

SPONSORSHIP OPPORTUNITIES 2016





ABOUT CHECKMATE TV SHOW

CHECKMATE TV SHOW is for

the uninitiated it is an introduction to a fascinating world. For the experienced player it is an opportunity to learn more.

This format is for a repeatable 6x30 minute show inspired by the hit BBC program Master Game from the 1980's.

The series is built around world class players and their matches as they progress through a specially staged tournament.

We capture not just the player's thoughts, but his/her emotions.

Anna Richardson with expert commentary by Grandmaster Simon Williams, and top players competing from all over the world. Legendary English Grandmaster Nigel Short, the Russian chess Queen Alexandra Kosteniuk, celebrity's sisters Muxychuk from the Ukraine, Norwegian prodigy Aryan Tari only 16 years old plus Grandmasters from Australia, Israel, Sweden, Germany and Hungary, a truly international affair.







CHECKMATE TV SHOW SEASON II runs over 9 days:

Monday 13 June – Wednesday 22 June 2016

Famous for its Chess venues, **Crowne Plaza Gatwick** is an upscale airport hotel just 3.7
miles from Gatwick Airport, 6 miles from the
National Trust's Nymans gardens, and 9
miles from the 16th-century manor house,
Wakehurst Place.

Crowne Plaza is a chain of full service, upscale hotels catering to business travelers and to the meetings and conventions market.

It forms part of the InterContinental Hotels Group family of brands, which include InterContinental Hotels & Resorts and Holiday Inn Hotels & Resorts, and operatin 52 countries with more than 400 hotel usually located in city centers, resorts, or near major airports.



- 60% men 40% women
- Age from 6 to 80+ years old
- International recognised sport
- Over 605 million chess players worldwide
- Has a large interest online
- Interface we use chess.com has over 14 million members
- Our chess Queen Alexandra Kosteniuk has over 321K followers on Twitter
- 90% smartphone users









OUR MARKETING OFFER



- Online Presence
 - Driven Traffic from the interface *chess.com* of up to **14M**
- Social media Presence Facebook, Twitter and upcoming YouTube Channel
- Book Have your logo on the Book Cover
- **DVDs & TV Show DVD** Have your logo on TV Show DVDs and instructive DVDs
- **CHECKMATE TV SHOW APP** Have your logo on the Checkmate APP





















checkmatetvshow.com



facebook.com/checkmateshow



twitter.com/checkmatetvshow



SPONSORSHIP GIVES YOU

- Our social media network
- Celebrity Endorsement spoken, visual
- Venue branding opportunity
- Logo displayed on the Show Credits and Website
- Logo displayed on the Tournament stage
- Signed book by players and TV stars
- Logo inclusion on the Book, DVDs and the APP
- Client hospitality
- Behind the scene Interviews logo Insertion

YOU CAN SPONSOR

- First price Trophy Checkmate II
- Trophies and medals
- Brochures
- Price Fund Target £40,000
- Closing Ceremony

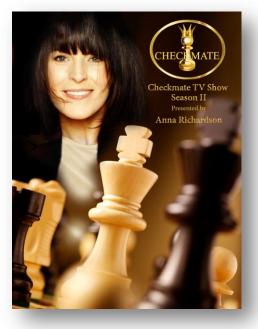
OUR DISTRIBUTOR



Optimum is an independent television company specialising in global distribution and production of quality programming. The road map of their growth has been founded on a close association with some of the finest production talents and leading broadcasters from around the world.

Optimum currently reach out to nearly 100 markets around the world with their diversified catalogue. Their slate of programmes reflects a great diversity of genres as well as origins. It includes TV programmes from major producers in the U.S, Europe as well as Asia. A blend of fascinating stories, high production values and innovative ideas, makes our shows appealing to a wider global audience.











FROM OUR PAST SPONSOR'S FEEDBACK



Klien Hayes Ltd

'When I first heard about the project and after consideration I decide to sponsor in something new and not football or cricket. I was happy to be part of this show. I saw The Master game when I was kid and I liked the idea of bringing it back. Also helping my own company by having my logo on the website and on the TV show worldwide will help my business grow. Well done GMs I can't wait to see the final product.'

Nether Designs Ltd

'I like chess myself and the idea of having in on TV was great and I was happy to be part of this and to sponsor some of the prizes. It was something new for me and I can't wait to see the show.'

Chess.co.uk

'As a chess supplier it will help me to sell my stock worldwide, having my company logo on the DVDs, Books, Checkmate APP and mentioned on TV.'

Victory Garage Ltd

'I am very proud to be part of it and already helping my business to get clients through the Checkmate website and Facebook, Thank you Checkmate! Michael Sultana.'

Open Study College

'Being part of Checkmate show helps to highlight to the world what we do and introduce more people in long distance study.'













WHAT ARE YOU WAITING FOR?

GET IN TOUCH!

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