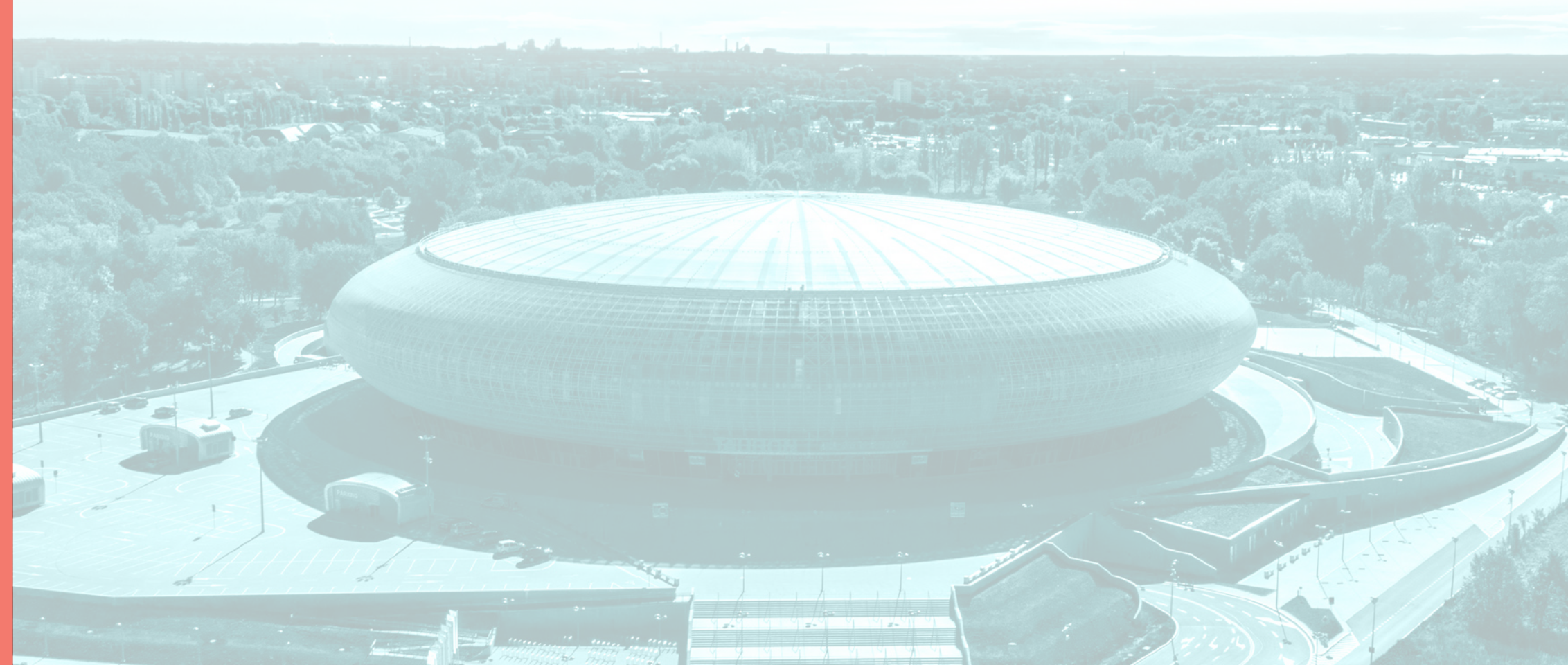




ARENA IN KRAKOW



COMPETITION FOR THE NAMING RIGHTS SPONSOR OF THE ARENA IN KRAKOW





Invitation

5

Agencja Rozwoju Miasta S.A. invites to participate in the competition for the naming rights sponsor of the largest and most modern sports and entertainment arena in Poland.

Our goal is to acquire a reliable image and business Partner, with whom we will be able to cooperate in order to maintain our leading position in Poland. Our ambition is to strengthen the arena's position in Europe and worldwide.

Sponsoring activities show business in a different role than it is usually perceived. Through naming rights sponsorship of the country's largest sports and entertainment facility, a company has the opportunity to reach a very wide and diverse group of recipients with its offer.

