances with us!

### SPORT BILD AWARD

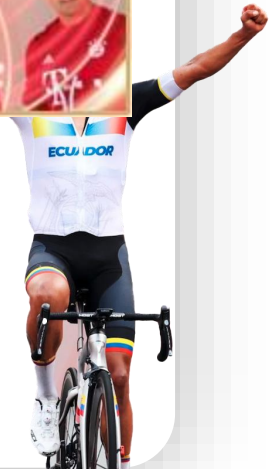
Guests: approx. 600 people Location: Hamburg, Fish Auction Hall Reach: approx. 717 million Date: Expected August 2024

\*subject to planning and editorial coordination

LEARN MORE



ZUM ABSPIELEN BITTE HIER KLICKEN



# SET SUSTAINABLE BEST TIMES

## LET THE FUTURE BEGIN

The year-round BETTER FUTURE initiative will reach another high point in November 2024 with the NEW LEADERSHIP\* conference in Berlin.

In inspiring keynote speeches, live interviews, podcasts and rousing panel discussions, we will talk to exciting guests from business, politics and society. The initiative will be accompanied by holistic 360° communication in WELT Digital and WELT AM SONNTAG. Join us and set a sporting example for more sustainability!

\*subject to planning and editorial coordination

LEARN MORE

**BETTER FUTURE**  
WELT AM SONNTAG



### TIMING

November 2024

### LOCATION

Berlin, Axel Springer JOURNALISTENCLUB +WELT Digital + BFC Microsite (hybrid event)

### PARTICIPANTS

100 people from politics, business, science, society & culture + 1,000 people in the livestream

### SPONSORING

Agenda setting, tickets, logo integration in communication media, possibility to use of the BETTER FUTURE logo



+ PRINT



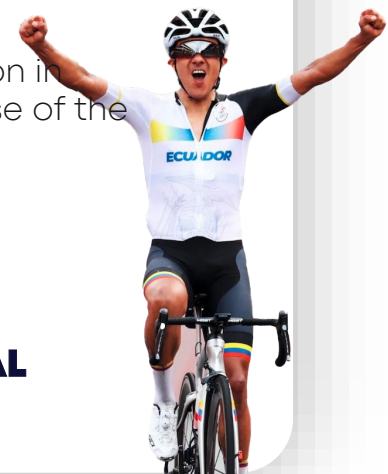
+ TV



+ SOCIAL



+ DIGITAL





# MAGICAL MOMENTS - PARALYMPICS

## PURE INSPIRATION

This event will take place over 12 days from August 28 to September 8, 2024 and will bring together 4,400 of the world's most outstanding Paralympic athletes.

The Paralympic Games are one of the biggest sporting events in the world today and are more than just a sporting event - they offer a unique opportunity to put sport and disability in the spotlight, inspire people and bring about social change.

Join us for this highlight and present the PARALYMPICS 2024!

\*subject to planning and editorial coordination

## PARIS 2024 PARALYMPIC GAMES



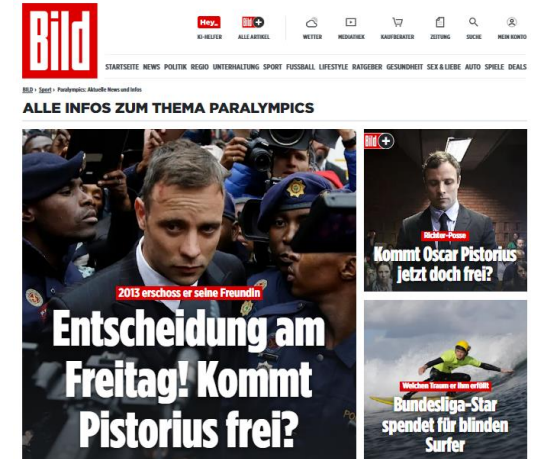
Nach 8 Schlaganfällen jetzt Para-Weltmeister

### Kommissar kämpft sich ins Leben zurück

Er fasste auch den Tiefgaragen-Killer



André Maligoune (32) überlebte acht Schlaganfälle – und holte jetzt bei den Para-Weltmeisterschaften Gold im Taekwondo  
Foto: Andreas Wegener





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# WRITING STORY(S)

Whether before, during or after the Games - we accompany your milestones natively throughout the Olympic Games and beyond.



# OLYMPIC SUCCESS STORIES

## MY TOUGH ROAD TO THE OLYMPICS

Training camps, nutrition, mental coaching... Athletes have to overcome countless hurdles on the road to the Olympics. In our brand story, we accompany Leo Neugebauer (tbd)\* as he prepares for THE sporting event of the year in Paris - the Summer Olympics.

