



# Tokyo 2020 Paralympic Team Belgium Experience Packs



Dear Paralympic friends,

Shortly after the Olympics, Tokyo will also host the Paralympic Games in 2020. The 16th edition of the Paralympic Summer Games will gather 4400 athletes from 170 countries in 22 sports.

The Paralympics have grown to one of the biggest sports events in the world, a fantastic **celebration of human diversity and the number 1 sporting event for driving social change** worldwide.

Without doubt, record numbers of 2.7 million sold tickets or 4.1 billion accumulated tv-audiences will be broken next year.

The impact of the Games is not only significant in the host country/city. Our country will also again try to seize this 'momentum' en make it **propel our Movement to whole new levels**. Did you know that 7 in 10 Belgians stated that, after seeing athletes in action at the Paralympic Games, they now have a **more positive view on disabled** around them ?

The Belgian Paralympic Committee (BPC) wants you all to be involved in the experience of the Paralympic Team that will represent our country in Tokyo in 2020. We want you to support our athletes, but also to meet them, get to know them, **be inspired by them**.

That is why we have created ***"Paralympic Experience Packages"***, providing priceless opportunities to become part of the Tokyo 2020 Paralympic story that will be written together next year.

Together, we hope to make the Tokyo 2020 experience as unique as can be.

Together, we hope to touch as many people as possible and strive for our vision, which is to make for a more inclusive society thanks to disability sports.

We are looking forward to getting in contact with you and discuss how these Paralympic Games can become an unseen experience for your company and yourself.

Kind regards,



Anne d'Ieteren  
President

## Overall experience

- Experience Tokyo 2020 with Paralympic Team Belgium
- Make Belgian Nights possible with your help, and make them part of an overall experience of the Games
- Funds to be used for :
  - ✓ the organisation of 2 Belgian Nights in Tokyo during Games-time,
  - ✓ cover participation costs of the team e.g. accommodation of (para)-medical staff residing outside the Athlete Village, etc.





## About the Belgian Nights Tokyo 2020

- Targets :
  - ✓ Bringing together BEL/JAP community, Paralympic Movement, families/friends/supporters of athletes
  - ✓ Create Belgian atmosphere, carry out the Paralympic values
  - ✓ One kick-off evening at the beginning of the Games
  - ✓ One celebration evening with all athletes at the end of the Games
- Close collaborations in this dossier with Belgian Embassy, Feder. Entities, Chamber of Commerce (BLCCJ)