Emotions are the key modern brands use to create positive associations with the audience and to build a credible company image in their eyes. The ideal place to achieve such a goal is the Arena in Krakow, which holds concerts of the world's largest stars, international sports events and spectacular shows. Many of those are held only in Krakow.

Sports fans, music fans, families with children, they all want to experience unforgettable emotions, and the Arena in Krakow is a place where this is possible every day!

ARENA IN KRAKOW – THE BEST CHOICE!

POLAND'S LARGEST ARENA!

TAURON Arena Krakow is a cultural, sports and business showcase of Krakow and Małopolska. Since its opening, this impressive edifice has been the place of spectacular shows, concerts, congresses and sports events of the highest global rank.

The Arena in Krakow is the largest and most modern such facility in Poland. It occupies the leading position among the country's indoor sports and entertainment facilities, both in terms of technical capabilities and the number of events organized.

After nearly five years of operation, we have had over 700 events attended by 3 million participants.

The facility holds 22 thousand people and covers a surface of over 96 thousand m². The main arena holds over 15 thousand seats, and its general admission area can hold 9.3 thousand people.

The arena's facade is fitted with a half-kilometer LED screen - the longest and only such screen in Europe. It is used, among others, to promote events and the facility's offer and display contractors' advertising.



A RECIPE FOR SUCCESS? DIVERSITY!

The diversity of events that have so far taken place at the facility is the best proof of the capabilities of TAURON Arena Krakow.

Events are organized in the Main Arena, the Small Hall, conference rooms, the VIP area, the foyer, parking lots and around the facility.



Sports events

The biggest sporting event so far was the European Men's Handball Championship EHF EURO 2016. During 9 days, 19 games were played, watched by 213 thousand spectators. In January 2016, more than 2.2 thousand publications appeared in the press and on the Internet, talking about the arena.

The most predominant discipline in the facility is volleyball. It held the Men's Volleyball World Championship 2014, the CEV European Volleyball Men's Championship LOTTO EUROVOLLEY POLAND 2017, the Nations League, the FIVB Club Men's World Volleyball Championship and the Memorial of Hubert Jerzy Wagner (four times).

Motor sports are extremely popular. The arena was repeatedly a host to the SuperEnduro World Championship and the Freestyle Motocross Diverse Night of the Jumps World Championship.

The list of sports hosted at the arena also includes: hockey (World Championship Division 1A, Hockey League Champions), martial arts (KSW galas, boxing, Traditional Karate World Championships), tennis (Fed Cup), basketball (Gortat Camp), wrestling (Memorial of Władysław Bajorek) and running events (PZU Cracovia Royal Halfmarathon).



Concerts and festivals

The largest audience, reaching 20 thousand people attended the concerts of Paul McCartney, Metallica and Aerosmith.

The arena also hosted: Roger Waters, Elton John, Rod Stewart, Ennio Morricone, Sting, Hans Zimmer, Justin Bieber, Bruno Mars, Enrique Iglesias, Mariah Carey, Robbie Williams, Bryan Adams, Lenny Kravitz, Zaz and the following bands: Black Sabbath, Iron Maiden, Depeche Mode, Pearl Jam, Deep Purple, System Of A Down, Linkin Park, Queen with Adam Lambert, Green Day, Nightwish, Maroon 5 and many more.

The calendar also includes periodically organized festivals - the Film Music Festival and the Impact Festival.

Among the concerts of Polish artists, Dawid Podsiadło's performance was the record breaker, with over 17 thousand fans attending. The arena also hosted: Hey, Dżem, Krzysztof Zalewski, Beata i Bajm, Budka Suflera, Perfect, Taconafide, Sylwia Grzeszczak and Golec uOrkiestra.



Religious events

The major religious event in the arena was the World Youth Day in 2016, which culminated with Pope Francis meeting volunteers.

During the six days of WYD in the arena, the Mercy Centre operated for English-speaking pilgrims, prepared by the Knights of Columbus. Meanwhile, the arena was visited by over 75 thousand people.

