



**Proposta allestitiva per la ISSF HOUSE in occasione dei Giochi della XXXIII Olimpiade
Parigi, 26 luglio - 11 agosto 2024**

Location: Le Village by CA Châteauroux



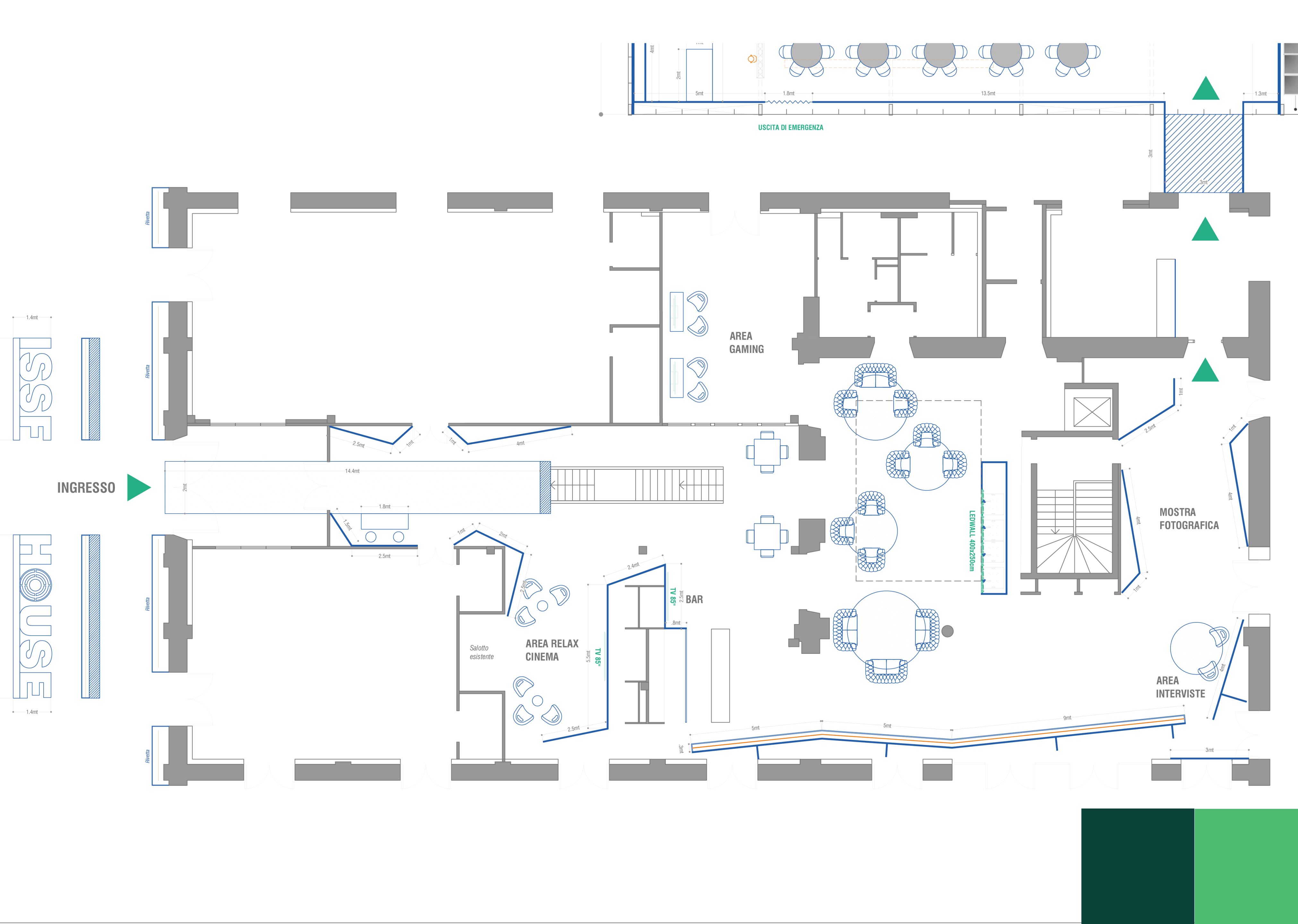