## Belgian Night n°1 – 26 August

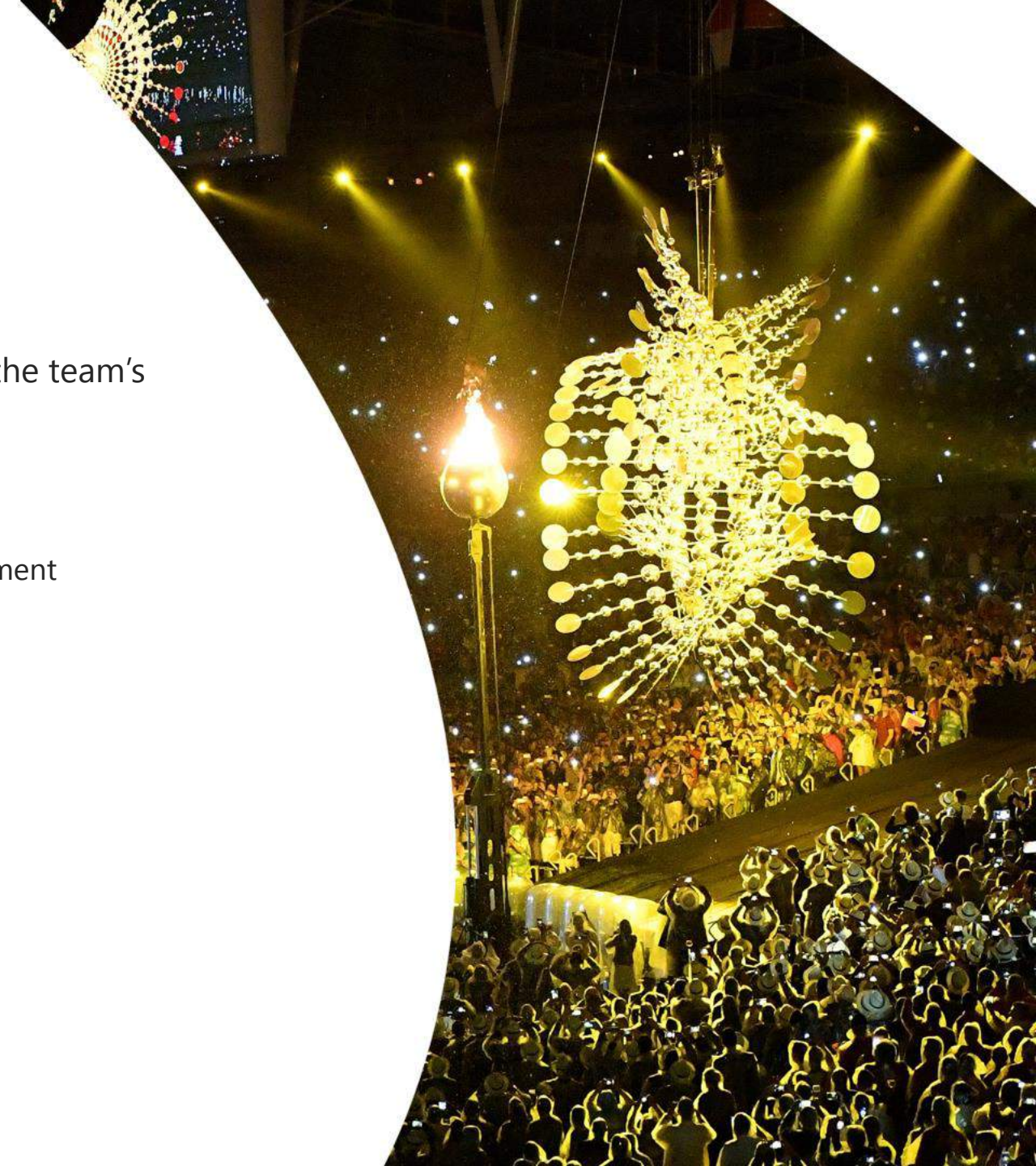
- Location : Embassy of Belgium
- Special presences of :
  - ✓ HRRHH Princess Astrid and Prince Lorenz of Belgium
  - ✓ Paralympic athletes for a Games preview
  - ✓ BPC partners + upper management Paralympic movement
- Evening theme :
  - ✓ Games kick-off
  - ✓ Celebration of 60 years of the Games & of the Belgian Paralympic Committee
- Target groups :
  - ✓ Selection of athletes/medallists
  - ✓ VIPs, partners & press
  - ✓ Belgian community in Tokyo
  - ✓ Fans & families
  - ✓ Colleagues and prominent personalities Paralympic Movement





## Belgian Night n°2 – Saturday 5 Sept

- Location : Hotel Conrad Tokyo
- Evening theme : End of Tokyo 2020 - Celebration of the team's performances
- Special presences of :
  - ✓ Paralympic Team : all athletes and staff
  - ✓ BPC partners + upper management Paralympic movement
- Target groups :
  - ✓ VIPs, partners & press
  - ✓ Fans & families
  - ✓ Belgian community in Tokyo
  - ✓ Selection of athletes/medallists
- Programme :
  - ✓ Follow last athletes in action, live on big screen
  - ✓ Honoring medallists
  - ✓ Celebrate performances on-stage
  - ✓ Celebrate with Belgian artist/music
  - ✓ Belgian catering/atmosphere
  - ✓ Bring athletes together with their fans and families