Nearly 2 thousand items appeared in the media at that time, containing information about the arena, whose advertising equivalent amounted to PLN 4.9 million. During the operation of the Mercy Centre, the website at www.tauronarenakrakow.pl had over 27 thousand page views, and nearly 168 thousand throughout July.

Since the WYD, the calendar of events frequently includes religious concerts, retreats for the youth, religious congresses and meetings with authors of religious books.



Conferences, congresses, fairs

In June 2014, just after the arena was launched, it held an international congress of the Musketeers Group (InterMarche), which was attended by over 2,7 thousand independent traders. The largest corporate event so far was the Lyconet Elite Seminar, attended by 40 thousand people. The Congress "Life without Limits 2", with the participation of the well-known speaker Nick Vujicic, gathered more than 10 thousand participants.

The following companies had organized events at the arena: Shell, Motorola, Coca Cola, Diagnostyka, Rossmann, Alior Bank, BMW and many more. The hall regularly hosts conferences, trade fairs and numerous training courses, lectures and meetings with authors.



Spectacles, projections, ice show

The Cirque du Soleil and Disney on Ice performances, which are hosted at the arena every year, are very popular. The list of events also includes dance shows, musicals, film screenings with live music and cabaret marathons.



E-sport games

E-sport has become a serious competition for traditional sports. This is evidenced by such events as PGL CS: GO Major Krakow 2017. During three days, 32 thousand people sat in the stands of the arena, and over 740 thousand watched the games online. The prize pool was one million dollars.

The arena also hosted the League of Legends players during the EU LCS Summer Split Finals 2016 and participants of the Polish School Championships and the Polish Cup in e-sport - Super Game.



Outdoor events

The grounds around the arena is a perfect place for organizing events; this can be testified, e.g. by the participants of Verva Street Racing, attended by 25 thousand people. The following are also organized next to the hall: The Spring Traveler Picnics, outdoor film screenings, regular meetings of fans of classic cars and the TAURON Arena Krakow Birthday.

2019 - a year of returns and new events

2019 is yet another year when the Arena in Krakow will be visited by the stars of the world music scene. Long-awaited stars will perform for the first time in Poland, e.g.: Shawn Mendes and Ariana Grande. We will also hear Diana Krall and the following bands: Kiss, Jamiroquai, Muse, Tool, Alice in Chains, Slipknot and Within Temptation, who will perform during the two-day Mystic Festival along with 26 other bands.

The arena will once again host the following: Elton John, Enrique Iglesias, Rod Stewart, Mark Knopfler, André Rieu, Michael Bublé, David Garrett, Maroon 5 and Sabaton. There will also be the Film Music Festival as well as Cirque du Soleil and Wandering with the Dinosaurs.

The list of sports events includes: The Memorial of Hubert Jerzy Wagner - PZU Cracovia Royal Halfmarathon and, for the first time in the hall's history, the Cavaliada Tour equestrian event, the only indoor equestrian cycle in Poland authorized by the International Equestrian Federation (FEI).

THE BEST IN POLAND

Comparing the Arena in Krakow with similar objects in the country (Ergo Arena, Atlas Arena, Spodek or Arena Gliwice), we can boast about the largest number of events. In 2018, TAURON Arena Krakow hosted 165 events; the arenas in Gdansk and Katowice had a little over 100; in Lodz nearly 100; and in Gliwice about 60.

The number of events organized in the building translates into the number of publications containing the facility's name in the media. According to the Institute of Media Monitoring, in 2018, the press, Internet, radio and television released over 21 thousand publications (approximately 60 per day). The amount of their advertising equivalent is over PLN 64 million.



A UNIQUE FACILITY IN A UNIQUE CITY

TAURON Arena Krakow stands out not only with its size and technical capabilities but also with its location.

The hall was built in the most recognizable Polish city - Krakow. The former capital of the country and the seat of Polish kings impresses with its historical and cultural accomplishments. This was appreciated by the UNESCO World Heritage Committee, which entered the Old Town, Wawel, Kazimierz and Stradom into the first list of world heritage.