We can accompany your highlights natively and cross-media on our channels in a similar way. You tell us the topic - together we create your Olympic success story.

\*Sample story; focus athletes as well as story type and type and target group focus by arrangementCan also be played out in WELT Digital



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# GOLD RIGHT ON THE ROAD

Your competition plan to turn the game around for you - we're turning the city of love into the city of victories.



# EN ROUTE TO GOLD



## AB APRIL:

- deliver the best match prospects in **print**
- Grab the stars from the sports sky with **BILD 100 Sport**



## DURING 26.07. TO 11.08.24:

In the thick of it instead of just there: record-breaking **digital** enthusiasm, a look behind the scenes, omnipresent cheering and presenting highlights



## NACH 11.08. BIS 15.08.24

- Gold partnerships for real winners at the **SPORT BILD Awards**
- setting sustainable best times with **BETTER FUTURE**

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**Over the entire period: Making history with native success stories**



# YOUR GOLD TEAM

*impassioned by*

media **impact** 

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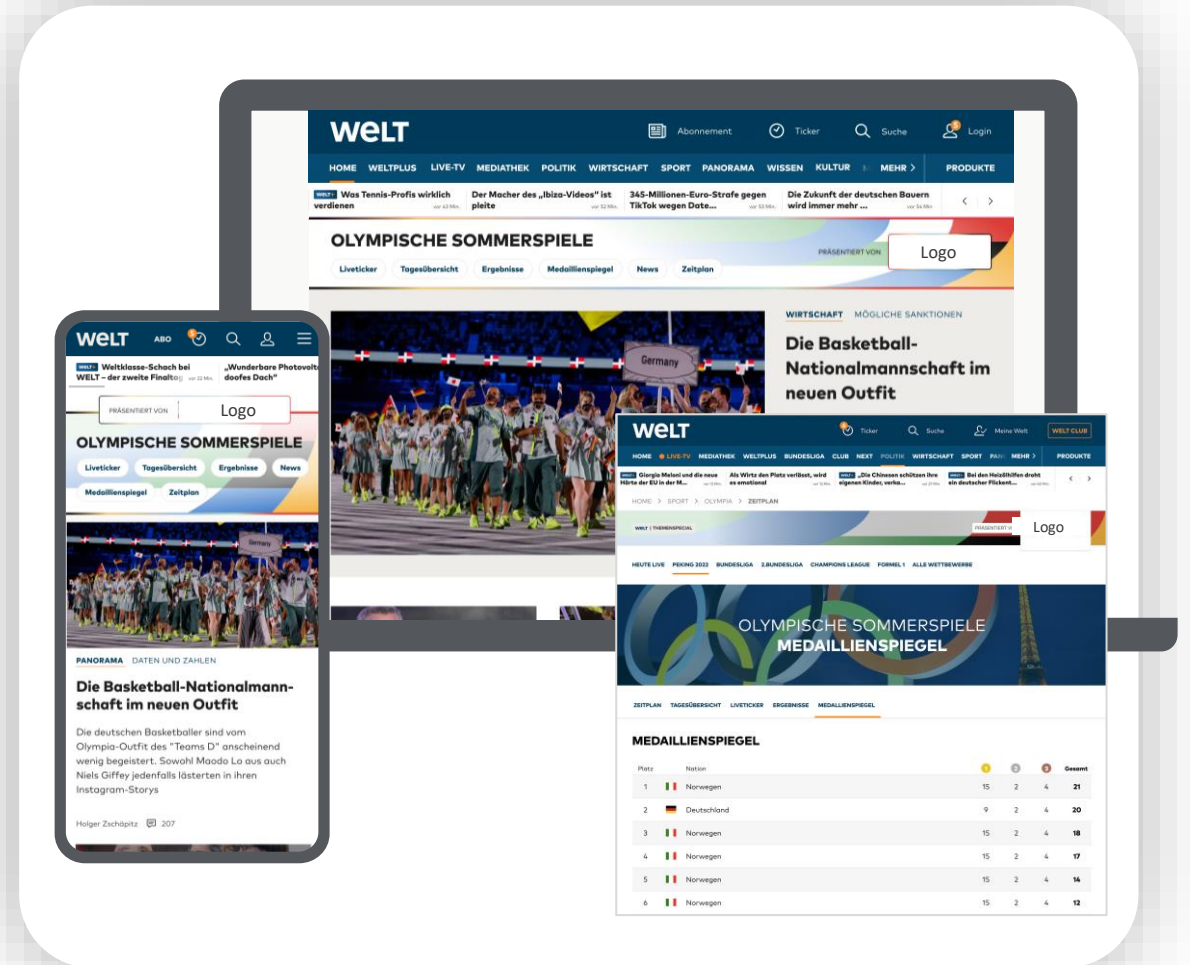
# ON COURSE FOR GOLD

## THERE CAN ONLY BE ONE

Put yourself in the spotlight with a prominent logo integration on the first screen of the WELT Digital homepage!

