

FIS SVETOVNI POKAL V SMUČARSKIH SKOKIH ZA ŽENSKE

25. in 26. januar 2014



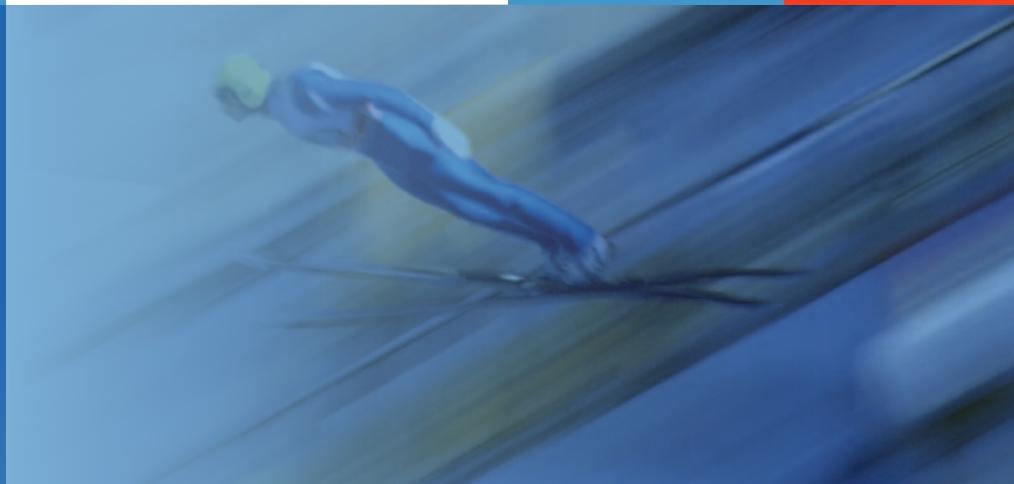
FIS Ski Jumping
World Cup Ladies

FIS Svetovni pokal
v smučarskih skokih
za ženske



FIS
SKI JUMPING WORLD
CUP LADIES
25th and 26th January 2014

Ponudba za sponzorje
Offer for sponsors



OMV OMV



SPORED/INFO

Petek, 24. januar 2014: Uradni trening predvidoma ob 13. uri

Sobota, 25. januar 2014: 1. tekma za svetovni pokal predvidoma ob 14. uri

Nedelja, 26. januar 2014: 2. tekma za svetovni pokal predvidoma ob 14. uri

Predvideno število obiskovalcev: dnevno med 5.000 in 6.000

Cena vstopnice: 8 EUR za oba dneva tekmovanja, otroci do 14 let brezplačno

Tekem svetovnega pokala se bodo udeležila dekleta iz 14 držav

www.ljubno-skoki.si

SCHEDULE/INFORMATION

Friday, 24 January 2014: Official training scheduled at 13:00 hours

Saturday, 25 January 2014: 1st World Cup race scheduled at 14:00 hours

Sunday, 26 January 2014: 2nd World Cup race scheduled at 14:00 hours

Expected number of visitors: between 5,000 and 6,000 each day

Ticket prices: EUR 8 for both days, free admission for children up to the age of 14

Women from 14 countries will participate in the World Cup races

www.ljubno-skoki.si

SKUPAJ DO NOVIH USPEHOV



Na sredini: Jože Mermal, predsednik častnega odbora FIS Svetovnega pokala v smučarskih skokih za ženske in predsednik uprave BTC, d. d. / In the middle: President of the FIS Ski Jumping World Cup Ladies Honorary Committee and President of the Management Board and CEO of BTC d.d.; levo: Franjo Naraločnik - župan Občine Ljubno / Left: Franjo Naraločnik - Mayor of Ljubno municipality; desno: Rajko Pintar - predsednik Organizacijskega komiteja / Right: Rajko Pintar - Organizing Committee President

V družbi BTC lahko s ponosom povemo, da smo že tretje leto generalni pokrovitelj tekme svetovnega pokala v smučarskih skokih za ženske na Ljubnem. Ponosni smo, da smo v zadnjem letu naredili velik korak k prepoznavnosti te športne discipline, ki je bila do zdaj zapostavljena in zasenčena. Skupaj z »vražjimi Slovenkami« pišemo novo poglavje v zgodovini, saj smo dosegli, da bodo lahko tekmovale na zimskih olimpijskih igrah 2014 v ruskem Sočiju. Izvedba svetovnega pokala je bil namreč pogoj, ki ga je smučarkam skakalkam postavil Mednarodni olimpijski komite. Uspelo nam je skoraj nemogoče – smučarski skoki za ženske bodo prvič v zgodovini olimpijska disciplina. Verjamem, da je to pomemben mejnik za vse pokrovitelje in podpornike smučarskih skakalk ter hkrati spodbuda za skakalke same, da bodo s pomočjo naše podpore dosegale nove športne uspehe.