For centuries, the city was famous for its openness and multiculturalism. It is here that Stanislaw Wyspianski, Jan Matejko and Jacek Malczewski were involved in their creative work. This city was connected with St. John Paul II, Nobel Prize winners: Wislawa Szymborska and Czeslaw Milosz as well as outstanding filmmakers, such as Andrzej Wajda and Roman Polanski.

Krakow is also the birthplace of Polish sports - it is here that the Polish Olympic Committee and the first Polish sports clubs were established.

Krakow is one of the most popular destinations for tourists from around the world. The capital of Malopolska attracts millions of visitors each year - in 2018 there were 13.5 million of them. The city is a thriving academic and business center.

Numerous monuments, cultural institutions, sports facilities, extensive accommodation and catering facilities, as well as the ability to easily and quickly reach Krakow by car, rail or plane - all these make guests willing to visit the city.

The goal of building the arena was to strengthen Krakow's competitiveness and position as the center of major nationwide and international events, and it has been achieved. The city's potential and possibilities have expanded. Krakow is the perfect place to organize all kinds of cultural and sports events, conferences and congresses.

Nowadays, it is difficult to imagine the city without TAURON Arena Krakow, just as it would be difficult to achieve success in such a short time in any other city.

The ever-increasing number of events at the arena and of people attending them has a huge impact on the increase in revenues of companies and institutions operating in Krakow, particularly from the hotel and catering sector. This is evidenced by the results of research carried out by BBS Obserwator. According to them, the arena's economic impact on Krakow's economy, since its establishment, amounted to PLN 292 million.

Over 90% of participants in the arena's events, who are guests from outside of Krakow, evaluate staying in the facility and in the city either well or very well. This means that they will share this opinion with their relatives and friends. 1/3 of visitors stay in Krakow for more than one day and enjoy the hotel, catering and cultural offer of the city during this time.



ARM S.A. - STABLE AND RELIABLE PARTNER

Pursuing the goals set by the naming rights sponsor of the largest sports and entertainment arena in Poland is only possible thanks to cooperation with a reliable partner who guarantees development. Agencja Rozwoju Miasta S.A. is owned by the Municipality of Krakow, which guarantees its stability.

The company has been managing the TAURON Arena Krakow since 2014; prior to that, it was responsible for the hall's construction. The portfolio of ARM S.A. includes such investments as the reconstruction of the Rondo Mogilskie and Rondo Grzegorzeckie, as well as the construction of the tunnel for the Krakow Fast Streetcar line.

Cooperation with ARM S.A. means cooperation with an experienced team of people specializing in managing the most modern sports and entertainment facility and securing the largest shows and events in the country.

Since 2015, ARM S.A. has been covering the facility's operating costs with revenues, showing the operating profit and positive EBITDA.

COOPERATION WITH THE BEST

ARM S.A. cooperates with nearly 80 global and Polish event organizers. These include: Live Nation, Alter Art, Prestige MJM, Knock Out Productions, Metal Mind Productions, Barracuda Music, DM Agency, SportUp, federations, sports unions, e.g. Polish Volleyball Federation, Poland Handball Association and church organizations.

The Arena in Krakow is the first venue of choice among sport and entertainment halls for the largest event promoters in the world and in Poland.

ARM S.A. constantly cooperates with municipal and regional institutions as well as individuals and companies in organizing events addressed to the local community. Thanks to the involvement of the Municipality of Krakow in cooperation with sports federations and associations, our city and arena are the

hosts of the largest sports events whose organization has been entrusted to Poland. This includes e.g., championships in volleyball, handball or hockey.

In 2018, the Management Board of ARM S.A. signed a declaration of will to cooperate, including three Krakow-based facilities operating in the meetings sector: TAURON Arena Krakow, Congress Center ICE Krakow and International Exhibition and Convention Center EXPO Krakow. With this, the organizers of major business, cultural and sports events can take advantage of the city's complementary offer in the area of professional event organization.

As the only facility in Poland, TAURON Arena Krakow is a member of the European Arenas Association, whose aim is to promote the highest standards of customer service for customers using the arenas - both event organizers and their participants. EAA currently brings together 36 arenas from 22 countries.



