

Sponsorship Proposal

16–20 June 2027

Connect your brand with the biggest celebration of Company Sport in Europe — where the Olympic Games were born.

Organisers

efcs European Federation for Company Sport

HELLENIC ORGANIZATION FOR COMPANY SPORT & HEALTH

ATHENS 2027 EUROPEAN COMPANY SPORT GAMES

June 16 - 20

More than an event.
A destination!

Culture • Sports • Leisure

ATHENS 2027 EUROPEAN COMPANY SPORT GAMES
June 16 - 20

More than an event.
A destination!
Culture • Sports • Leisure

HELLENIC ORGANIZATION FOR COMPANY SPORT & HEALTH

What are the **European Company Sport Games**

The European Company Sport Games (ECSG) are Europe's leading multi-sport event for employee-athletes. Held every two years in a different country, following a bidding process, each edition brings together thousands of people from companies all over Europe, who compete, meet and celebrate sport in a unique blend of athletics, networking and culture.

For 2027, the 26th edition was awarded to **HOCSH** following a bid — bringing the Games to Athens, birthplace of the Olympic Games and home of the Marathon.



2023
Bordeaux, France
~5,500 participants

2025
Calvià Mallorca
~6,000 participants

2027
Athens
6,000+ expected

Track record — previous editions



HELLENIC ORGANIZATION FOR COMPANY SPORT & HEALTH

The Games at a glance

- ✓ **6,000** athletes & companions from all over Europe
- ✓ **~40** countries
- ✓ **33** sports
- ✓ **15** sports venues
- ✓ **200** volunteers
- ✓ **24,000** overnight stays*
- ✓ **tens of thousands** of trips within the city*
- ✓ major economic impact — tourism, food service, transport & local businesses
- ✓ **16–20 June 2027** 5 days of competition, ceremonies & events

Opening Ceremony: **Panathenaic Stadium** (Kallimarmaro)
Closing Ceremony: **National Gymnastics Club**



HELLENIC ORGANIZATION FOR COMPANY SPORT & HEALTH

Participant Profile

Participants make up a diverse international audience of employees from many professional sectors and age groups, all over 18.
Their presence is linked to an organised programme of activities that promotes participation, wellbeing and corporate culture, creating opportunities to engage with the brand throughout the event.



HELLENIC ORGANIZATION FOR COMPANY SPORT & HEALTH

Participant Profile

4 audience characteristics:

✓ **Professionals at every level** — from employees to decision-makers (B2B value)
✓ **All ages 18+** — men & women
✓ **Workplace health & wellbeing** — an audience with an active lifestyle
✓ **International, active & engaged** — with purchasing power

You're not just seen by many — you're seen by the **right people**, for a long time.





HELLENIC ORGANIZATION FOR COMPANY SPORT & HEALTH

Organisers

The Games are organised by two institutional bodies with European standing and proven expertise.

EFCS

European Federation for Company Sport

The European federation of company sport — a non-profit organisation that connects national federations across Europe in a common framework of participation and cooperation. It gives Athens 2027 its pan-European dimension, as part of an established international tradition.

HOCSH

Hellenic Organization for Company Sport & Health

The official Greek organising body. Since 2011 it has promoted health and wellbeing through sport in the workplace.

- Certified by the General Secretariat of Sports
- Member of EFCS
- Founding Member of WFCS (World Federation for Company Sport)

ATHENS 2027 EUROPEAN COMPANY SPORT GAMES
June 16 - 20

More than an event.
A destination!
Culture • Sports • Leisure

HELLENIC ORGANIZATION FOR COMPANY SPORT & HEALTH

Sports

Disciplines

33 sports — from classic athletics and swimming to 3on3 basketball, padel, beach volley and the Athens Company Run. Team and individual events, for every age and level.



