



SPONSORING INFORMATION



The 40th anniversary of Kriterium

Gross-Gerau hosts one of the biggest speedskating competition with top athletes from around the globe annually on the last weekend of April.



Watch the trailer!

<http://www.youtube.com/watch?v=qXQ-nFlbGMc>



SPEEDSKATING

Characterized by speed and tactics

fascination

tension

thrill

Speedskating excites people all around the globe. Not only the emotions transferred by the races themselves but also the entire flair of the skate track fascinates the spectators.

Speed, tactics, slug tests and gripping photo-finishes characterize this thrilling sport and fascinate people.

You as a sponsor can benefit from these qualities, the dynamic image of speedskating will be transferred onto your brand or product.

Discover the fascination of speedsaking within the scope of the 40. International Kriterium 2018 in Gross-Gerau and the numerous possibilities for your company.



THE LOCATION

Skate-Park Gross-Gerau



304m street course and 200m inner track



THE KRITERIUM / FACTS & FIGURES



Date:	April 27 – 29, 2018
Location:	Skate-Park Gross-Gerau in the Rhein-Main Region
Athletes:	700 Top-Skaters from all around the world (over 30 nations)
Spectators:	approx. 7.000
Target audience:	sports interested people of all ages, primarily from Germany and Europe as well as inhabitants of the region
Framework program:	Opening ceremony on Saturday Skater-Party on Saturday evening Skate-Expo on the event area



FACTS OF SUCCESS



- As of the end 80s the Gross-Gerau Speedskating Kriterium developed into the largest top contest in Europe, now it is one of the biggest world wide
- Over 800 athletes on one weekend in over 100 races – from single sprint to 10 km mass start
- Fixed dates on the last weekend in April
- Scored European Cup races since launch of the series in 2011
- Qualification competition for the German National Team
- Extensive media presence
- Popular hosts Roland Klöß and Oliver Lohr



FACTS OF SUCCESS

- Tension because of the high power density of the leading speedskating nations – Columbia, USA, France, Italy, which partly participate with their national teams.
We welcomed 26 Nations in our Skate-Park in 2017!
- Attendance of famous to athletes of the speedskating scene – e.g. Simon Albrecht, Bart Swings, Ioseba Fernandez, Sandrine Tas, Francesca Lollobrigida, Fabiana Arias, Felipe Andres Munoz
- Professional timekeeping with Foto-Finish
- VIP-area for our supporters
- Big presentation space for sponsors as well as Skate-Expo



SPONSORING-OPPORTUNITIES



ADVERTISEMENT IN PROGRAM

Place your marketing message in the anniversary-magazine for Kriterium – strong in color, impact and circulation. Price s. addendum



PRODUCTSTAND

Present your company and products with a sales booth in the Expo-area.



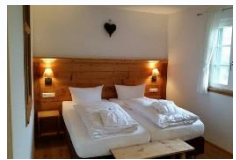
Logistics/Mobility



Techn. Equipment



Food & Beverage



Hotel

MATERIAL SUPPORT

The most simple form: provide your existing company services for a donation receipt or invoice and be part of the supporters in the overall network.



ADVERTISING BOARD

Your marketing message directly in the race action around the skateoval, broadcasted via livestream.



SOCIAL MEDIA PACKAGE

Your focus is on international reach in the WWW? There you are the right fit for our - Magazine-Challenge.

CO-SPONSORING

Be sponsor and secure your presence on all available media as well as onsite



BLAU-GELB GROSS-GERAU - SPEEDSKATING



The most successful German
Speedskating Club presents itself

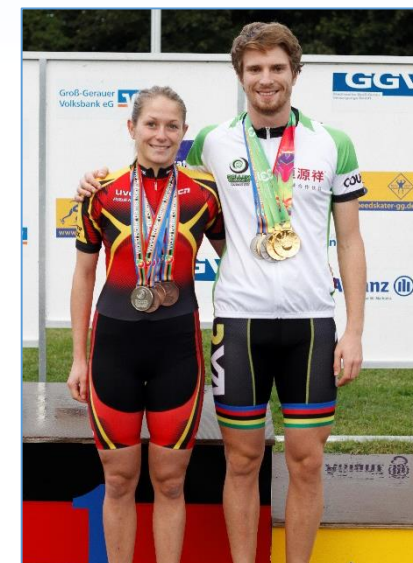
<https://www.welt.de/sponsored/fairness/dasgrueneband/article170264122/Einer-der-schnellsten-Sportvereine-Deutschlands.html>



