Sponsors in BasketballZone

What is it?

One type of advertising in BasketballZone manager is becoming a sponsor. **Sponsors** are not only advertising themselves but also are an important part of the game: they fund leagues and clubs, therefore players take it not as a tiresome advertisement but as an important element of the game.

All sponsors' links in the game lead to sponsor's page, where all the **information about the particular sponsor** is given. The example of sponsor's page is given in *Fig. 1* Sponsor's page contains the following information about him: link to sponsor's webpage, specialization (type of activity), sponsor's information in the game and a short description.

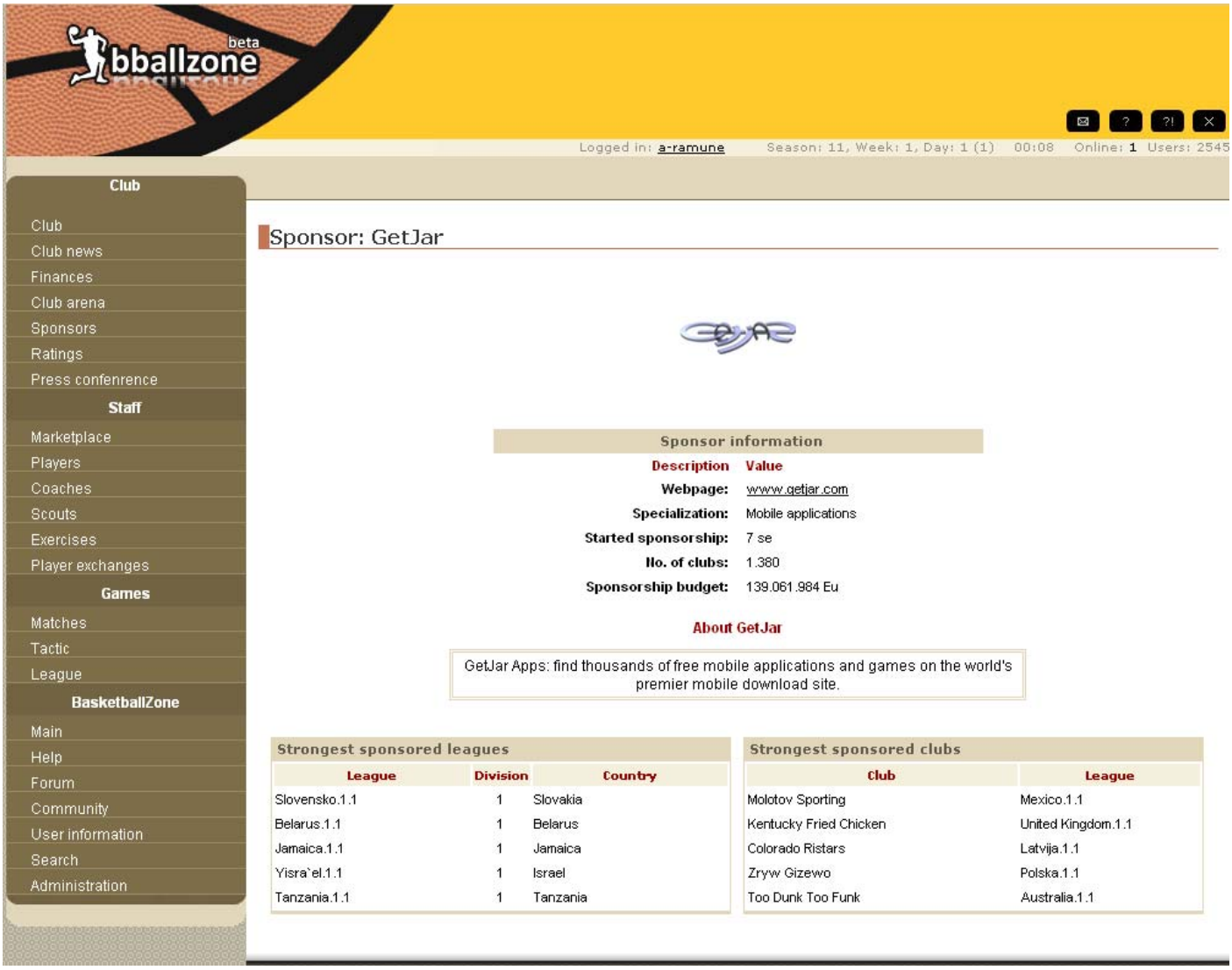

Fig. 1 Information about the sponsor

League‘s sponsor is presented in the title page of the league (*Fig. 2*) He funds all the clubs that play in the particular league.