ATHENS 2027 EUROPEAN COMPANY SPORT GAMES
June 16 - 20

More than an event.
A destination!
Culture • Sports • Leisure

HELLENIC ORGANIZATION FOR COMPANY SPORT & HEALTH

Olympic Venues

Venues

The Games take place across a network of iconic Olympic and modern sports venues throughout Attica, highlighting the international, high-level character of the event.

The co-organisation with OAKA is the central point of reference, while the Opening Ceremony takes place at the historic Panathenaic Stadium, lending special prestige and symbolism. In addition, the National Training Centre of the Olympic Village strengthens the operational and competitive side of the venues.

Co-organiser oaka





HELLENIC ORGANIZATION FOR COMPANY SPORT & HEALTH

PARTICIPATING COMPANIES

SONY Allianz VEOLIA AIRBUS L'ORÉAL

Fraport Munich RE TÜV AUSTRIA Lenovo ... and more

France Germany Italy Spain Belgium Netherlands ... and more

ATHENS 2027 EUROPEAN COMPANY SPORT GAMES
June 16 - 20

More than an event.
A destination!
Culture • Sports • Leisure

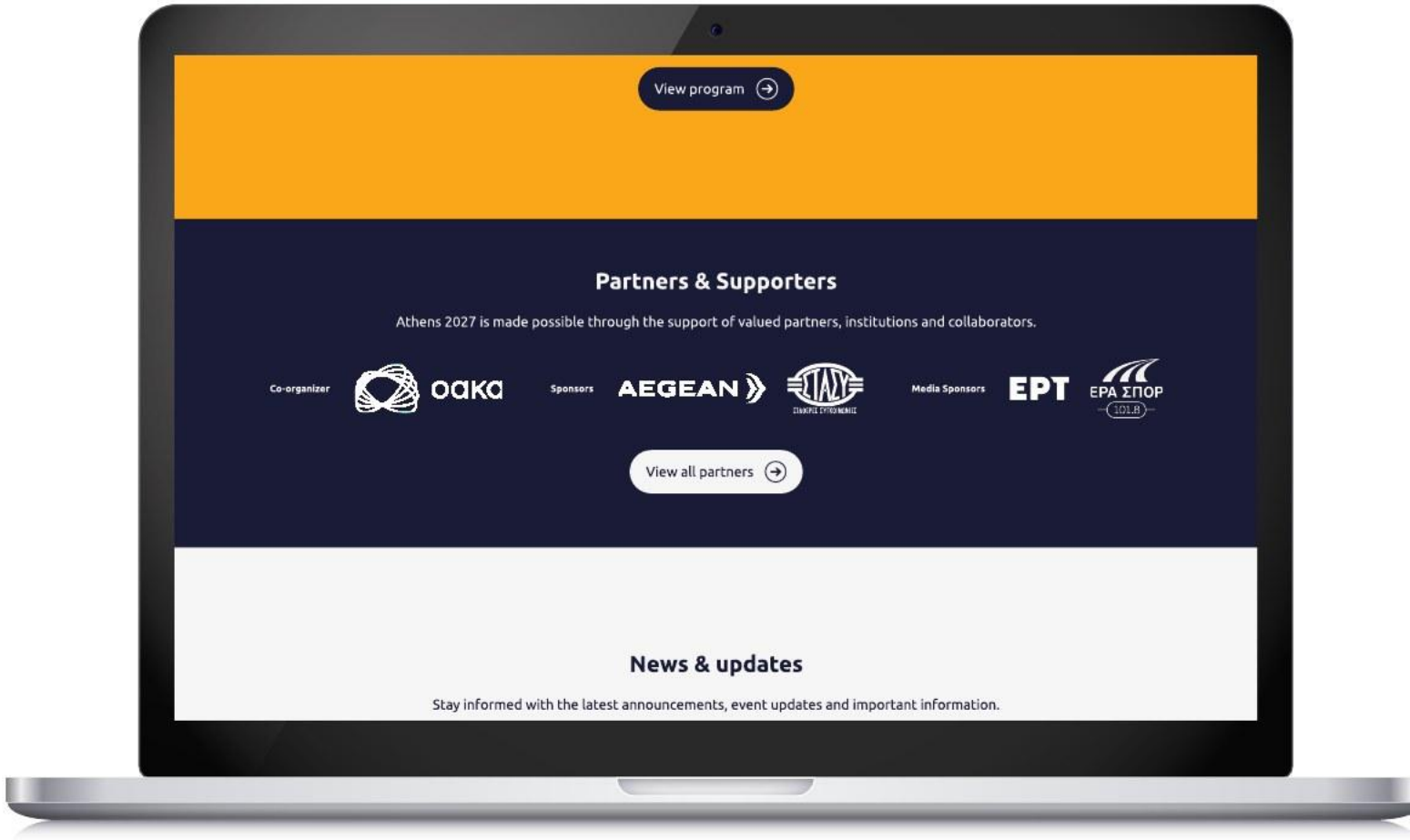
HELLENIC ORGANIZATION FOR COMPANY SPORT & HEALTH

