

**ErRa**

*Sport  
Sponsoring  
Agency*



Allow your sports  
sponsoring to take  
off with ErRa,  
your sports sponsoring  
agency in Austria.

# THE BEGINNING OF A NEW ErRa

- My name is Erwin Rader and I am the CEO and founder of the ErRa SportSponsoringAgency in Vienna.
- ErRa was founded in 2016 with a young and hungry team.



Erwin Rader  
CEO and founder

# WHY SPORTS SPONSORING?

## Emotional brand positioning

We emotionalize brands through the positive emotion of sport. We accompany companies with the development and evaluation of sponsorship strategies. We provide access to decision makers in the worlds of sport and business.

# WHY SPORTS SPONSORING?

## Social acceptance and high credibility

Through effective communication in the form of measures that are oriented to the general public.



# WHY SPORTS SPONSORING?

## Effective targeting

Due to the popularity of sport, with its long reach and constant media presence, through a variety of networking options with customer retention measures.

# WHY SPORTS SPONSORING?

## Sales support

Sports sponsorship is one of the most effective and economical ways to promote brands and products through an emotional environment.

The ErRa SportSponsoringAgency helps find the right “fit” for brands to reach their respective target market and overall objectives.

# WHY SPORTS SPONSORING?

## Effective investments

Lower CPM compared to traditional advertising, with transparent success monitoring.



# PEAK VALUE FOR SPORTS SPONSORING?

The latest Focus figures demonstrate it:  
sports sponsoring in Austria has grown strongly.

Marketing directors want to make use of the power  
of emotion and positive image of the athletes.

# PEAK VALUE FOR SPORTS SPONSORING?

In Austria, when it comes to the statement  
"I have a particularly good opinion of ...",  
well-known skiers even come before the world-famous  
Austrian actor Christoph Waltz.

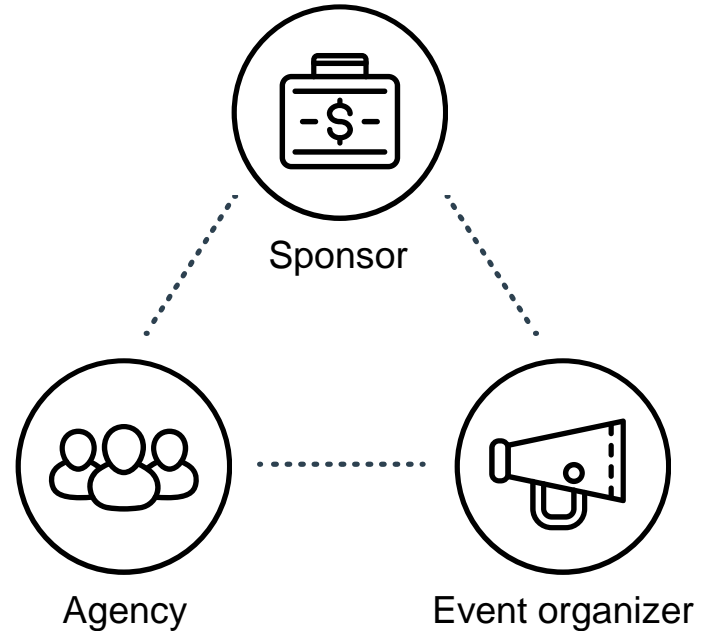
To benefit from the positive image, a brand must be  
constantly present in the sponsoring.

# WHY WORK WITH ErRa?

The task of ErRa SportSponsoringAgency is to forge contacts with well-known companies that are interested in sports sponsoring deals with big international associations with the objective of worldwide advertising.

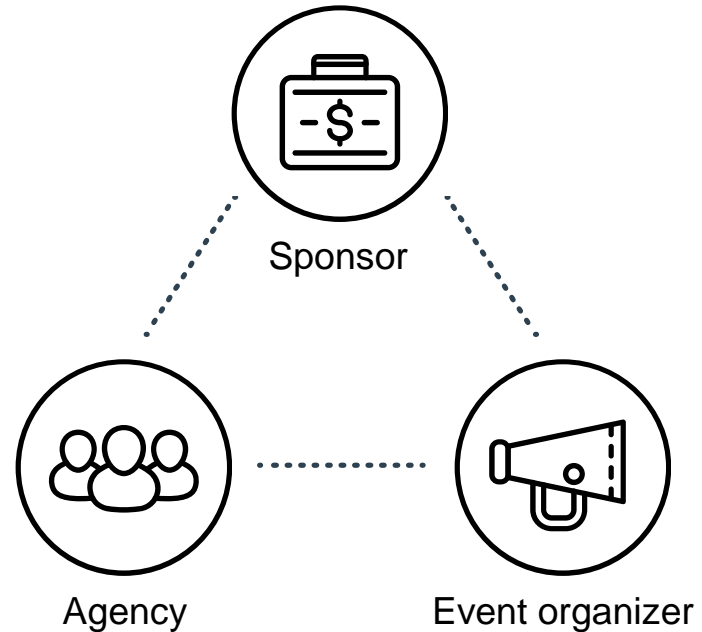
# THE BEGINNING OF A NEW ErRa

Most relationships in modern sports marketing take place between three parties:



# THE BEGINNING OF A NEW ErRa

In this partnership, a respectful and transparent collaboration is the prerequisite for lasting success. Common interests always take centre stage.



# THE BEGINNING OF A NEW ErRa

Sponsor > Invest in your success with ErRa > ErRa brings success to your business

Sponsors often pursue the following goals:

boosting quantitative and qualitative recognition, improving brand awareness, enhancing customer relationships and increasing product appeal.

# THE BEGINNING OF A NEW ErRa

- Sponsor and organizer/athlete
- At the top of the triangle
- We focus our efforts on the sports federations, clubs, events and athletes.



# THE BEGINNING OF A NEW ErRa

- An in-depth analysis provides clarity and forms the basis of our work. Each client holds their own key to success - that is the guiding principle to consider.
- The ErRa SportSponsoringAgency has the brand.

# THE BEGINNING OF A NEW ErRa

- Successful athletes form the basis for the high audience response and the high TV presence
- A current survey of the sponsor's focus shows that Alpine Skiing is the most attractive sport with the highest advertising value, and comes before football.

# THE BEGINNING OF A NEW ErRa



World cup racer and ErRa



World cup racers and ErRa

# THE BEGINNING OF A NEW ErRa

Winter sport in the wonderland -  
public health for all people



# THE BEGINNING OF A NEW ErRa

World Cup races  
in the winter  
wonderland of  
Austria



# THE BEGINNING OF A NEW ErRa

- The ErRa SportSponsoringAgency also works with other brands from large sports federations, such as football, for example
- In Austria and Europe
- Advertising and promotion for your company, worldwide

# THANK YOU FOR YOUR ATTENTION!

ErRa SportSponsoringAgency

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And as we all know:

Sport brings  
people together!