LET'S REACH GREATNESS TOGETHER

BTC is proud to say that we are the general sponsor of the Women's Ski Jumping World Cup Competition at Ljubno for the third year in a row. We are proud to have made a huge step toward the recognition of this sport, which has been neglected and marginalized thus far. Together with the »Devilish Slovenians«, we are writing a new chapter in history because we managed to secure their place in the 2014 Winter Olympics in Sochi, Russia. Namely, a successful organisation of a World Cup competition was a condition set by the International Olympic Committee for the women ski jumpers. We achieved the nearly impossible – women's ski jumping will be an Olympic discipline for the first time in history. I believe this is an important milestone for all sponsors and supporters of women ski jumpers as well as an encouragement for the ski jumpers themselves, as they will be able to achieve new sports successes with our help.

Jože Mermal,

predsednik častnega odbora FIS Svetovnega pokala v smučarskih skokih za ženske in predsednik uprave BTC, d. d. / President of the FIS Ski Jumping World Cup Ladies Honorary Committee and President of the Management Board and CEO of BTC d.d.

LJUBNO Z ZALETOM VIŠJE TUDI V 2014

Februarja letos smo bili na Ljubnem ob Savinji ponovno priča zgodovinskemu dogodku, saj so odlični organizatorji poskrbeli, da je po sijajni izvedbi tekem v letu 2012 v letu 2013 kraj ob Savinji zablestel še bolj. Ženske tekme svetovnega pokala na Ljubnem slovijo kot najboljše, in sicer z organizacijskega vidika in vidika številnosti obiskovalcev. V 2013 so bili za odlično vzdušje zaslužni organizatorji in gostoljubni Ljubenci pa tudi približno 9.000 obiskovalcev, ki so z veliko skupno udeležbo poskrbeli za rekord sezone na ženskih skakalnih tekmacih. Obenem je ljubenska tekma poskrbela za enomesečno decembrsko preddogajanje v BTC, kjer se je s simulacijo ljubenske skakalnice okrasila Kristalna palača ob »vznožju« poskrbela, da so ženski smučarski skoki še bolj dobili na domači in mednarodni prepoznavnosti, kar dokazujejo številne nagrade: srebrna nagrada na Slovenskem oglaševalskem festivalu in nagrada Evropske unije za najboljši družbenoodgovoren projekt. V letu 2014 bo tekma na Ljubnem ob Savinji še bolj pomembna, saj je ena zadnjih pred olimpijskimi igrami v Sočiju.



LJUBNO – AIMING HIGHER IN 2014 AS WELL

In February of this year, we were again witness to a historic event at Ljubno ob Savinji, as the extraordinary organisers ensured that after the excellently executed races in 2012, the little town on Savinja River shone even more brightly in 2013. Women's ski jumping competitions at Ljubno are reputed to be among the best, from the organisational standpoint as well as in terms of the number of visitors. In 2013, the great atmosphere was created by the organisers, hospitable Ljubno residents and the approximately 9,000 spectators. This was the season record in terms of ski jumping competitions for women. The Ljubno competition also gave rise to a number of events which took place in BTC over the whole of December; the Crystal Palace was decorated with a simulation of the Ljubno ski jump and the events that took place at the "foot" of the ski jump increased recognition of women's ski jumping in Slovenia and abroad, which is also proven by a number of awards: a silver award at the Slovenian Advertising Festival and the European Union award for the best socially responsible project. The 2014 competition at Ljubno ob Savinji will be even more important, as it will be one of the last competitions before the Olympic Games in Sochi.