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“After nearly 5 years and almost 30 joint productions realized, attended by several hundred thousand people, we can say with certainty that TAURON Arena Krakow is a well-managed Polish venue, representing a very high European level, eagerly chosen by artists and promoters alike. A facility that will be very hard to dethrone by any new arena.”

Live Nation Polska

“We have already had several events in TAURON Arena Krakow. During the CEV Men's European Volleyball Championship, it was Arena in Krakow that gathered the most fans. The organization of these championships was very highly rated among fans, which proves the high level of cooperation with TAURON Arena Krakow.”

Ewa Grzegorzcyk, Administrative Director of the CEV Men's European Volleyball Championship Poland 2017

“Our events are largely addressed to young, energetic people, open to various types of technological innovations and social media. TAURON Arena Krakow is the most modern and the largest hall in Poland, so MeetUp in this place is a great combination. We are 100% sure to be back there with another edition of MeetUp.”

Pawel Kowalczyk, Vice-President of the Board at Gethero Sp z o.o.

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WHAT CAN A SPONSOR EXPECT?



1. MATERIAL NAMING RIGHTS

The Arena in Krakow carries with it a plethora of possibilities for brand image exposure. The sponsor's name is displayed simultaneously to thousands of people at various stages of every event. The material rights of the naming rights sponsor are rights to display the sponsor's name, inside and outside the facility.

Apart from combining the company's name with the name of the facility, the sponsor receives the right to co-create the logo that includes his own brand. The new brand has an impact on other elements of Corporate Identity (CI), i.e. visual identification of the facility. As a result of these activities, a new joint brand is created for the facility and the sponsor.



Outdoor exposure

Name above the entrances to the building

This is one of the most important and prestigious areas for the sponsor. Markings placed on the outside facade provide visibility from a maximum distance!



Electronic advertising space outside the facility

Apart from permanent signs, which is an integral part of the facility's identification, the sponsor acquires the right to broadcast materials on a LED screen over half-kilometer wide, fitted around the building's facade. When approaching the surroundings of the Arena in Krakow, one cannot miss the largest LED screen in Europe!



Entrance signs at the parking lot

The naming rights sponsor may acquire the right to label and name zones or parking lot levels as well as individual entrances to the facility. This means that people approaching the building by car can see the sponsor's name immediately.



Marking public transport stops with the name of the facility

Apart from the promotional effect for the sponsor and the facility itself, it is a convenience for visiting fans and spectators. They use stops bearing the name of the arena, appearing at bus shelters, timetables, and read out in public transport vehicles. The sponsor's brand becomes permanently imprinted into the awareness of hundreds of thousands of city residents!



Information boards

The Arena in Krakow provides an opportunity to install the so-called welcomers, i.e. boards that inform guests that they are entering a facility sponsored by a given company.



Directional road signs

The process of associating the brand with the arena already starts on the access roads leading to the facility! Visitors are directed to the destination by a system of sixty signposts and boards spread throughout the city, each of them bearing the brand of the naming rights sponsor. The boards are placed on road signs at the entrances and main junctions - not only in Krakow, but also along the city's access roads.



Indoor exposure

Permanent and electronic surfaces in the television area

Surfaces that are visible in the coverage area of TV cameras and photographers ensure the presence of the sponsor's name in the local, nationwide and global media (in the case of events of international rank).



Scoreboards

They are an ideal place to display all kinds of materials with the facility's name - also during filling and emptying the hall.



Cube

The LED central display scoreboard, suspended directly above the playing field or being the center of the audience's attention while waiting for a concert, is an information and advertising carrier that delivers material to many thousands of recipients.