Your customer logo will be presented in the branded header of the 2024 Olympic Games, the jumping-off point to the medal table, live ticker, results and daily overview.

Take advantage of this unique opportunity to position your brand at the top of the podium on Welt Digital during the 2024 Olympic Games.



Medal table in the sports data center

Exemplary visualization

<sup>1</sup> Possible in combination with Content Presenting



# THIS PARTNERSHIP IS WORTH ITS WEIGHT IN GOLD

## MEDIA:

- Poster campaign
- Integration in the spot at the event

## EVENT:

- Premium integration in advertising material
- 2 x 1/1 page in the Award-XXL
- 15 guest tickets
- Presentation of an award
- 6 x 1/1 page presenting an award category

## STAND:

- Barca commitment, charity or similar.
- You have a stand area at your disposal
- Integration on the evening of the event on photo walls, sponsor walls and all printing matters



# THIS PARTNERSHIP IS WORTH ITS WEIGHT IN GOLD

## YOU PRESENTS HOPE

At the end of July, the starting signal will be given for the essential component of the You x SportBILD Gold Partnership. We are preparing our readers for the 2024 Summer Olympics. With Olympic topics on a double page each!

Initially monthly, we will increase the frequency to weekly from May 2024 until the opening ceremony at the end of July 2024.

Hopefuls presented by you!





# CANDIDATE PREVIEW BILD AWARD

Together with the other components of the Gold Partnership, this presentation makes the SPORT BILD Award possible:

6 X 1/1 PAGE INCL. LOGO INTEGRATION AND 1/4 PAGE DISPLAY



Example visualization



# IMPRESSIONEN





# DECATHLON HERO

## LEO NEUGEBAUER

### MY TOUGH ROAD TO THE OLYMPICS

Training camps, nutrition, mental coaching... Athletes have to overcome countless hurdles on the road to the Olympics. In our brand story, we accompany Leo Neugebauer (tbd)\* as he prepares for THE sporting event of the year in Paris - the Summer Olympics.

### The story could look like this:

in the style of a video diary, users can follow the decathlete's training live

- interactive graphics show Olympic records
- we explain the sports venues - from Paris to Marseille to Tahiti
- a highlights calendar reminds users when they should take time off work

#### INTERACTIVE BRAND STORY



#### Example case

\* Example story; focus athletes as well as story type and type by arrangement

# OLYMPIA UP CLOSE

## A JUMP IN AT THE DEEP END

At the Olympics, athletes regularly leave spectators' mouths agape with their incredible performances. With our Brand Story, we ensure that this state of mind continues - with an exclusive immersive experience that shows competitions from the athletes' perspective and in 360 degrees, e.g.: various jumps from the 10-meter tower, floor exercises, record attempts in pole vaulting, breakdancing, trampolining, etc. We also provide an exclusive look behind the scenes and at the atmosphere in the stadiums (tbd).

*Possible: In an infographic we show the history of P&G and the important commitment to sport and sustainability.*

### INTERACTIVE BRAND STORY



### Example case



# IN LOVE WITH OLYMPIA

## YOU'VE NEVER EXPERIENCED THE XXL EVENT LIKE THIS BEFORE!

Excellence in sport, international understanding, emotional stories, fair competition: the Olympics know how to inspire! In our interactive brand story, we take an intimate look at THE sporting event that makes the world a better place - from the perspective of Malaika Mihambo (tbd.).

In interactive graphics and exciting clips, Germany's long jump star shows her personal review of the 5 rings that mean the world - the craziest records, funny fails, moving moments or the path to more sustainability.

*Alternatively, the story can also be told as a swipe story on WELT.de - you can find it [here](#).*

\*Sample story; focus athletes as well as story type and type by arrangement

back

### INTERACTIVE BRAND STORY



### Example case



# EDITORIAL TIMETABLE

## Before the Games:

- What's new about the 2024 Olympics
- This is where the sports will take place
- These are the Olympic and Paralympic villages
- We visit two German medal favorites as they prepare for Paris 2024
- These are the remaining German favorites
- Ticket draws for money-can't-buy experiences in Paris

## During the Games:

- Cross-media presenting of the Olympic coverage
- Presenting the medal table
- Highlight-Clips