ETABLISSEMENTS
BALSAN

ISSF

HOUSE

INTERIOR SPACE PLAN



ENTRANCE





BAR

VIDEO WALL



ISSF HOUSE

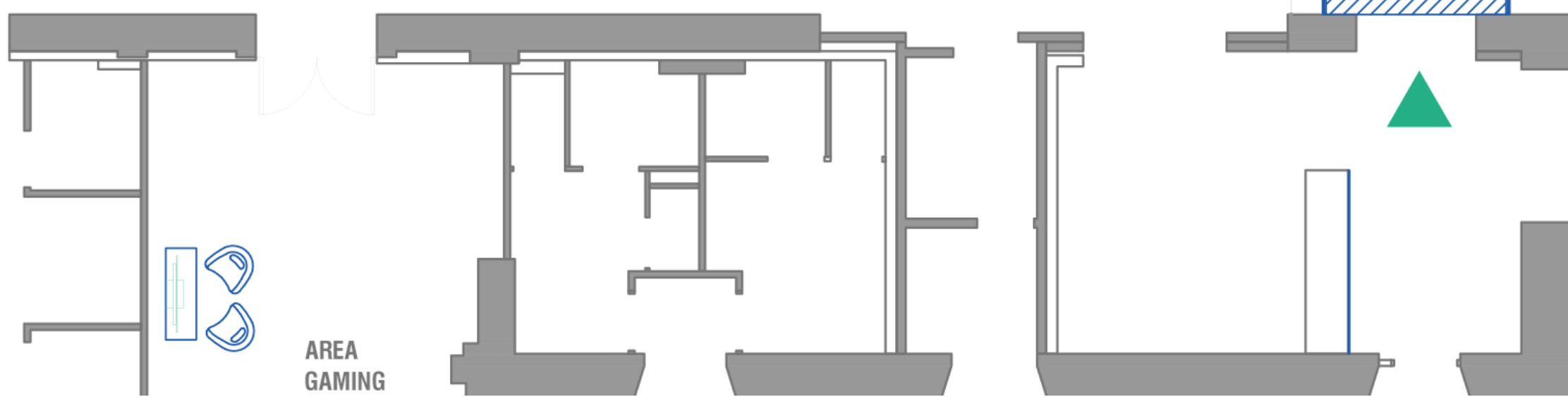
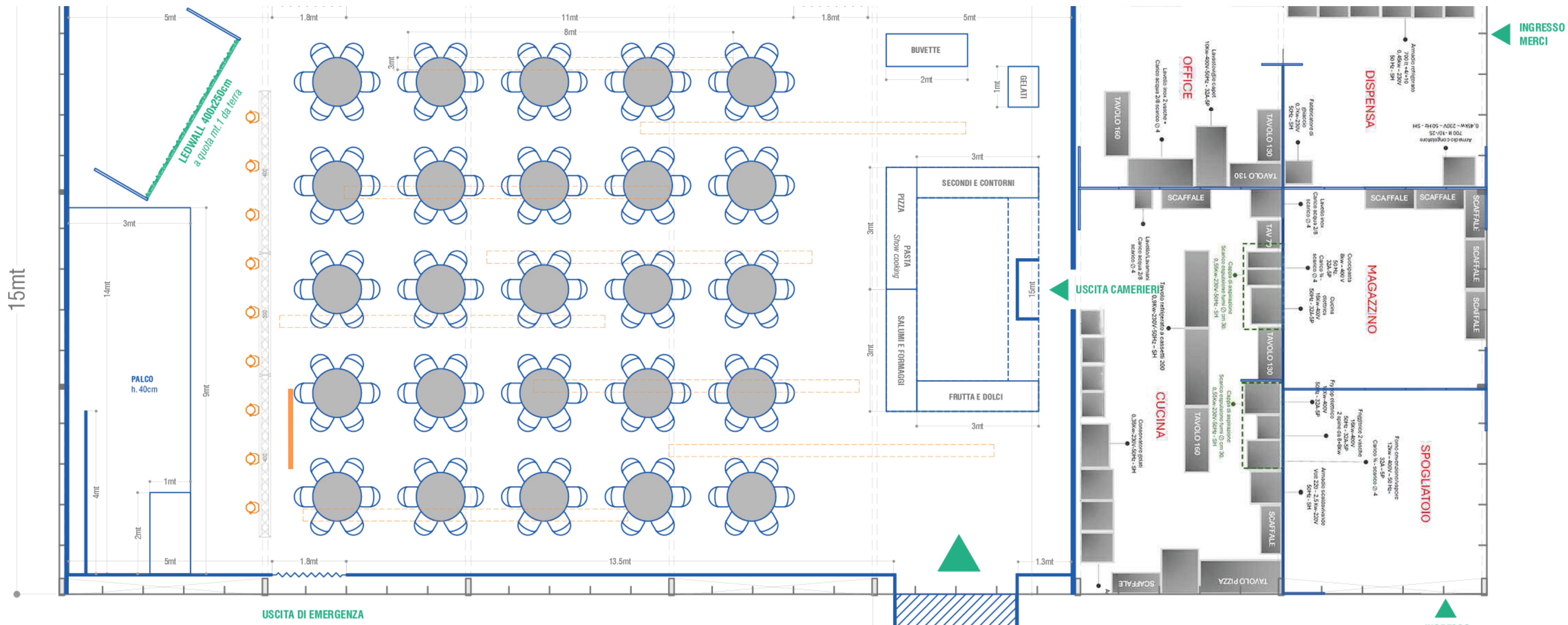


