



*IAAF* World Championships  
**DOHA** 2019  
بطولة العالم للألعاب القوى الدوحة





SCHMIDT [ MEDIA ]  
AGENTUR FÜR KOMMUNIKATION

Dear Sir or Madam,

With the support of the German Business Council Qatar I had the pleasure to present our German House Project for Doha during their last meeting.

First of all I would like to introduce me. My name is Holger Schmidt and I am the General Manager of Schmidt Media. We are an internationally engaged agency specialized in communication activities with regard to sport events.

At the 2000 Olympics, Schmidt Media began its partnership with the German Olympic Sports Association in the German House and has also been the exclusive media partner of the German Track & Field Association since the 2001 championships.

Since then, Schmidt Media has used sporting events as a communication platform for our clients and partners.

In 2019, the biggest sporting event will be the Track & Field World Championships in Doha. More than 2000 athletes from almost 200 countries will compete for the medals.

Schmidt Media will organize the German House – the meeting point for athletes, business representatives and media as well as for VIPs!

It would be a great honor for me to inform you with the following newsletter on how you could take advantage of the German House Project for your company.

I look forward to your answer.

Holger Schmidt



SCHMIDT [ MEDIA ]  
AGENTUR FÜR KOMMUNIKATION

# 2019

## IAAF WORLD CHAMPIONSHIPS

The biggest sporting event in 2019...

The World Championships in Athletics!

More than 2000 athletes from almost 200 countries will take part in the event to compete for gold, silver and bronze.

195 TV stations broadcast the spectacle live across the world and reach a half billion people!

This mega event is coming to Doha in 2019!

Once again, the German House will be the meeting point for athletes, business representatives and media as well as for VIPs!

**Become a partner in the German House and use the unique communications platform for your company!**







# THE GERMAN HOUSE

- Event:** 27 September 2019 until 6 October 2019
- Capacity:** approx. 500 guests daily
- Offer:** day and evening program
- Guests:** from sports, business, media and politics
- Financing:** German and Qatari companies
- Communications:** Schmidt Media produces live reports from the German House every day and delivers to TV networks and media companies all over the world exclusively







# AREAS FOR GUESTS AND PARTNERS

- Media area with press conferences, interview zones, live positions, space for talk formats
- First-class hospitality, lounges, stages and entertainment area
- Trade show and counter spaces
- Special themed evenings and meetings for clients





# PARTNER OFFERS

## GOLD

- Dominate incorporation into all advertising including the in-house TV and interview zone
- Sector exclusivity
- Thematic evenings (3)
- Daily guest contingent (50)
- Access to VIP lounge
- Own lounge
- Official gift given to all medal recipients
- Own trade show booth

Costs: EUR 100,000,-

## SILVER

- Incorporation into all advertising including the in-house TV
- Sector exclusivity
- Daily guest contingent (25)
- Own lounge
- Own counter

Costs: EUR 75,000,-

## Bronze

- Incorporation into all advertising
- Sector exclusivity
- Daily guest contingent (10)
- Company brochures displayed

Costs: EUR 50,000,-





SCHMIDT [ MEDIA ]  
AGENTUR FÜR KOMMUNIKATION

# ABOUT SCHMIDT MEDIA

Schmidt Media is an internationally engaged agency that has specialized in communications activities involving sports.

Our headquarters are in Nierstein near Mainz. Our subsidiaries are located in Athens, Beijing, Sochi and Tokyo.

At the 2000 Olympics, Schmidt Media began its partnership with the German Olympic Sports Association in the German House and has also been the exclusive media partner of the German Track & Field Association since the 2001 championships.

Since then, Schmidt Media has used sporting events as a communications platform for its clients and partners.

NIERSTEIN



BERLIN



ATHEN



SOCHI



BEIJING



# SCHMIDT MEDIA

## EVENTS







SCHMIDT [MEDIA]  
AGENTUR FÜR KOMMUNIKATION

# KONTAKT

**Holger Schmidt**  
General Manager

Tel.: +49 6133 5709 30  
[holger.schmidt@schmidt-media.de](mailto:holger.schmidt@schmidt-media.de)

**Imran Khan**  
Managing Partner

Tel.: +49 6133 5709 50  
[Imran.khan@schmidt-media.de](mailto:Imran.khan@schmidt-media.de)

**[WWW.SCHMIDT-MEDIA.DE](http://WWW.SCHMIDT-MEDIA.DE)**

Schmidt Media OHG | Kiliansweg 30 | D-55283 Nierstein | Tel: +49 6133 5709-0