The Main Arena

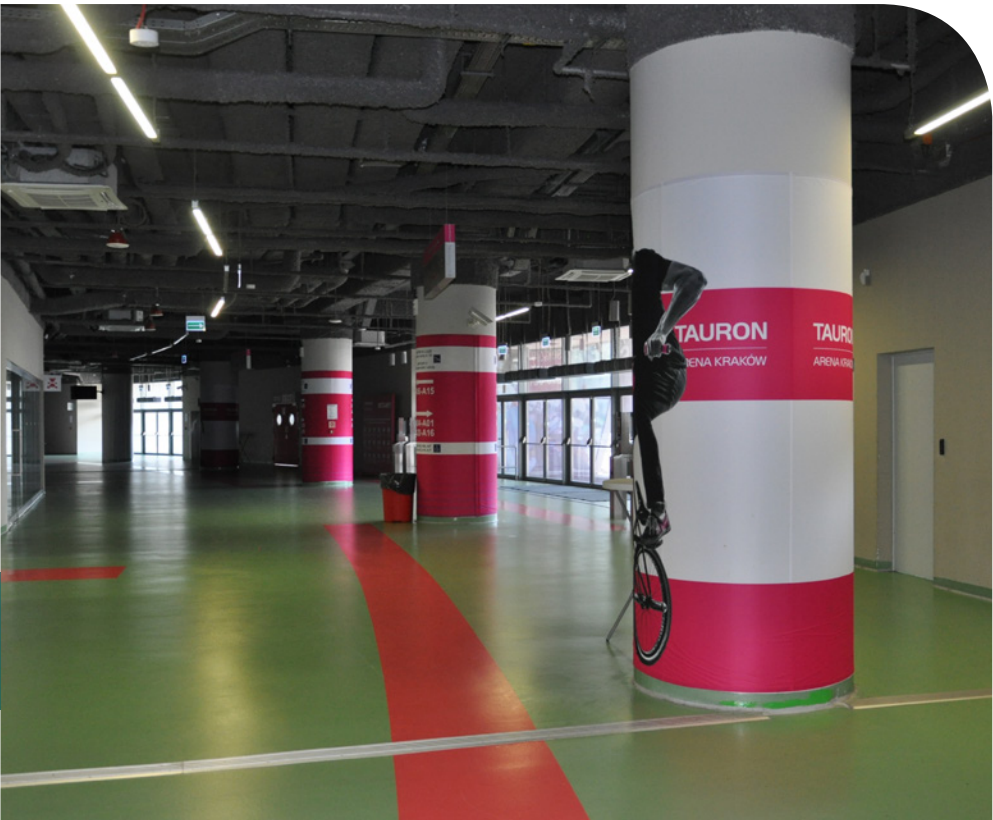
The ring located above the VIP lounges around the Main Arena is a place reserved permanently and exclusively for the naming rights sponsor. The sponsor also has the right to paint over 2 thousand risers in the vertical part of the stairs with a color corresponding to his logotype and to change the color scheme of over 2,5 thousand light sources in the stands.

The inside of the Main Arena filled with the audience creates a unique opportunity for sponsorship!

Areas available in the audience area

Adjusting the finishing and interior design to the sponsor's requirements

The arena's sponsor acquires the right to label permanent and electronic advertising spaces. The foyer has 105 columns on 3 levels, which the naming rights sponsor may use as carriers of his brand. We are open to non-standard branding solutions that fit within the facility's technical capabilities and the organizers' requirements.



Direction signs

Reaching the appropriate seat in the audience is made easier with the help of direction signs, which include the name display.



DS monitors (Digital Signage)

After crossing the gates of the facility, the audience enters the corridors fitted with electronic carriers that perform promotional and information functions. The arena is fitted with 69 monitors spread over 3 foyer levels.



Arena's foyer

The foyer at the VIP level allows for any arrangement of space intended for business meetings that goes beyond the standard offer of VIP lounges.

Audio content on site

The Sponsor's special right is the opportunity to welcome the event participants in the form of audio ads, and to say goodbye to them later.

Promotional materials/self-promotion

Promotional and advertising campaigns of the facility. Continued promotion in sector-specific media (MICE Poland, Think Mice, Event Management Poland, Audience, Showcase, Pollstar).



Marking of promotional materials

The sponsor's name, which is an integral part of the Arena in Krakow's name, appears in all promotional materials, advertising gadgets, tickets and entry cards, as well as: IDs, business cards and employees' outfits.



Initiatives to strengthen the venue's association with positive cultural and sport emotions, activity and a healthy lifestyle. Every year, the arena's birthday is organized - an event promoting movement, sports and fun. In 2018, the Great Ecology Lesson was initiated - a cyclical event with an ecological-educational profile. Sightseeing is also organized at the facility.