LOUNGE



INTERVIEW AREA

Way to GALA DINNER area





GALA DINNER |





GALA DINNER | Buffet View

GALA DINNER





ISSF House Sponsorship Information



Framework

For Partners

Presence at shooting sport's most prestigious event

Physical and digital exposure

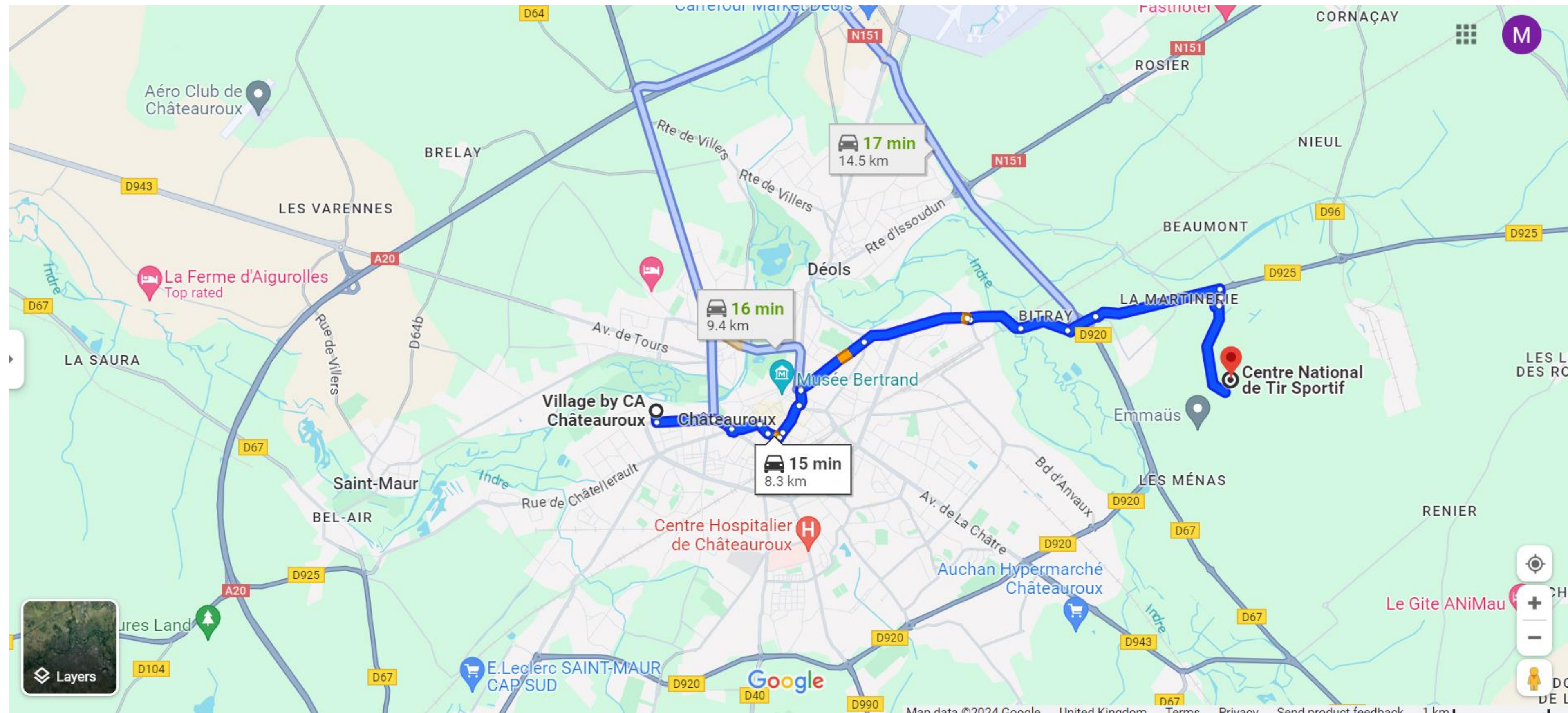
VIP hosting experiences

Direct touchpoint with key stakeholders



House Location

The ISSF House is approximately 15 minutes drive from the Olympic competition venue in the centre of Chateauroux – easily accessible for resident athletes and visitors from Paris



Usage, Access & Attendance

The ISSF House will be a central venue in Chateauroux throughout all shooting competitions

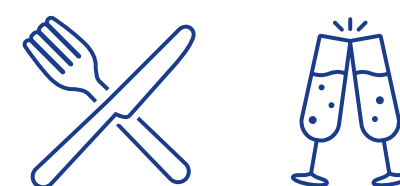
Sport		July							August												
		Wed 24	Thu 25	Fri 26	Sat 27	Sun 28	Mon 29	Tue 30	Wed 31	Thu 1	Fri 2	Sat 3	Sun 4	Mon 5	Tue 6	Wed 7	Thr 8	Fri 9	Sat 10	Sun 11	
		-2	-1	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
Shooting	Rifle & Pistol			CER 1	09:00-13:45	09:15-12:30	09:15-13:05	09:30-10:50	09:00-10:30	09:30-10:50	09:00-14:30	09:30-10:50	09:00-17:00	09:30-10:50							CER 2
	Trap & Skeet				10:30-11:50	09:30-13:05				12:00-13:30	09:30-10:50										
							09:00-14:00	09:00-17:05	09:00-17:05		09:00-14:00	09:00-17:05	09:30-17:05	09:30-16:35							