Digital Visibility
Website

The official Games website (4 languages) is the go-to reference for every participant — with repeat visits, from today until after the end of the Games:

✓ Sports
✓ Programme
✓ Registration
✓ Accommodation
✓ Venues
✓ Transport

Every visit is a new exposure for your brand. Your logo is displayed with a steady, lasting presence — again and again.



ATHENS 2027 EUROPEAN COMPANY SPORT GAMES
June 16 - 20

More than an event.
A destination!
Culture • Sports • Leisure

HELLENIC ORGANIZATION FOR COMPANY SPORT & HEALTH

Digital Visibility
Web Application

Every athlete’s personal guide throughout the Games:

✓ Schedules
✓ Live results
✓ Notifications
✓ Venue navigation

Daily use = repeated exposure of your brand to the target audience.

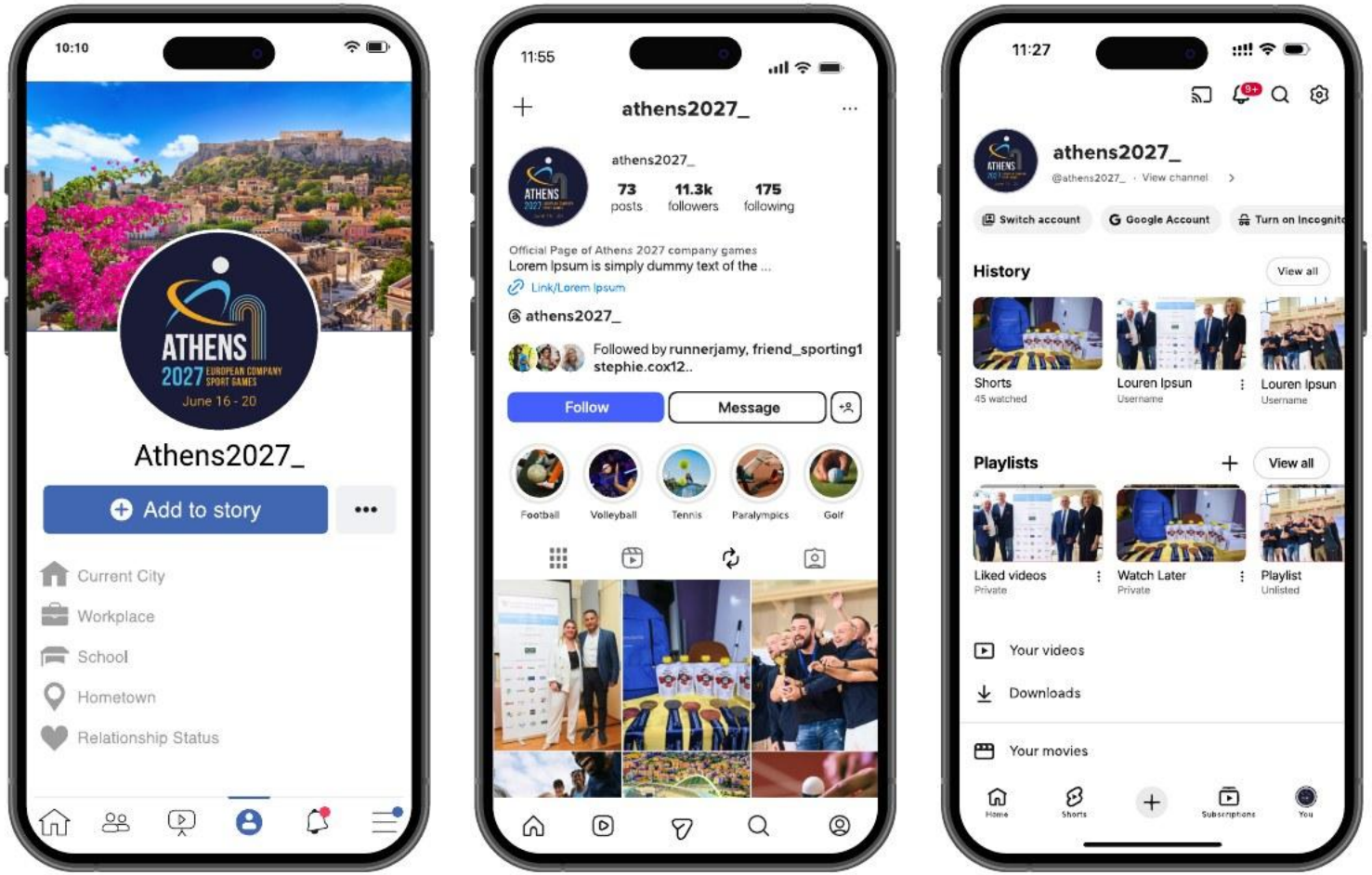


More than an event.
A destination!
Culture • Sports • Leisure

HELLENIC ORGANIZATION FOR COMPANY SPORT & HEALTH

Social Media

Visibility through the official channels of Athens 2027, HOCSH and EFCS — with targeted content before, during and after the Games. Pan-European reach, organic and sponsored.



ATHENS 2027 EUROPEAN COMPANY SPORT GAMES
June 16 - 20

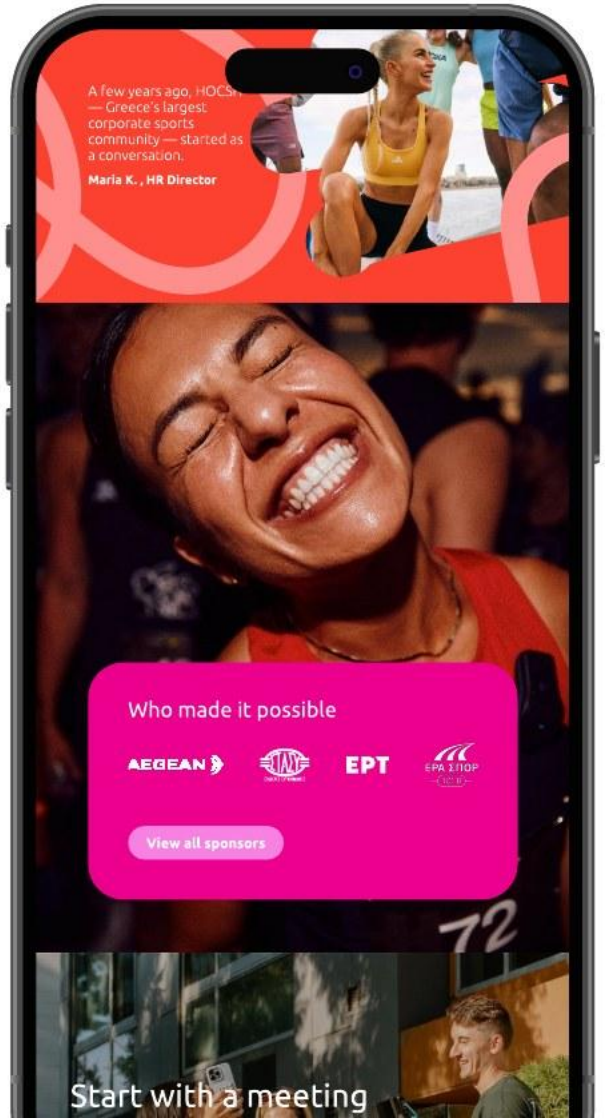
More than an event.
A destination!
Culture • Sports • Leisure