In cooperation with municipal and local government institutions of Krakow and Malopolska, mass sports events (half-marathons) and sports training are organized in the arena. There are also municipal programs aimed at children (e.g. Kindergarten Academy, Krakow Youth Academy).

A promotional campaign summarizing the four years of the facility's operation. The spots were broadcast in local and national television, on the Internet (on the most popular information portal in Poland) and on public transport vehicles in Krakow.



2. INTANGIBLE RIGHTS

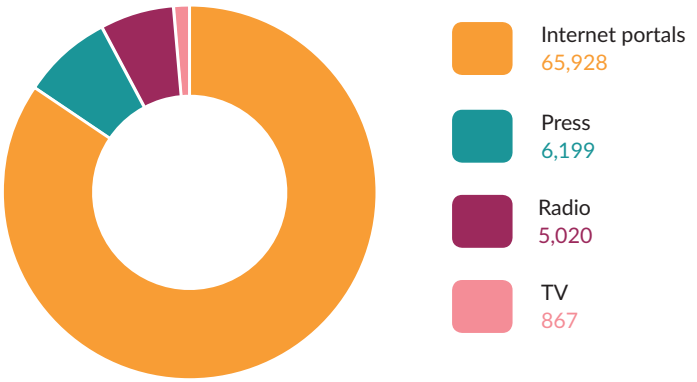
Media presence

According to the Institute of Media Monitoring, the number of publications in the press, radio, television and the Internet in the years 2016-2018 amounted to over 78 thousand. The estimated advertising equivalent of these materials is PLN 250 million.

Moreover, the full name of the facility shall appear in all campaigns organized by the organizers of outdoor events and events taking place in the arena.



Number of publications



Advertising equivalent (in PLN million)



The vast majority of events taking place in the arena are promoted by organizers in major nationwide media. The facility's name appears in all promotional channels:

- RTV (TVN, TVP, Polsat, RMF FM, Radio Zet, Polskie Radio, Eska, RMF MAXXX)
- online information websites (Onet, Interia, WP)
- daily press (newspapers of Agora, Bauer, Polska Press, Gremi media, ZPR Media, with frequent support of the Polish Press Agency)
- lifestyle magazines (Twój Styl, PANI, Viva, Elle, Hiro, Lounge, Aktivist, Zwierciadło)
- opinion-forming weeklies (Wprost, Newsweek, DoRzeczy, Polityka)
- sector-specific magazines and websites (CGM.pl, MTV, Teraz Rock, CD Action, FILMWEB, Demotywatory, FTB.pl)

Local and municipal media are also used - the online platform Magic Krakow, the krakow.pl television and the free magazine Krakow.PL distributed among the city's residents.

Promotion is also carried out in cinemas, music clubs, press salons, ticket stores, streaming services and social media.



Marketing rights

Intangible rights cover all the benefits that a sponsor receives in the form of marketing applications, positioning, brand recognition and media presence.



The constantly updated facility's website (www.tauronarenakrakow.pl) which is viewed by nearly 2 thousand people a day, is also a perfect showcase for the Naming Rights Sponsor. The website is adapted to the sponsor's requirements in terms of names and graphic elements.



We are present in social media, which we also use to build positive associations connecting the sponsor with the Arena in Krakow. We have an active Facebook profile, whose number of fans is constantly increasing and is currently over 50 thousand people.



The arena's Instagram profile is getting more and more followers.

Most sports events include the organization of press conferences. All official communications issued in writing or during conferences organized by the facility's operator include the name or expose the logo of the facility, giving an opportunity to record it in materials created by invited media representatives.



In 2017, a mobile app was launched, which is an element associating the brand with the place. One of the major solutions offered to visitors is an interactive facility plan along with navigation based on the Beacon transmitter network spread around the Main Arena.



Host rights

The prestigious part of the arena is its VIP zone, covering the entire middle level of the audience. Separate corridors, VIP lounges, exquisite catering and dedicated service, allow guests to feel special.