11
Days Of
Activity



3,000
Expected
Attendees

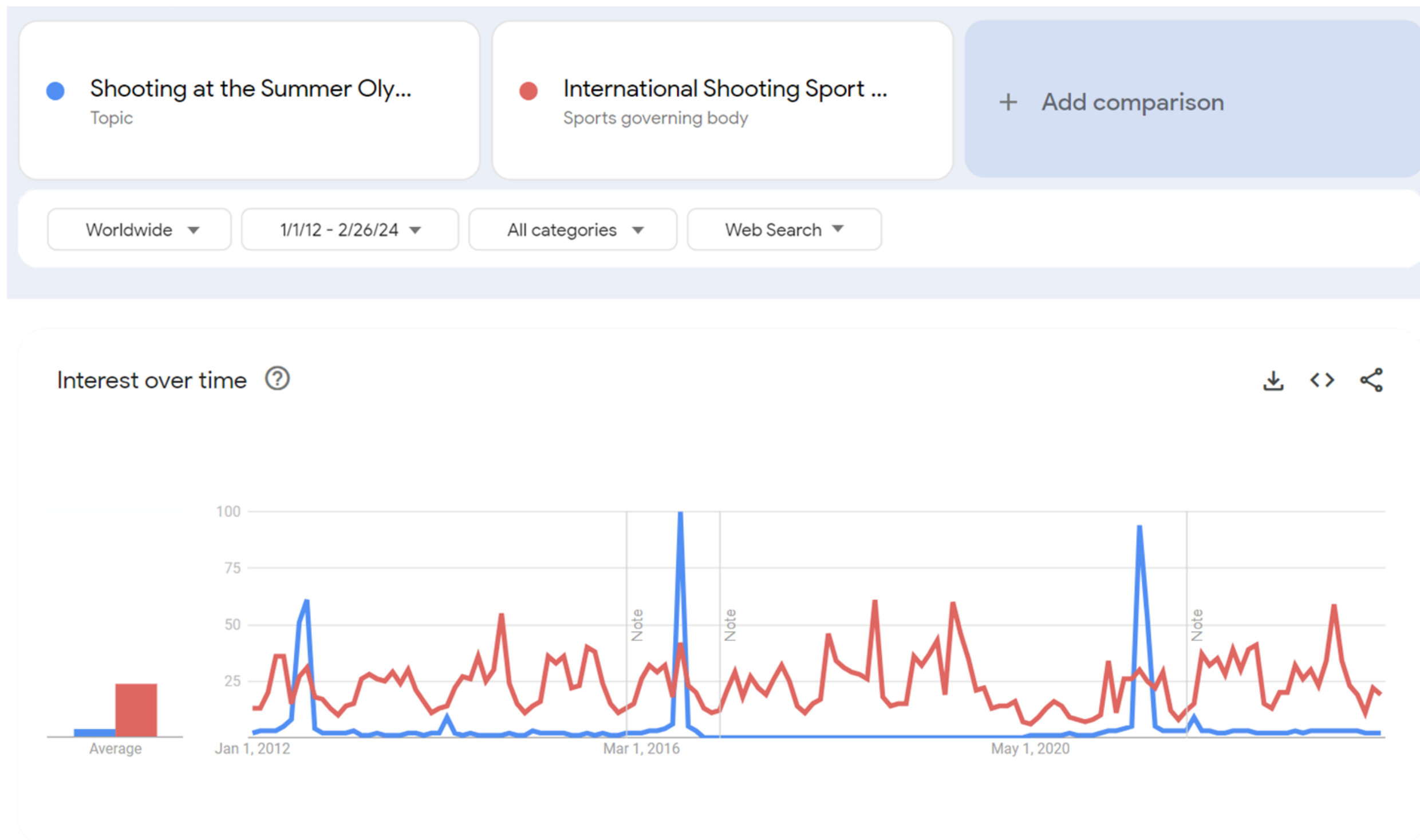


6pm
Exclusive Access
From



