

SPONSORSHIP PROPOSAL

JUDO GALA BALL 2027

90 YEARS OF COURAGE, RESPECT AND
FRIENDSHIP

16 JANUARY 2027 • 19:00–4:00 • PRAGUE 1

EMPIRE HALL • SLOVANSKÝ DŮM



ANNIVERSARY STORY

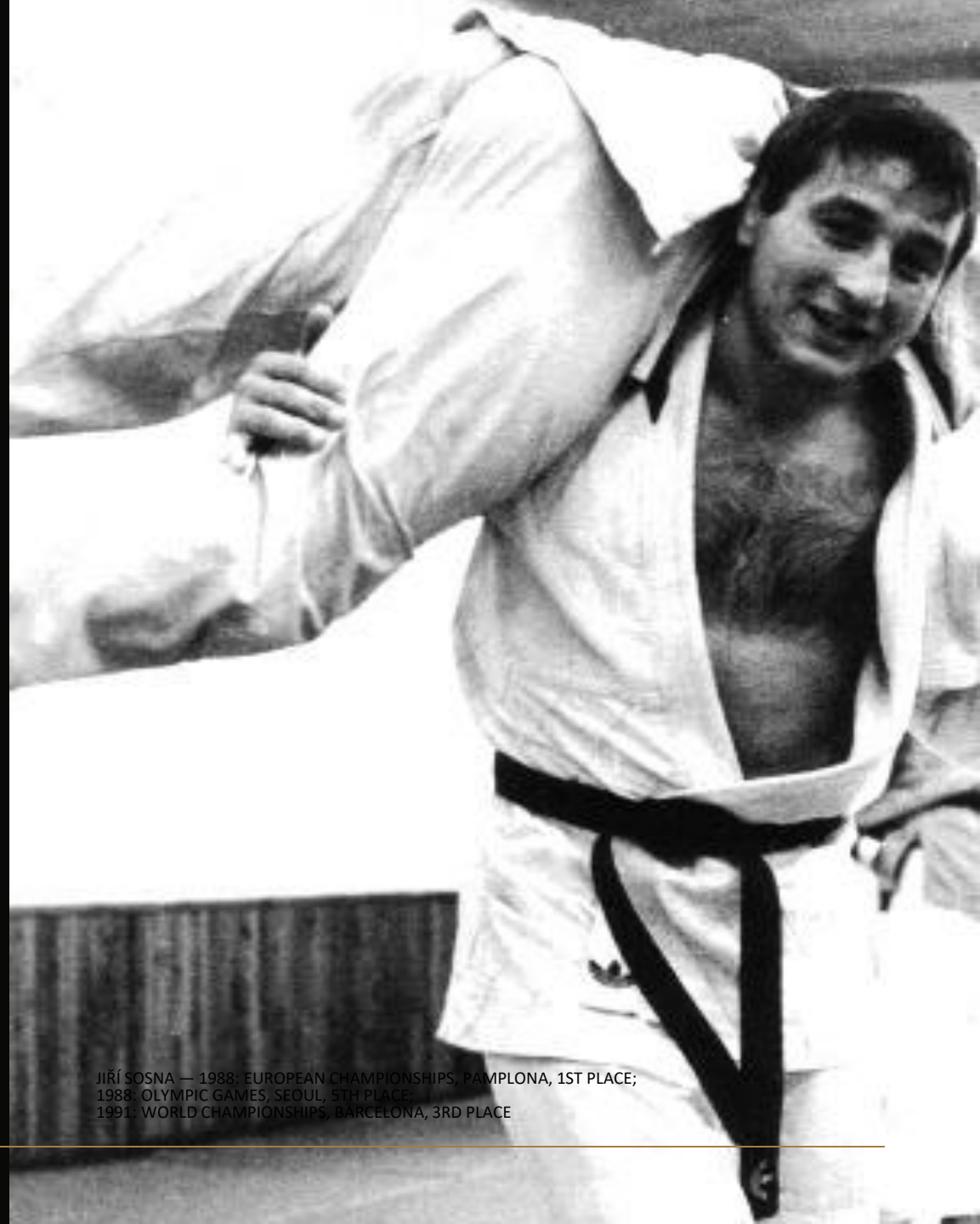
NINETY YEARS. ONE EVENING. THE NEXT CHAPTER.

THE ANNIVERSARY MEDAL MARKS NINETY YEARS OF CZECH JUDO, 1936–2026. IN 2027, WE CELEBRATE THE JUBILEE AS THE NEXT CHAPTER IN THE STORY OF ATHLETES, COACHES, PARENTS AND VOLUNTEERS.