HELLENIC ORGANIZATION FOR COMPANY SPORT & HEALTH

Newsletter Campaigns

Targeted mailings to **60,000+ recipients** — registered participants, companies and interested parties. The campaign starts on **1 September 2026** — **9 months** of continuous presence for your brand, right up to the Games.





ATHENS 2027 EUROPEAN COMPANY SPORT GAMES
June 16 - 20

More than an event.
A destination!
Culture • Sports • Leisure

HELLENIC ORGANIZATION FOR COMPANY SPORT & HEALTH

The Official Publication of the Games

The official Games Bulletin is a print & digital publication that reaches the network of companies, federations and company-sport bodies across Europe — a trusted, professional environment for visibility.

What it offers the sponsor:
✓ Advertorial / featured brand listing
✓ Logo & sponsorship credit
✓ Distribution to companies, federations & the EFCS network
✓ Double reach — print and digital

The ideal channel for your B2B message — in front of decision-makers, in a prestigious setting.



ATHENS 2027 EUROPEAN COMPANY SPORT GAMES
June 16 - 20

More than an event.
A destination!
Culture • Sports • Leisure

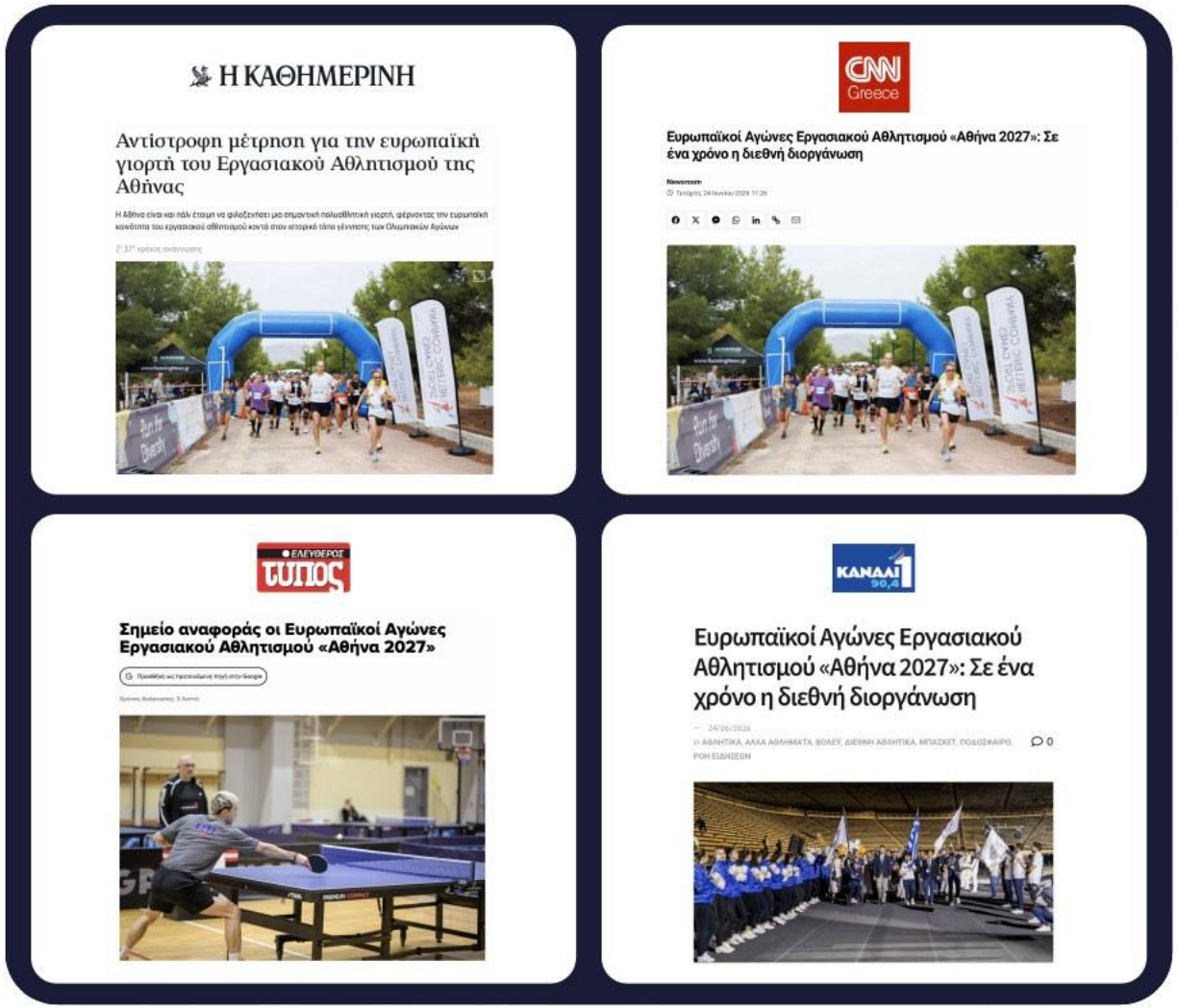
ΕΛΛΗΝΙΚΟΣ ΟΡΓΑΝΙΣΜΟΣ
ΕΡΓΑΣΙΑΚΗΣ ΑΘΛΗΣΗΣ & ΥΓΕΙΑΣ