An Exclusive Opportunity

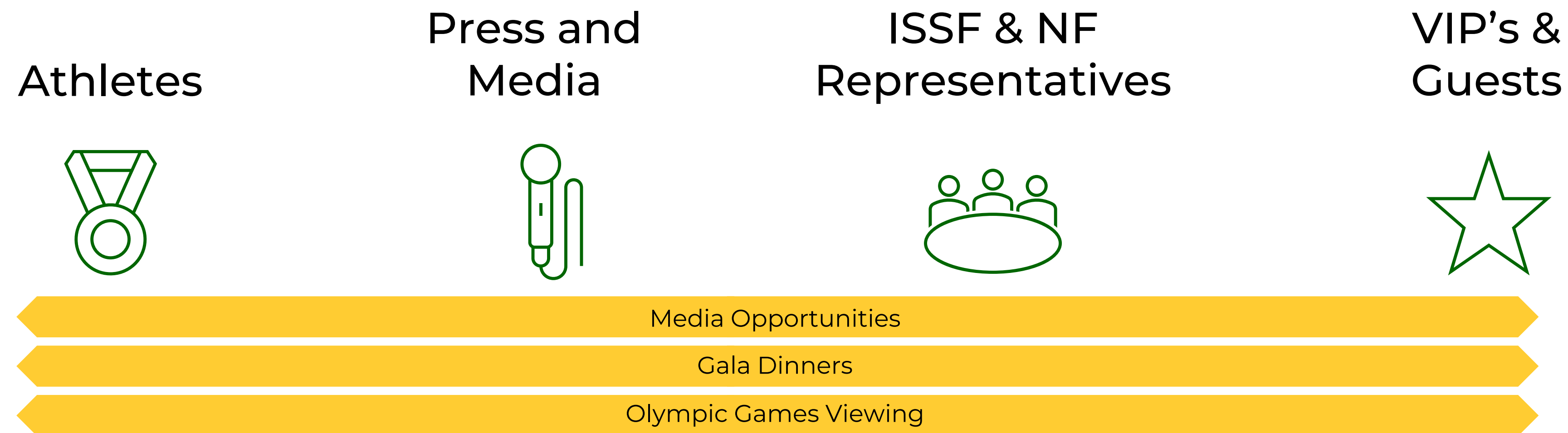
This is an unqiue opportunity to capitalise on the Olympic spotlight