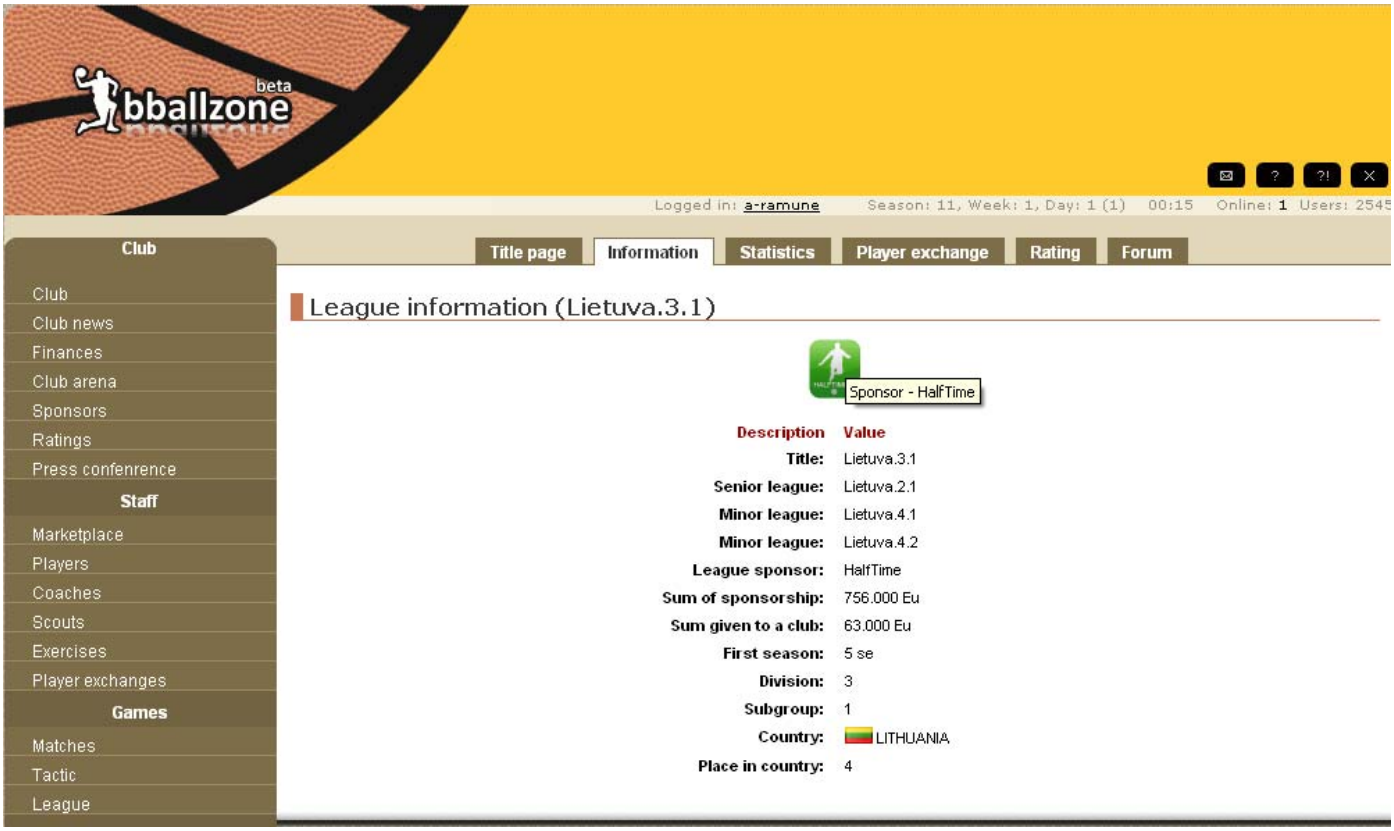

Fig. 2 League‘s sponsor

Each club signs contracts with **sponsors** (*Fig. 3*), who give money for buying players and other expenses. Each club has two big-share, two small-share and one league sponsor. Big-share sponsors are displayed in every page, related with the club (club’s description, schedule, etc.) It is a great and modern way to advertise because users choose club’s sponsors themselves, i.e. the advertisements that they want to see. In addition, every user becomes a channel for further advertising by introducing a link to sponsor’s description page for other BasketballZone users.