# Experience Packs



## Gold package (1)

- € 25 000 / 2 950 000 Yen - Max. 3 partners
- Paralympic Games experience :
  - ✓ 6 tickets Opening (25 Aug) together with invitees of Paralympic Team Belgium
  - ✓ 2x 10 tickets to key medal sessions for Belgium (athletics, swimming, ...)
  - ✓ Guided tour Athlete Village for 4 persons including:
    - Meet&greet with athletes/team
    - Lunch or dinner in the Village, with team
  - ✓ 2 full-VIP 'IPC Guest' hospitality accreditations to experience Games with Paralympic Team Belgium
    - Be part of our VIP-programme (presence Ministers, Palace, partners,... depending on timing)
    - All-stadium access during 3 consecutive days
    - Transport between stadiums by Tokyo organisational committee
    - Hospitality lounges incl. catering
    - Access to IPC Hospitality @ Grand Nikko Tokyo Daiba (daily 18-24:00)









## Gold package (2)

- Gold partner of Belgian Nights :
  - ✓ 20 invitations opening event
  - ✓ 25 invitations closing event
  - ✓ Logo on events 'Belgian Nights' (screen, backdrop podium, etc to be defined)
  - ✓ Logo on invitations
  - ✓ Product placement / product corner at events
  - ✓ Givaways to guests
- 1/1 A5 page advertisement in "Paralympic Guide" + 100 copies
  - ✓ Booklet printed in Belgium for fans, stakeholders, etc.
  - ✓ Presenting Team, Games, sports, etc.
  - ✓ Press run to be decided (dep. on ANA Tokyo flights option)
  - ✓ Logo on page presenting partners in Tokyo, per sponsorship type





## Silver package

- € 12 500 / 1 500 000 Yen
- Paralympic Games experience :
  - ✓ 4 tickets to Closing Ceremony, together with guests Paralympic Team Belgium
  - ✓ 10 tickets to a key medal session for Belgium
- Silver partner of Belgian Nights :
  - ✓ 10 invitations opening event
  - ✓ 20 invitation closing event
  - ✓ Logo on events 'Belgian Nights' (screen, backdrop podium, etc. to be defined)
  - ✓ Logo on invitations
- Logo in "Paralympic Guide" + 50 copies
  - ✓ Booklet printed in Belgium for fans, stakeholders, etc.
  - ✓ Presenting Team, Games, sports, etc.
  - ✓ Press run to be decided
  - ✓ Logo on page presenting partners in Tokyo, per sponsorship type



## Bronze package

- € 5 000 / 600 000 Yen
- Paralympic Games experience :
  - ✓ 10 tickets to key medal session Paralympic Team Belgium
- Bronze partner of Belgian Nights :
  - ✓ 5 invitations to opening event
  - ✓ 10 invitation to closing event
  - ✓ Logo on events 'Belgian Nights' (screen, backdrop podium, etc. to be defined)
- Logo in "Paralympic Guide" + 15 copies
  - ✓ Booklet printed in Belgium for fans, stakeholders, etc.
  - ✓ Presenting Team, Games, sports, etc.
  - ✓ Press run to be decided
  - ✓ Logo on page presenting partners in Tokyo, per sponsorship type





Sponsorships	GOLD	SILVER	BRONZE
Amount (EUR)	€ 25,000	€ 12,500	€ 5,000
<b>Partner of Belgian Nights</b>			
Invitations Opening event	20	10	5
Invitations Closing event	30	20	10
Logo on event visuals on the spot	+	+	+
Logo on invitations	+	+	
Product placement/Product corner	+		
Givaways to guests	+		
<b>Paralympic Games Experience</b>			
Tickets to Opening or Closing Ceremony	6 Opening	4 Closing	
Tickets to key medal session Team Belgium	20	10	10
Guided Tour in Athlete Village	4p.		
Full-VIP IPC Guest accreditations	2p.		
<b>Paralympic Guide booklet</b>			
Logo on partners page, per sponsorship type	+	+	+
Advertising space (A5 format)	1/1 page		
Number of copies	100	50	15

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