- ISP brand exposure around the Olympic Games
- Olympic Games interest approx. 4x more than regular ISSF interest

Quality Audience

The ISSF House will host significant and influential members of global shooting



ISP exposure will be directed to an extremely high-quality audience of influential stakeholders from the world of sport shooting.

The ISSF house will provide significant dwell time, with members expected to stay multiple hours a day, throughout the duration of the Olympics.

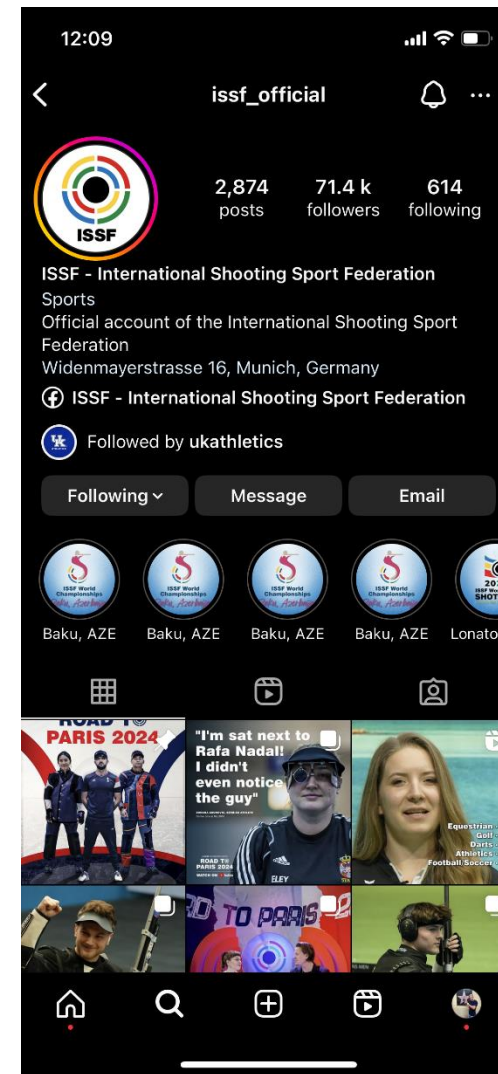
Digital Distribution & Exposure

Brands will gain additional exposure through ISSF digital channels and earned media

Media Opportunities



ISSF Social Media



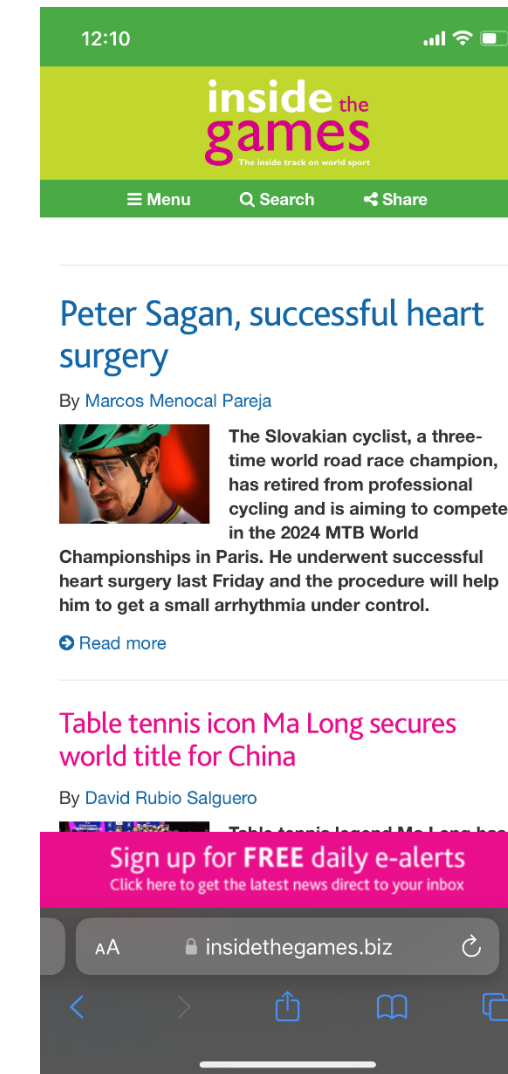
4.5m reach on Facebook & Instagram in January
+247% since Q4 2023