ŽENSKA A-REPREZENTANCA SLOVENIJE/ SLOVENIAN SKI JUMPING A-TEAM

Maja Vtič, 1998, SD Zabrdje

Špela Rogelj, 1994, SSK Costella Ilirija

Katja Požun, 1993, SK Zagorje

Eva Logar, 1991, SD Zabrdje

Urša Bogataj, 1995, SSK Costella Ilirija

Ema Klinec, 1998, SSK Alpina Žiri

Anja Tepeš, 1991, SD Dolomiti

Jože Berčič, glavni trener

Primož Peterka, pomočnik trenerja



PONOSNO SKAČEMO NAPREJ

Ljubno je kot prvi organizator celinskega pokala za ženske naredilo izjemno velik korak pri prepoznavnosti tega športa tudi v mednarodnem merilu. K temu je gotovo pripomogla medijska podpora številnih medijev, saj smo v obdobju treh mesecev lahko zasledili več kot **600 objav** v različnih tiskanih medijih. V živo si je obe tekmi ogledalo več kot **9.000 glasnih navijačev**, kar je za 50 % več, kot leto prej in več kot **500.000 gledalcev** pred televizijskimi zasloni v Sloveniji.

Z dobro načrtovano marketinško akcijo s pomočjo Skupine Publicis nam je ponovno uspelo vzbuditi zanimanje medijev za poročanje o tem športu in dogodku na Ljubnjem, kar se je v medijskem prostoru odrazilo v skoraj 600 objavah v 4 mesecih (nov. 2012–feb. 2013). Vse objave so bile ocenjene pozitivno in so dosegle ocenjeno oglaševalsko vrednost 384.631 EUR (v letu 2012 smo v primerljivem obdobju dosegli 400 objav in dosegli ocenjeno oglaševalsko vrednost 251.289 EUR).

Vir: Press Clipping

WE PROUDLY JUMP FORWARD

*As the first Continental Cup organiser for women, Ljubno made an enormous step toward the recognition of this sport on the international scale. Media support surely also contributed to this – there were over **600 publications** in different print media outlets over the span of three months. More than **9,000 loud spectators** came to watch the competitions, which is 50 % more than the year before, plus an additional more than **half a million viewers** watched the event in front of the TV-screens across Slovenia.*

With a well-planned marketing campaign, which we carried out with the help of the Publicis Group, we again managed to arouse media interest in reporting about this sport and the event at Ljubno. This resulted in almost 600 publications over the span of 4 months (November 2012- February 2013). All publications were assessed positively and reached the estimated advertising value of EUR 384,631 (in the same period in 2012, we reached 400 publications and reached the estimated advertising value of EUR 251,289).

Source: Press Clipping



SKOČIMO SKUPAJ DO LJUBNEGA IN ŠE DLJE

Tekme si boste lahko v neposrednem prenosu tudi leta 2014 ogledali na TV Slovenija, prav tako bodo za ponovno izjemno izpostavljenost poskrbeli na Radiu 1, ki je kot mreža pristopil k projektu kot medijski partner ter Europlakat, ki bo tudi v letu 2014 naš medijski pokrovitelj z 200 bilbordi po vsej Sloveniji.. Vse informacije o projektu bodo na voljo na www.ljubno-skoki.si in na www.btc-city.com, vabimo pa vas, da se nam pridružite tudi na socialnih omrežjih facebook, twitter ... Izjemna medijska odmevnost in številne možnosti oglaševanja, ki vam jih predstavljamo v nadaljevanju, bodo gotovo olajšala vašo odločitev o pokroviteljstvu. Skočimo skupaj še dlje.

LET'S JUMP TO LJUBNO AND FARTHER

In year 2014 you will also be able to watch the events live on TV Slovenia, while Radio 1, which has become the project's media partner, will again provide excellent coverage of the event. Europlakat will be our media partner, with 200 billboards across all Slovenia, again in 2014. All information on the project will be available at www.ljubno-skoki.si and at www.btc-city.com and we also invite you to join us on social networks such as Facebook, Twitter ... Extraordinary media presence and a number of advertising opportunities, which we will present hereinafter, will surely make your decision regarding sponsorship easier. Let's jump even farther together!

Oddaja/ show	Program/ programme	Datum/ date	Serija/ series	Začetek/ start	Trajanje/ duration	Gledanost/ ratings	Število gledalcev/ number of viewers	Delež gledalcev/ share of viewers
SVETOVNI POKAL V SMUČARSKIH SKOKIH (Ž): LJUBNO/ SKI JUMPING WORLD CUP (W): LJUBNO	TV SLO 2	16. 2. 2013	1. serija/ 1.series	14.31	0:40	15.30 %	298,900	59 %
			Vklop v 2. serijo/ Tuning into 2 nd series	15.24	0:02	11,30 %	221,100	49 %
			2. serija/ 2 nd series	15.43	0:14	11,10 %	216,300	48 %
			Povprečje/ average			14.10 %	274,800	56 %
		17. 2. 2013	tekma/ race	14.38	1,34	11,90 %	231,700	43 %



Zlati pokrovitelj posameznega tekmovalnega dne pridobi:

- napis ali logo na startni številki zgoraj,
- dva transparenta v A-coni,
- napihljiv element v ciljni arenai,
- napis na uradnih dokumentacijah,
- 4 akreditacije za VIP-prostor,
- 50 brezplačnih vstopnic.