RESPECT • DISCIPLINE • COURAGE • FRIENDSHIP

STORY

PHOTO: http://www.bojovesporty.cz/magazin/osobnosti/osobnost_ceskeho_juda_jiri_sosna-1



JIRÍ SOSNA — 1988: EUROPEAN CHAMPIONSHIPS, PAMPLONA, 1ST PLACE;
1988: OLYMPIC GAMES, SEOUL, 5TH PLACE;
1991: WORLD CHAMPIONSHIPS, BARCELONA, 3RD PLACE

A VENUE WORTHY OF THE OCCASION

EMPIRE HALL: A SETTING FOR A GRAND OCCASION.

16. 1. 2027

SATURDAY EVENING

PRAGUE 1

SLOVANSKÝ DŮM

19:00-4:00

PROGRAMME AND DANCING

BLACK-TIE

GALA FORMAT

GUESTS AND COMMUNITY

ONE HALL BRINGS GENERATIONS AND WORLDS TOGETHER.

A NIGHT WHERE SPORT, SOCIETY AND DANCE MEET.

01 LEGENDS AND NATIONAL TEAM MEMBERS

CZECH NATIONAL TEAM MEMBERS AND SPORTING STORIES THAT MATTER

02 COACHES AND YOUNG TALENT

THE PEOPLE WHO PASS JUDO ON.

03 CLUBS, FAMILIES AND FANS

DISTINGUISHED GUESTS CONNECTED WITH JUDO; NAMES WILL BE ANNOUNCED GRADUALLY.

04 JUDO COMMUNITY

CLUBS, FAMILIES, FRIENDS AND FANS.

JUDO • GALA • MUSIC • COMMUNITY

GUESTS



EMOTION, PERFORMANCE AND A GALA EXPERIENCE.

- **OPENING** **CEREMONIAL OPENING**
INTRODUCTION TO THE ANNIVERSARY EVENING AND ITS GUESTS.
- **JUDO** **JUDO ACROSS GENERATIONS**
YOUNG TALENT, COACHES AND CZECH NATIONAL TEAM MEMBERS.
- **GUESTS** **PERSONALITIES AND GUESTS**
ACTORS, SINGERS AND OTHER PERSONALITIES CONNECTED WITH JUDO.
- **GALA** **MUSIC, DANCE AND AWARDS**
GALA PROGRAMME, JUDO LEGENDS AND A SOCIAL EVENING.
- **SUPPORT** **CHARITY AUCTION AND RAFFLE**
THE EVENING'S PROCEEDS WILL SUPPORT YOUTH JUDO.





VALUE OF PARTNERSHIP

A PARTNER IS NOT IN THE BACKGROUND. THEY ARE PART OF THE STORY.

01

PRESTIGE

90 YEARS OF TRADITION • RESPECT • DISCIPLINE • A TRUSTED CONNECTION

02

GUESTS AND VISIBILITY

VIP CARE • BRAND IN THE ROOM • CAMPAIGN BEFORE AND AFTER THE EVENT

03

IMPACT

YOUTH SUPPORT • CONCRETE HELP • RESULTS REPORT

PHOTO: SUPPLIED BY THE ORGANISER

VALUE

LUKÁŠ KRPÁLEK
TWO-TIME OLYMPIC CHAMPION (2016, 2021)

A BRAND THAT WILL BE SEEN

PARTNERSHIP LIVED ON-SITE AND ONLINE.

WE COMBINE THE EMOTION OF A GALA EVENING WITH A NATURAL SETTING FOR NETWORKING,
BRAND PRESENTATION AND LONG-TERM VISIBILITY.

IN THE ROOM

PHOTO WALL, STAGE,
ROLL-UPS, TABLE BRANDING

IN THE PROGRAMME

HOST ACKNOWLEDGEMENT,
PARTNERSHIP OF A SELECTED MOMENT

ONLINE AND ON SOCIAL

PARTNER SHOWCASE IN THE
EVENT'S ONLINE COMMUNICATION





PARTNER VISIBILITY

YOUR BRAND IS SEEN BEFORE THE EVENT, IN THE ROOM AND AFTER THE GALA.

01

BEFORE THE EVENT

SOCIAL MEDIA • VIDEO SPOTS • WEBSITE • PLANNED OUTDOOR CAMPAIGN

02

DURING THE EVENING

STAGE • PHOTO WALL • TABLE AND ZONE BRANDING • HOST MENTIONS

03

AFTER THE EVENT

PHOTO AND VIDEO CONTENT • THANK-YOU COMMUNICATION • PARTNER FEATURES

CHOOSE BY BRAND OBJECTIVE.

