



# Consulting, Sponsoring, Marketing



Introduction of SPOCS Marketing GmbH

## Professional guidance

- SPOCS Marketing is a subsidiary of SPOCS sports consulting GMBH, a sports management, sponsoring and consulting company, which has been operating internationally for over a decade now with Sascha Empacher as executive director.
- Executive director of SPOCS Marketing is Marco Schindelhauer, who is known for his work in football marketing – and sponsoring for years. His partner Armin Gastl is a protagonist of the german sport internet content scene and a motorsports expert, as he is a former manager and founder of Sport Media Service GmbH and maintainer of europe's biggest motorsports website.



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## Global SPOCS network

The SPOCS network is a global performing sports consulting company with offices in Berlin, Munich, London, Zurich, Madrid, Belgrade, Sofia, Riga, Cairo, Dubai and Accra. SPOCS Marketing GmbH is the international and comprehensive peak of all marketing clients and measures. We offer our customers an overall consultation in the area of football business – and management.

**Our portfolio:**

Consulting football players, trainers and sports managers concerning career management, sports marketing, PR and sponsoring;

Consulting players and clubs with marketing and sponsoring arrangements

Consulting Clubs organizing events and exhibition matches

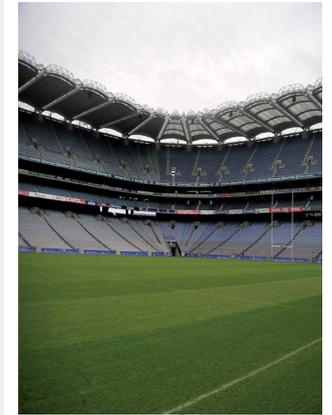
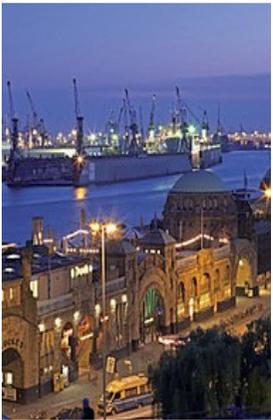
Consulting clubs and unions about international outcome and brand orientation

Consulting rightholders and investors about business development, acquisition and development of sports rights

Consulting the development and operational marketing of sports rights including media services in the sports sector

Consulting companies and cooperations in all matters of sports sponsoring, sports advertising and PR

Media training for football players and teams



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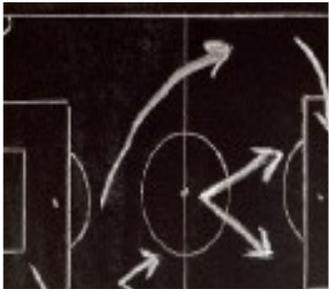
## The agency model of SPOCS

### AGENCY MODEL

The philosophy of SPOCS is, in contrary to anonymous trade of rights, to create bigger financial and commercial values for our partner, through a fully transparent and intergrated agency model. In this context SPOCS pursues a service approach, which includes the rightholder in all levels of the supply chain and implies an immediate customer relationship with the rightholder. In the process the foundation does not consist in the purchase of rights, but the exploitation of these rights as service provider and contractor on behalf of our partners. *ist die Basis nicht der Erwerb der Vermarktungsrechte, sondern die Verwertung dieser Rechte als Dienstleister im Auftrage und Namen des Partners.*

### ADVANTAGES

- > Complete transparency
- > Professional services
- > The original rights remain with the partner
- > Immediate contractual relationship between partner and customer
- > Supporting our partners to build Know-How and contacts
- > Steady optimisation of the financial success for all parties involved



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## Tagesgeschäft

- SPOCS Marketing GmbH commercializes and organizes exhibition matches, tournaments and training camps in summer and winter
- SPOCS Marketing GmbH will take care of the whole concept, organization and handling of these events. Ticketing, hospitality, sponsoring and the provision of broadcasting rights will be part of this, like booking the teams, the football stadiums and the hotels.
- Company Incentives – for example F1, international football games or Europa League will be offered with ticketing, hotels, flights and fringe events.
- SPOCS Marketing GmbH has the necessary network of agencies, which will be used and coordinated suited to the demands.
- We develop and implement efficient partnerships between clubs, unions, sponsors and right holders.
- The cooperation is dominated by professionally developed concepts that benefit our customers.
- The placement adjusted to the target groups and the implementation through SPOCS Marketing GmbH in the relevant media and the attention-getting sports markets is axiomatic. The analysis and evaluation of the mediadata of the advertising spaces after the event will be conducted by our media specialists and will be made available to our customers. Wide-ranging cooperations with partner agencies and clubs ensure a flexible mix of special advertising formats and guarantee our customers an excellent success.



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## Experience

### • EXCERPTS:

- F1, DTM, Formel1.de, Motorsport-Total.com, Goal.com, SPOX.com, NASCAR, SBK, Hannover 96, Hamburger SV, Sauerland Box Events, AC Parma, Inter Mailand, AC Mailand, AS Rom, Lazio Rom, FC Bayern,, Borussia Mönchengladbach, FC Ingolstadt 04,, Füchse Berlin, Confed Cup, WM Qualifyer Games, Euro League Games, China FA, Chinese Football League, Ghana Football League, Russian Football League....
- Hasseroeder, Bitburger, Coca Cola, Sinalco, Nutella, T-com, Injoy, Hardenberger, Swiss life, TUI, Conti Reifen, Ferrero, T-Online, Zewa, LG, Nike, Pepsi, Easports, Panasonic, Audi, VW, SKL, Castrol, BMW, MINI, Gigaset, Motor World.....



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**What you need to know:**

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