SPECIAL ACHIEVEMENTS OF OUR ATHLETES



- 4 Gold medals at World Games (Olympic Games of non-olympic sports)
 - most recently Simon Albrecht 2017 (2x Gold)
- 4 Silver und Bronze medals at World Games
- 7 Gold medals at World Championships – World Champion 2017 for 300m: Simon Albrecht
- 16 Silver und bronze medals at World Championships
- 65 Gold medals at European Championships
 - European Champion 2017: Laethisia Schimek and Simon Albrecht
- 201 Silver und bronze medals at European Championships
- 831 German Championship tiles
- 2003 „Silbernes Lorbeerblatt” of the Federal Republic of Germany for Anne Titze (highest German award for athletes)
- 2017 „Silbernes Lorbeerblatt” of the Federal Republic of Germany for Simon Albrecht



MOST SUCESSFULL ATHLETES IN 2017



Simon Albrecht

World Games Winner, World Champion,
European Champion

<http://www.1730live.de/meisterlicher-speedskater/>



19 BGGG-Athletes
with 51 German titles



Tjard Kopka
Senior World Champion

Karina Weindorf
Bronze at Senior World Championship



Laethisia Schimek
Vice-World Champion,
European Champion



SPECIAL ACHIEVEMENTS OF THE CLUB

2017, 1997 and 1991 awarded with the “Grüne Band” for „exemplary talent promotion in the club“ by the German Olympic Sports Confederation in cooperation with the Commerz Bank

2005 awarded with the „Dr. Günther-Benndorf-Plakette“ by the German Rollersport and Inline association (DRIV) for long-term excellent organization of Speedskating-competitions

2003 awarded as the best German Speedskating Club by German Rollersport and Inline association

14x Winner of the „Goldenen Inliners“ – Award for the best club at German Championships



THE KRITERIUM 2017 – PRESS REVIEW



Die unumstrittene Führungskraft in der Statistik des Kriteriums: Der Belgier Bart Swings hat in Groß-Gerau seinen achten Gesamtsieg in Folge im Blick. Foto: Thomas Zöller

Weltklasse mit neuem Spannungselement

SPEEDSKATING An drei Tagen sind 699 Starter aus 33 Nationen im Einsatz



ckensater verspricht, dass sein seit Jahren dominierendes Powerslide-Team ein neues Spannungselement bringt. Hoffentlich, wie in den vergangenen Jahren im Park, auf ein besseres Abschneiden als am vergangenen Wochenende. Die Belgierinnen werden sich steigern kann bis zu den Höhepunkten im Sommer." Foto: Zöller



Das Speedskating-Kriterium des Sportvereins Blau-Gelb lockt Athleten aus der ganzen Welt nach Groß-Gerau. Archivfoto: Thom



Mit einem unwiderstehlichen Antritt distanzierte Bart Swings im abschließenden Ausscheidungsrennen die Konkurrenz. Foto: Thomas Zöller



0,07 Sekunden fehlen zum Heimsieg

SPEEDSKATING Simon Albrecht und Leonie Imhof glänzen beim Sprintcup zum Auftakt des Internationalen Kriteriums



Auf Platz zwei sprintete Weltmeister Simon Albrecht zum Auftakt des Speedskating-Kriteriums in Groß-Gerau. Foto: Thomas Zöller



YOUR CONTACT

Your curiosity aroused?

Please don't hesitate to contact us regarding the numerous and interesting **Sponsoring opportunities**.

All around the **40. International SPEEDSKATING Kriterium** in Gross-Gerau to:

Your Contact:

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We look forward to your call!