Vrednost: 20.000 EUR/dan

Srebrni pokrovitelj posameznega tekmovalnega dne pridobi:

- napis ali logo na startni številki spodaj (velikosti 5 x 12 cm),
- reklamni transparent v ciljni arenai,
- napis na uradnih dokumentacijah,
- 4 akreditacije za VIP-prostor,
- 50 brezplačnih vstopnic.

Vrednost: 15.000 EUR/dan

A Gold Sponsor of an individual competition day will receive:

- An inscription and logo in the upper portion of the start number,
- Two banners in the A zone,
- An inflatable element in the finish area,
- An inscription on official documents,
- 4 accreditations for the VIP area,
- 50 free tickets.

Value: EUR 20,000/day

A Silver Sponsor of an individual competition day will receive:

- An inscription and logo on the lower portion of the start number (measuring 5x12 cm),
- An advertisement banner in the finish area,
- An inscription on official documents,
- 4 accreditations for the VIP area,
- 50 free tickets.

Value: EUR 15,000/day



Bronasti pokrovitelj posameznega tekmovalnega dne pridobi:

- napis ali logo na odskočnem mostu (velikost 5 x 1 m),
- reklamni transparent v ciljni arenai (velikost 5 x 1 m),
- napis na uradnih dokumentacijah,
- 4 akreditacije za VIP-prostor,
- 50 brezplačnih vstopnic.

Vrednost: 10.000 EUR/dan

A Bronze Sponsor of an individual competition day will receive:

- An inscription or logo on the in-run bridge (measuring 5x1 m),
- An advertisement banner in the finish area (measuring 5x1 m),
- Inscription on official documents,
- 4 accreditations for the VIP area,
- 50 free tickets.

Value: EUR 10,000/day



Oglaševanje na objektih:

Reklamni transparent na sodniškem stolpu (2 x velikost 4 x 1 m, z obeh strani)

Vrednost: 5.000 EUR/dan

Reklamni transparent na trenerskem stolpu

Vrednost pozicije: 5.000 EUR/dan

1 pozicija nad trenerskim stolpom (velikost 4 x 1 m)

1 pozicija pod trenerskim stolpom (velikost 4 x 1 m)

1 pozicija leva stran trenerske tribune (2 x 1 m)

Druge promocijske aktivnosti:

Pokrovitelj nagradnega sklada, objava napisa ali logotipa na velikem čeku (poseben dogovor)

Vrednost: 3.000 EUR/dan

Reklamiranje izdelkov zunaj ciljne arena

Vrednost: 3.000 EUR/dan/v bližini cone A

1.000 EUR/dan/v bližini cone B

500 EUR/dan/v coni C



Advertising of buildings:

Advertising banners on the judges' tower (2 x measuring 4m x 1m, from both sides)

Value: EUR 5,000/day

Advertising banners on the coaches' platform

Position value: EUR 5,000/day

1 position over the coaches' platform (measuring 4m x 1m)

1 position under the coaches' platform (measuring 4m x 1m)

1 position on the left side of the coaches' platform (2m x 1m)

Other promotional activities:

The sponsor of the prize fund; inscription or logo printed on a big check (a special agreement)

Value: EUR 3,000/day

Advertising products outside of the finish area

Value: EUR 3,000/day/in the vicinity of the A zone

EUR 1,000 /day/in the vicinity of the B zone

EUR 500 /day/in the C zone



Trženje startnega mesta:

Reklamni napis na štartni »rampi« (velikost 30 x 15 cm)

Vrednost: 2.000 EUR/dan

Reklamni napis v šotoru tekmovalk (velikost 2 m x 1 m)

Vrednost: 2.000 EUR/dan

Reklamni transparent na zaletni stezi (velikost 2 m x 0,8 m)

Vrednost: 4.000 EUR/dan

Reklamni transparent v A-coni ciljne arene (velikost 5 x 1 m)

Vrednost: 6.000 EUR/dan

Reklamni transparent v B-coni ciljne arene (velikost 5 x 1 m)