REPUTATION	GENERAL PARTNER	EXCLUSIVITY, 2 VIP TABLES, CONTENT PACKAGE	CZK 500,000
VISIBILITY	MAIN PARTNER	1 VIP TABLE, BRANDING AND PROGRAMME CONNECTION	CZK 300,000
PROGRAMME	PROGRAMME PARTNER	A DISTINCTIVE MOMENT AND 5 VIP PLACES	CZK 100,000–150,000
CONTENT	LEADER × JUDO PERSONALITY INTERVIEW	INCLUDED FOR GENERAL PARTNER; ADD-ON FOR MAIN PARTNER	3–5 MIN + 3 VIDEOS

EVERY PACKAGE CAN BE TAILORED TO THE PARTNER’S BUSINESS GOAL.

HIGHEST PARTNERSHIP TIER

GENERAL PARTNER

CZK 500,000

THE SOLE PARTNER LINKED TO THE EVENT'S IDENTITY, PREMIUM HOSPITALITY AND ORIGINAL CONTENT.

- DOMINANT PRESENCE ROOM, WEBSITE AND SOCIAL MEDIA
- 2 VIP TABLES 16–20 PLACES FOR THE PARTNER'S GUESTS
- LEADER × JUDO PERSONALITY 3–5 MIN INTERVIEW + 3 VIDEOS
- ORIGINAL CONTENT AND REPORT PHOTO, QUOTE, USAGE RIGHTS, RESULTS



PRESTIGE PARTNERSHIP TIER

MAIN PARTNER

CZK 300,000

STRONG VISIBILITY, VIP CARE AND A NATURAL LINK BETWEEN THE BRAND AND THE EVENING PROGRAMME.

- 1 VIP TABLE 8–10 GUESTS IN A PRIME LOCATION
- PROMINENT LOGO PHOTO WALL, ROOM AND DIGITAL COMMUNICATION
- OFFICIAL ACKNOWLEDGEMENT HOST AND EVENING PROGRAMME
- CONTENT PACKAGE LEADER × JUDO PERSONALITY INTERVIEW AS AN ADD-ON



PARTNERSHIP AROUND A DISTINCTIVE MOMENT

PROGRAMME PARTNER

CZK 100,000–150,000

THE BRAND IS LINKED TO ONE DISTINCTIVE PROGRAMME MOMENT AND NATURAL CONTACT WITH GUESTS.

- RAFFLE PARTNER VISIBLE ROLE IN THE DRAW AND PRIZES
- WELCOME DRINK PARTNER THE FIRST BRAND CONTACT WITH GUESTS
- MUSIC PROGRAMME PARTNER CONNECTION TO A KEY MOMENT OF THE EVENING
- PHOTO BOOTH + 5 VIP PLACES GUEST CONTENT, WEBSITE AND SOCIAL MEDIA



MOMENT SPONSORSHIP

A ROLE GUESTS WILL SEE

EVERY ACTIVATION HAS A CLEAR ROLE IN THE PROGRAMME AND A DEFINED COMMUNICATION FORMAT.

- CLEAR ROLE BRAND LINKED TO A SELECTED MOMENT
- OFFICIAL ACKNOWLEDGEMENT EVENING PROGRAMME AND HOST ACKNOWLEDGEMENT
- SOCIAL CONTENT PHOTO, VIDEO AND POST-EVENT RECALL
- BESPOKE ACTIVATION FINAL SCOPE ALIGNED WITH PARTNER GOALS



INDIVIDUAL PARTNERSHIPS

CHOOSE THE MOMENT THAT WILL CARRY YOUR BRAND'S NAME.

EACH ROLE WILL BE DESIGNED TO MATCH THE PARTNER'S CHARACTER,
PRODUCT AND BUSINESS GOALS.

- MAIN PHOTO BOOTH PARTNER
- MAIN WELCOME DRINK PARTNER
- JUDO SHOW PARTNER
- EXCLUSIVE CATERING SPONSOR
- GIFT PACKAGE SPONSOR
- BRAND DISPLAY SPACE
- CZECH JUDO OLYMPIC STORY PARTNER
- CHARITY AUCTION & RAFFLE PARTNER

CHARITY KIMONO AUCTION

Kimono auction featuring
exclusive signatures from
leading figures in Czech
judo.



THE GALA'S PROCEEDS WILL HELP THE NEXT GENERATION.

PARTNERSHIP SUPPORTS YOUTH, COACHES AND THE ENVIRONMENT WHERE JUDO VALUES GROW.

- SUPPORT MODEL SOLUTION DEVELOPED WITH THE PARTNER.
- RECIPIENT AND PURPOSE RECIPIENT AND PURPOSE WILL BE PUBLISHED.
- OUTCOME REPORT THE PARTNER RECEIVES A USE AND OUTCOME REPORT.



NEXT STEP

BECOME PART OF THE NEXT CHAPTER OF CZECH JUDO.

LET'S SCHEDULE 20 MINUTES AND CHOOSE A ROLE
ALIGNED WITH YOUR BUSINESS GOALS.

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PARTNERSHIP RESERVATIONS BY 30 NOVEMBER 2026

CONTACT