The naming rights sponsor has full use of the VIP lounge located in the place providing the best visibility and acoustic reception. The sponsor's own arrangement of the VIP lounge allows holding meetings in an environment featuring elements of the sponsor's visual identification. Sponsorship law allows the use of lounges both on the day of the event and on weekdays, outside events - for business purposes.



A special kind of right, reserved exclusively for the naming rights sponsor, is permanent access to designated parking spaces located in the VIP car park. The spots are closest to the elevator leading directly to the VIP level.

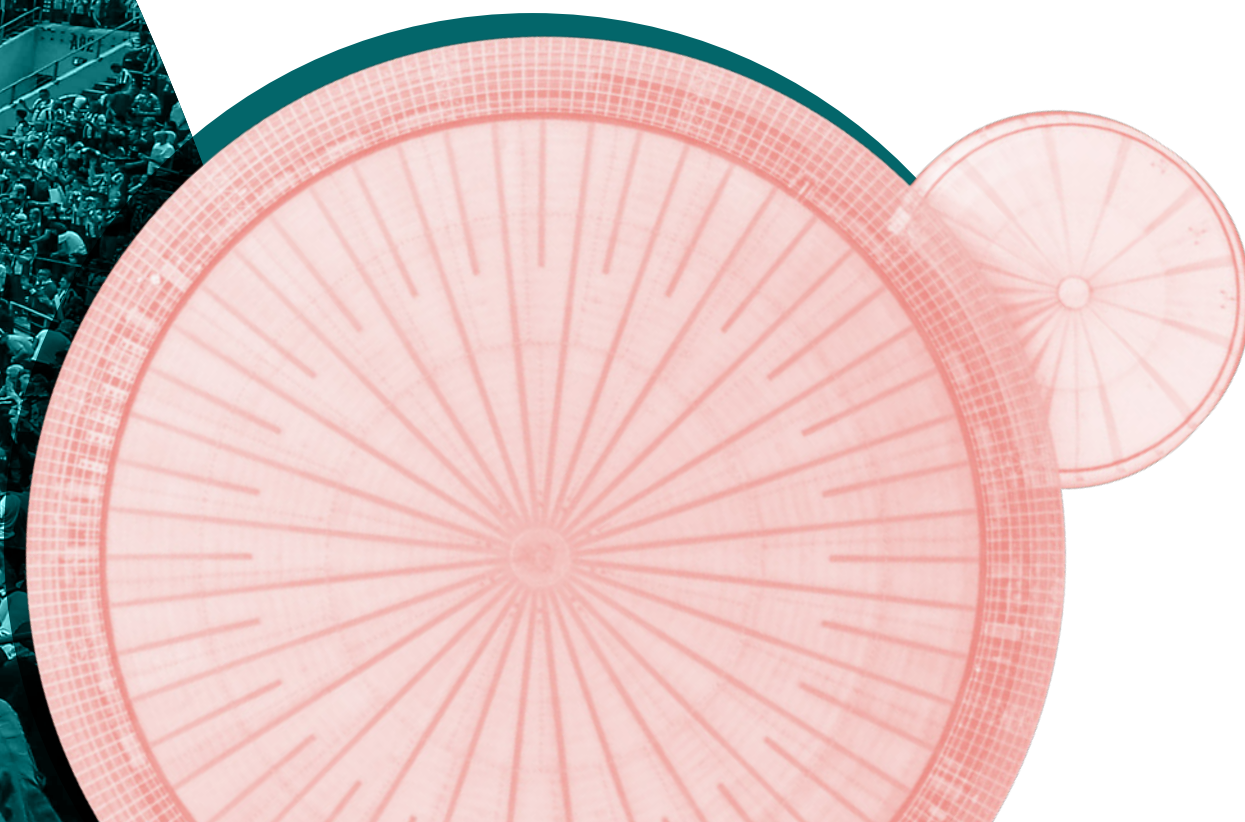


The naming rights sponsor has the opportunity to organize a fixed number of his own events in the arena, such as family, sales or company events. He also gets additional discounts for renting space in the arena, including the small hall and conference rooms.



WE LOOK FORWARD TO OUR COOPERATION!

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