On-site Visibility at the Venues during the Games

A physical presence for your brand at the heart of the event: at the sports venues, the ceremonies and the high-traffic points, in front of thousands of athletes, companions and visitors — 5 days, at Olympic venues.

- Banners & signage
- Branding at competition areas
- Ceremony presence
- Accreditation & info points





Media & Public Relations

✓ **Radio**
Mentions of the Games on our partner radio stations

✓ **Television**
TV spots promoting the event

✓ **Press releases**
Mentions of your brand in the official communications to the media

✓ **Press conference**
Participation in the official press conference ahead of the Games

ATHENS 2027 EUROPEAN COMPANY SPORT GAMES
June 16 - 20

More than an event.
A destination!
Culture • Sports • Leisure

HELLENIC ORGANIZATION FOR COMPANY SPORT & HEALTH

Become a Sponsor of the Games Athens ECSG 2027

Four levels of partnership, so that every company can find the place that fits its goals and budget.
The higher the package, the greater and more exclusive your visibility across the Games' entire ecosystem of channels.

Platinum

30.000 €

Exclusive top presence per product category, with the most prominent spot on the Homepage & the advertorial.

Gold

20.000 €

Premium multi-channel visibility
Exclusive top presence per product category

Silver

10.000 €

Strong multi-channel visibility

Bronze

5.000 €

Official participation & recognition

ATHENS 2027 EUROPEAN COMPANY SPORT GAMES
June 16 - 20

More than an event.
A destination!
Culture • Sports • Leisure

HELLENIC ORGANIZATION FOR COMPANY SPORT & HEALTH

What Each Package Includes

A detailed comparison of the benefits of each sponsorship level, across all of the Games' visibility channels.