Vrednost: 3.000 EUR/dan

Reklamni transparent v C-coni – zunaj ciljne arene

Vrednost: 1.500 EUR/dan

Marketing of the start position:

Advertisement on the start "ramp" (measuring 30 x 15 cm)

Value: EUR 2,000/day

An advertisement in the competitors' tent (measuring 2m x 1m)

Value: EUR 2,000/day

An advertisement banner on the in-run (measuring 2m x 0.8m)

Value: EUR 4,000/day

An advertisement banner in the A zone of the finish area

(measuring 5m x 1m)

Value: EUR 6,000/day

An advertisement banner in the B zone of the finish area

(measuring 5m x 1m)

Value: EUR 3,000/day

An advertisement banner in the C zone – outside of the finish area

Value: EUR 1,500/day



Prostor za postavitev balona ali drugih napihljivih predmetov in postavitev zastav

Vrednost: 2.000 EUR/dan

Objava telopa (do 30 sek.) na »big screenu« pred odmori, med njimi in po tekmovanju

Vrednost: 1.000 EUR/dan

Zvočna objava pokrovitelja

Vrednost: 500 EUR/dan

Prodaja vstopnic

Cena: 8 EUR/oba tekmovalna dneva

Paketi nad 100 vstopnic – 10 %

Paketi nad 200 vstopnic – 20 %

Stik

Rajko Pintar – 041 759 897, rajko.pintar@guest.arnes.si

Mojca Hrženjak – 041 746 746, mojca.hrzenjak@btc.si

Petra Novak – 041 772 754, petra.novak@btc.si

The area for setting up a balloon or other inflatable objects and erecting flags

Value: EUR 2,000 /day

Displaying a telop (up to 30 sec.) on the big screen before the competition, between breaks and after the competition

Value: EUR 1,000/day

Audio announcement of the sponsor

Value: EUR 500/day

Ticket sales

Price EUR 8/both competition days

Packages of 100 tickets or more – 10%

Packages of 200 tickets and over – 20%

Contact

Rajko Pintar 041 759 897, rajko.pintar@guest.arnes.si

Mojca Hrženjak 041 746 746, mojca.hrzenjak@btc.si

Petra Novak 041 772 754, petra.novak@btc.si

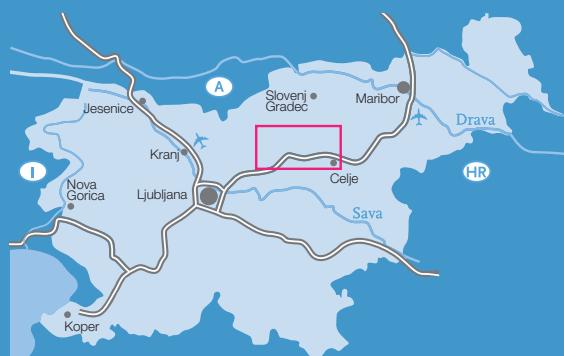
LJUBNO, KRAJ, KI ŽIVI S SMUČARSKIMI SKOKI

V zgornji Savinjski dolini, nekje na pol poti med Ljubljano in Mariborom, leži kraj Ljubno, ki odpira vrata v čudovito Logarsko dolino.

Prvi poskusi skokov so se tam zgodili že pred drugo svetovno vojno, ko je Jaka Vodušek s svojimi vojaškimi smučmi izvedel eksperimentalne poskuse, ki bi jim danes lahko rekli smučarski skoki.

Od leta 1947, ko so z znamenitim planiškim skakalnim konstruktorjem, inženirjem Stankom Bloudkom, podpisali pogodbo za gradnjo 60-metrsko skakalnice, so se naprave nenehno dograjevale in izpopolnjevale.

V začetku tega tisočletja so naprave dobile še plastično podlago in razsvetljavo, s čimer so na Ljubnem nastali eni najboljših pogojev za treninge in tekme v smučarskih skokih v Sloveniji. Največja naprava, ki omogoča skoke čez 100 metrov, je zgrajena po pravilih Fis.



LJUBNO, A PLACE THAT BREATHES SKI JUMPING

In upper Savinja Valley, about halfway between Ljubljana and Maribor lies Ljubno, which opens the way to the beautiful Logar Valley.

The first ski jumping attempts took place before the Second World War when Jaka Vodušek carried out experimental jumps on his military skies and today, these jumps could be called ski jumping.

