

<b>PARTNERSHIP WITH THE OLYMPIC PARKS 2018</b>		Brno and Ostrava
vision and mission of the project	connection with the main vision and mission of the project - promotion of active and modern lifestyle	✓
olympic thoughts	common building of the most prestigious project within the Olympic Games, that is bringing the olympic thoughts and spirit to the Czech Republic	✓
<b>PR &amp; COMMUNICATION</b>		
website olympijskeparky.cz	Olympic parks website – logo placement and link in the partners section	✓
website olympijskeparky.cz	article about VISA pumptrack zone in the special partners section including visualization of sports' field	✓
website olympijskeparky.cz	VISA pumptrack zone mention in novelties section	min one article with invitation
website czechteam.info	VISA pumptrack zone mention in the article	min one article with invitation
Facebook of Olympic Parks	VISA visible in Facebook post done by Olympic Media House	min three posts
Instagram of Olympic Parks	VISA visible in Instagram post done by Olympic Media House	min three posts
Youtube channel of Czech Team	VISA visible in Youtube video presented by Olympic Media House	min one youtube video
daily contact for VISA social media	content done by team of Olympic Media House for VISA usage	min one post per day - will be specified after VISA feedback and preference in coordination with Olympic Media House manager
outdoor campaign	partner's logoplacement in the visuals inviting to the Olympic parks	amount will be specified
live TV broadcasting	Czech Olympic Committee will do maximum effort to show VISA pumptrack zone in the broadcasting	Czech TV will be broadcasting live every day between 6 and 7pm besides every day shots
live radios broadcasting	Czech Olympic Committee will do maximum effort to mention VISA pumptrack zone in the broadcasting	10 hours of live broadcasting per day from the Olympic parks
press conference	logo placement on the board of Olympic parks partners on the official press conference regarding the project	min one before the project
PR articles	Czech Olympic Committee will do maximum effort to mention partner in the articles about Olympic parks	✓
on-line and print invitations	Czech Olympic Committee will do maximum effort to mention partner in the invitation to the VISA pumptrack zone	✓
<b>ACTIVE PRESENTATION DURING THE OLYMPIC GAMES IN THE OLYMPIC PARKS</b>		
promotional stand	space for the stand for presentation of products and services close to the partners' sport zone	10x10m
accompanying programme on the stage	space in the official accompanying programme for partner's usage connected to the sport and partners product or services	✓
master of ceremony	MC's invitation to VISA pumptrack zone	during whole time period of Olympic park
<b>VISIBILITY IN THE OLYMPIC PARKS</b>		
spot on the big screen	Partners promotion on the big screen situated in the center of the Olympic park. Besides partners' video spots there will be live broadcasting from the Olympics	three times per day
logoboards	logo placement among Olympic park partners	✓
roll-up	logo placement among Olympic park partners	✓
maps and official programme - Czech version	logo placement among Olympic park partners	✓
maps and official programme - English version	logo placement among Olympic park partners	✓
boards presenting Olympic park partners	logo placement among Olympic park partners	✓
<b>DIRECT CONTACT WITH VISITORS</b>		
jubilee visitor	possibility to award jubilee visitors	✓
sport celebrities	possible cooperation with sport celebrities - former and actual olympians	✓
sampling	possibility to sample active participants and visitors of VISA pumptrack zone	✓
<b>B2B OPPORTUNITIES, SOCIAL GATHERINGS, BENEFITS FOR EMPLOYEES</b>		
Olympic Family Zone	opportunity to invite partners' customers and business partners to the VIP zone	4 invitations per park/day
entry tickets	complimentary entries for VISA usage or for VISA internal usage	entries for VISA employees
official opening ceremony	opportunity to invite partners' customers and business partners to the official opening ceremony and party	6 invitations per park
official closing ceremony	opportunity to invite partners' customers and business partners to the official closing ceremony and party	6 invitations per park
<b>VISA PUMPTRACK ZONE STAFF</b>		
organising and production team	planning, logistics, building up the zone, maintenance, disassemble	✓
volunteers	support of running the zone	✓
<b>VISA PUMPTRACK ZONE</b>		
snow factory - snow producing	snowmaking technology <a href="https://www.technoalpin.com/en/snow-making/snowfactory.html">https://www.technoalpin.com/en/snow-making/snowfactory.html</a>	a container including security and staff
place maintenance	snow maintenance works - every day care to produce snow and cover one track	4 snow sharpeners
three lines of pumptrack	as was specified in the offer	three lines 25m long / one covered with snow
starting stage	stage including background	9x2.5x0.9m
safety mattress	mattress for safety of pumptrack users	
lighting	basic lights for the zone for late hours	
fences around the zone	fences to mark Visa zone	15pcs
utilitie (water, electricity, security)	utilitie for daily service of the zone	including utilitie of Visa promotional stand
professional coaches certified by ski and snowboard association	coaches for programme execution within the pumptrack zone	2-3 coaches all day
programme under the patronage of coaches from ski and snowboard association	coordination of every day programme - planning and execution	every day programme - Sunday-Thursday 9am-7pm / Friday-Saturday 9am-9pm
renting of the main equipment for coaching	tools for teaching how to use snowboards, longboards, etc.	provided by the coaches - exact tools will be specified later on
helmets and protectors	tools for safety of active pumptrack users	10sets
flags	flags used for marking the Visa pumptrack zone	4 beach flags
banners	banners used for marking the Visa pumptrack zone	30 m (role 1m high)
backdrop at stage	backdrop at stage used for marking the Visa pumptrack zone	2.5x1m
award ceremony steps	award ceremony steps used for marking the Visa pumptrack zone	✓
<b>VISA PUMPTRACK RENTAL</b>		
branded tent	tent used for renting, servis and maintenance of snowboards and longboards in the Olympic parks	10x10m tent in VISA branding
tent equipment	furniture, TVs, equipment for servicing of the equipment	amount and design will be specified
snowboards		

snowboard shoes	equipment needed for the zone	amount will be specified
longboards		
helmets		
knee, elbow, wrist guards		
staff and volunteers	profesionals who can serve the zone during opening hours and maintain material out of opening hours	2 handy persons
snowboard and longboard service	full equipment	
utilitie (water, electricity, security)	utilitie for daily service of the zone	
flags	flags used for marking the Visa pumptrack zone	4 beach flags
banners	banners used for marking the Visa pumptrack zone	20 m (role 1m high)