	Platinum	Gold	Silver	Bronze
	30.000 €	20.000 €	10.000 €	5.000 €
Website & Web App	Homepage (prominent) + main banner/ carousel + dedicated sponsor page + premium spot in the app	Homepage + app	Sponsors page + app	Sponsors page + app
Social Media (Athens 2027 HOCSH EFCS)	Sticky + solo · 3 channels	Solo · 3 channels	2 channels	1 channel
Newsletter & Media	Premium banner + Bulletin (advertorial) + TV/radio + advertorials + press releases	Banner + mentions + press releases	Mention + press releases	Press releases
On-site visibility	Ceremony backdrop + booth + prominent signage	Prominent signage	Signage	Signage
Press conference	Speech on the panel + branding	Roll-up + branding	Branding	Branding
Industry exclusivity	✓	✓	—	—
Free athlete entries	30 athletes	20 athletes	10 athletes	5 athletes
HOCSH Active Membership *	✓	✓	✓	✓

* HOCSH Active Members: special entry fees for the National Company Sport Games and access to the Organisation's activities, championships, workshops and events in Greece & abroad.

ATHENS 2027 EUROPEAN COMPANY SPORT GAMES
June 16 - 20

More than an event.
A destination!
Culture • Sports • Leisure

HELLENIC ORGANIZATION FOR COMPANY SPORT & HEALTH

Become an Official Supplier of Athens 2027

Support the Games by offering your products or services — and gain visibility across the whole ecosystem of channels, as the exclusive supplier in your category.

✓ **Category exclusivity**
— one Official Supplier per category

✓ **Recognition across channels**
— website, social, newsletters, Bulletin & visibility at the venues

✓ **Flexibility**
— the partnership is shaped by mutual agreement, depending on the category

Possible product or service categories:
Transport / Mobility | Fuel Partner
Telecoms | Laptops - Printers - Tablets | Photography & Videography | Live Streaming | LED Screens | Printing | Ice cream
Coffee | Beer (for ceremonies or social events) | Wine / Soft drinks | VIP gifts | Medal Ceremony Sponsor | Official App Sponsor | Payments (Visa, Mastercard, Viva) | Bank | Sunscreen & Cosmetics | Medical supplies | Laundry for athletes' / volunteers' clothing | Electrical equipment | Ceremony flowers – Decoration
Sports equipment & gear | Accommodation | Meals / CATERING | Water Bars / Bananas / Athlete snacks | Insurance cover | Athletes' Welcome Kit (water bottle, T-shirt, backpack, caps) | Accreditation – Lanyards

ATHENS 2027 EUROPEAN COMPANY SPORT GAMES June 16 - 20

More than an event.
A destination!
Culture • Sports • Leisure

ΕΛΛΗΝΙΚΟΣ ΟΡΓΑΝΙΣΜΟΣ ΕΡΓΑΣΙΑΚΗΣ ΑΘΛΗΣΗΣ & ΥΓΕΙΑΣ

With the Support of Key Institutions

The momentum of Athens 2027 is already building. Leading brands and institutions have placed their trust in the event and stand by our side. Become the next name on this growing list.

Co-organiser

Sponsors

Supporters

Media Sponsors

Partners

Under the auspices of

Long-standing Supporters

With the aid and support of the Ministry of Health

ATHENS 2027 EUROPEAN COMPANY SPORT GAMES
June 16 - 20

More than an event.
A destination!
Culture • Sports • Leisure

HELLENIC ORGANIZATION FOR COMPANY SPORT & HEALTH

Companies, Institutions and Organisations Taking Part in Our Activities over the Years




HELLENIC ORGANIZATION
FOR COMPANY SPORT & HEALTH
ATHENS
2027 EUROPEAN COMPANY SPORT GAMES
June 16 - 20
More than
an event.
A destination!
Culture • Sports • Leisure
Become a Sponsor
of the Games
Athens ECSG 2027
Let’s design together the visibility package
that fits your company’s goals.
Thank You!
Contact
secretariat@hocsh.org | 212 000 2527 | www.athens2027.org