Since 1947, when an agreement was signed to design a 60m ski jump with the Planica ski jump designer, engineer Stanko Bloudek, the jumps have been constantly upgraded and completed.

At the beginning of the millennium, the hills were completed with plastic grounding and lighting, which created one of the best conditions for ski jumping training in Slovenia. The largest hill, which enables jumps exceeding 100m, is constructed in accordance with FIS regulations.





BTC PREJEL EVROPSKO NAGRADO DRUŽBENOOGGOVORNIH PODJETNIŠKIH PRAKS

Na razglasitvi zmagovalcev prve evropske nagrade družbenoodgovornih podjetniških praks v Sloveniji, ki jo pri nas pripravljata Mreža za družbeno odgovornost Slovenije in Inštitut Ekvilib, je družba BTC prejela evropsko nagrado v kategoriji velikih podjetij. BTC je nagrado prejel za projekt »BTC City in smučarski skoki za ženske«.

V obrazložitvi nagrade so organizatorji zapisali, da je družba BTC kot dolgoletni pokrovitelj in podpornik Smučarsko-skakalnega kluba Ljubno BTC podprla organizacijo tekme svetovnega pokala v smučarskih skokih za ženske in prevzela generalno pokroviteljstvo obeh tekem na Ljubnem ob Savinji.

Projekt Evropska nagrada družbenoodgovornih podjetniških praks za partnerstva, inovacije in spremembe, ki ga sofinancira Evropska komisija, je namenjen širjenju in večji prepoznavnosti najboljših praks na področju družbene odgovornosti v Evropi. Na evropskem nivoju poteka pod okriljem CSR Europe (Corporate Social Responsibility), vodilne evropske poslovne mreže za družbeno odgovornost podjetij, ter Business in Community (BITC). Družba BTC je nagrado prevzela v Bruslju iz rok podpredsednika evropske komisije gospoda Antonija Tajanija.

BTC WAS THE RECIPIENT OF THE EUROPEAN AWARD FOR SOCIALLY RESPONSIBLE BUSINESS PRACTICES

At the announcement of the first European award for socially responsible business practices in Slovenia organized by the Network for Corporate Social Responsibility Slovenia and the Ekvilib Institute, BTC received the first European award in the large enterprises category. BTC received the award for the "BTC City and women's ski jumping" project.

In the explanation of the award, the organizers wrote that BTC, as a long time sponsor and supporter of the Ski-jumping club Ljubno BTC, supported the organization of a Women's World Cup competition and took on the role of the general sponsor of the two races at Ljubno ob Savinji.

The purpose behind the European Award for Socially Responsible Business Practices for Partnerships, Innovation and Changes project, co-funded by the European Commission, is to expand and achieve greater recognition of the best practices in the field of social responsibility in Europe. At the European level, the project takes place under the wing of CSR Europe (Corporate Social Responsibility), a leading European business network for social responsibility of companies, and Business in Community (BITC) BTC Company was presented with the award by the Vice-president of the European Commission in Brussels, Mr Antonio Tajani.



ZAHVALA ZA PODPORO V LETU 2013

THANKS FOR ALL THE SUPPORT IN 2013

Hvala vsem pokroviteljem, prostovoljcem, občanom občine Ljubno in vsem ostalim, ki ste nekaj mesecev delali in živeli za to, da smo pripravili vrhunsko prireditev in ustvarili smučarsko-skakalni praznik.

Hvala tudi vsem 9.000 glasnim navijačem, ki ste pod vznožjem skakalnice 16. in 17. februarja 2013 navijali za smučarske skakalke z vsega sveta in še posebej za nas »Vražje Slovenke«.

We would like to express our thanks to all the sponsors, volunteers, citizens of the municipality Ljubno and to all others, who, for several months, worked and lived for this exceptional event and contributed to the realization of a magnificent ski jumping event.

We would also like to give thanks to all 9,000 loud fans, who have attended the ski jumping events on February 16th and 17th 2013, and cheered for ski jumpers from all around the world, and especially for us, "Devilish Slovenians".

Uradni pokrovitelji 2013/Official sponsors 2013



FIS POKROVITELJ / FIS PRESENTING SPONSOR



FIS POKROVITELJ / FIS CENTRAL SPONSOR



GENERALNI POKROVITELJ / GENERAL SPONSOR



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OSTALI POKROVITELJI / OTHER SPONSORS



Naloga u času prihoden
Organ za razvoj podjetnosti
in podprtje podjetnikov



MEDIJSKI POKROVITELJI / MEDIA SPONSORS