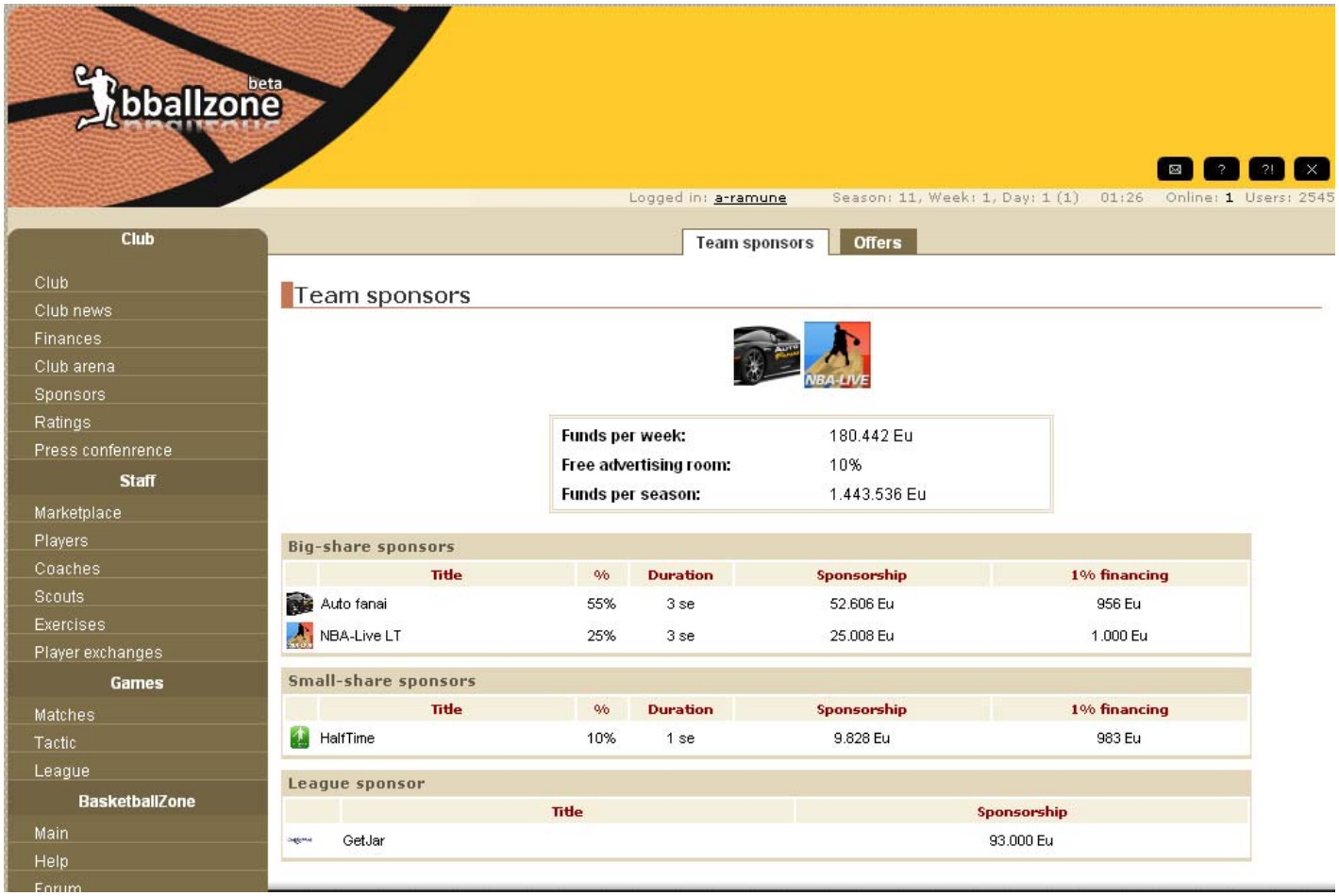

Fig. 3 Club's sponsors

What is your benefit?

- Users constantly see your logo and easily recognize it elsewhere;
- Sponsors are important part of the game, therefore they are taken positively by the users (some users even integrate sponsors' logos in the team clothing);
- This way of advertising enables to avoid internet advertisements' filters and effectively reaches the user;
- Users are inclined to familiarize with their clubs' sponsors;
- Your page's image gets better in search engines (SEO);
- Sponsors stay in the game for unlimited period of time (even after the end of advertising contract, we will try to make sure that each sponsor has at least one sponsored club).

Future plans

- More statistics about the sponsor inside the game (how often it is visited, list of sponsored clubs, etc.);
- Monthly reports with sponsor‘s statistics;
- Advertisements in various places of the game (short description), for example, around the box of LIVE match.

What information you have to provide?

- Name of the company;
- Company‘s logo (100x100 px);
- Address of the webpage;
- Is the company international (if yes, all information has to be provided in english);
- Specialization (what sphere the company is working at);
- Short description (few words or company’s slogan. It will be displayed in various pages of the game as text advertisement);
- Company’s description (few sentences with information about the company);
- Contact e-mail.

Contact information

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