ISSF Website



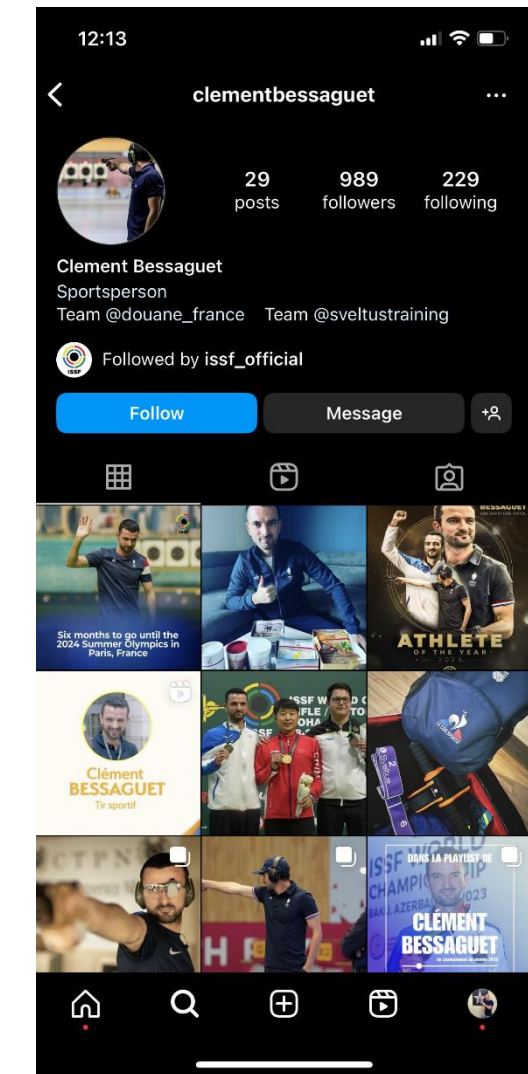
Av. 160,000 Visits per month

Olympic & Sport Media



Av. +530k Visits per month

ISSF Athletes



Package Overviews

Partners will receive a mix of assets including in venue branding, social media and hospitality.

- ✓ Partner Positioning
- ✓ Brand Integration, Onsite Activation & Social Media Content
- ✓ Gala Dinner Invitations
- ✓ ISSF House Accreditation

3 x PREMIUM PARTNER - PAO*

5 x OFFICIAL PARTNER - PAO

15 x SUPPORTING PARTNER - PAO

MAIN SPONSOR



PREMIUM SPONSOR



OFFICIAL PARTNER



*TAKEOVER UPGRADE OPPORTUNITY FOR ADDITIONAL COST

Benefit Matrix

BRAND
EXPOSURE

ENTERTAINMENT

DIGITAL

	PREMIUM	OFFICIAL	SUPPORTING
Welcome Area	Yes	Yes	Yes
Bar	Yes	Yes	No
Lounge*	Yes	Yes**	Yes
Dining Hall*	Yes	Yes**	No
eSports Zone*	Yes	Yes**	No
Interview Area	Yes	Yes	Yes
Gala Stage	Yes	Yes	Yes
Video Wall	Yes	Yes	No
House Access & Drinks Reception	120	80	40
Gala Dinner Invites	60	20	0
Private Meeting Space Opportunity	Yes	No	No
Opening Ceremony Invitation	Included	Purchase	Purchase
Social Media Collab Post	Yes	Tag	Tag
Photo Booth Frame	Yes	No	No
ISSF Live Stream Banners	Yes	Yes	No

*TAKEOVER OPPORTUNITY FOR PREMIUM PARTNERS

**PROVIDING NO PREMIUM PARTNER TAKEOVER

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