



TRUSTAR
SPORTS & ENTERTAINMENT GROUP

WM-PREMIUM-LOUNGE 2010

Perfect mix of football, excitement and business

ZURICH





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THE B2B EVENT FOR THE 2010 FOOTBALL WORLD CUP

THE PROVEN PREMIUM LOUNGE AS A PLATFORM FOR B2B NETWORKING

- 4 events will be realised at an exclusive location in Zurich
- one or more companies as host brands and partners for the World Cup Premium LOUNGE
- top-class guests invited by the sponsors (including customers, target customers and management)
- personalities invited from the worlds of business, sport, politics and entertainment
- enhance, maintain and develop a high-quality network

IMPLEMENTATION OF THE WORLD CUP PREMIUM LOUNGE

- live screening of the games of the Swiss national team and additional games of other top teams
- watch the games of the World Cup together in a relaxed, casually elegant premium atmosphere
- first-class infotainment, live panel discussion with prominent football experts on location
- layout encourages communication and has a clear football theme
- premium catering (gourmet cuisine)

THE PERFECT EVENT FOR THE 2010 FOOTBALL WORLD CUP IN SOUTH AFRICA

- The Football World Cup will take place in June 2010
- The games of the 2010 World Cup will be shown live in the evening in Switzerland as there is no time lag with South Africa

➔ AN EMOTIONAL HIGHLIGHT!

“ADDED VALUE” FOR THE SPONSORS

- customer relations with the World Cup Premium Lounge
- professional media and PR management
- high media value due to the presence of personalities, World Cup environment
- logo integration/branding (visualisation on the press wall, banners, roll-ups, invitations, VIP shuttle)
- rights to the Lounge's name (optional)
- own presentation area and infolounge
- integration of mood film on screens and give-aways
- customised marketing options and sponsor packages for 30 exclusive event formats during the 2010 World Cup



TRUSTAR AG

- Sponsorship, consulting and marketing
- High-quality VIP networking events (including EUROLOUNGE 2008 for EURO 2008, Boris Becker Oktoberfest Golf trophy 2008)

WWW.TRUSTAR.CH

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