

# A Sponsorship Program

For TV-program World Chess News



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# World Chess News – WCN

World Chess news is a half-hour long TV-show about chess, aired weekly on local channels in Sweden and on the Internet. Since autumn 2007 WCN is also a partner of the expanding Dream TV Systems, which brings the TV-show to the American audience. The Idea behind WCN was to spread chess news all over the world, to show chess players that the effort they put into chess is noticed, and to show non-chess players that chess inspires and engages all kinds of people: chess is so much more than just an ancient board-game. WCN was started as a protest to the negligence of chess by the Swedish media, and it is run by a non-profit organization that survives through private donations.

# Chess – A popular movement

Chess is not only a beautiful and fascinating board-game, chess is a popular movement. FIDE, the World Chess Federation has over 40 million registered competitive chess players. But that is only a small fraction of all the people in the world that know how to play chess, and an even smaller part of those who know what chess is. Surveys from the mid 90's show that almost a third of Sweden's population knows how to play chess, a number that is expected to have grown rapidly since then.

In today's society chess is associated with strategical thinking, intelligence and success. Features that are currently considered fashionable among the wide public. Not to mention that multiple researches have shown that chess has extremely good character-building effects on children. It teaches them strategical planning, that actions have consequences, to create goals and to make up plans in order to achieve those goals, and much more. In the light of these results projects are started in more and more countries around the world to make chess into a school subject, thus spreading the game even more.





# WCN – The TV-program

World Chess News is the first and only TV-show in Sweden about chess. It was started in the spring of 2004, and the first episode was aired on the 2nd of August in 2004. Since then a fresh episode has been aired every week, making it 200 episodes in May 2008.

The lack of interest for the game within the Swedish media resulted in the WCN team creating a TV-show in their own way. Having no knowledge about TV-producing, filming or redactional work, the creators used qualities acquired from playing chess, such as strategical planning, logical thinking and hard work, knowing that if you only apply yourself enough, you can make anything happen. And just a couple of months later they had turned the dream into reality.

The established media claimed that the audience that would be interested in chess was too small, but WCN has proved them wrong. Three and a half years after the first aired episode, over 15.000 people download their productions from the Internet, a day. And that's just from the sources that WCN can measure. The local Swedish channels that WCN is aired on reach over 380.000 Swedish households (these channels do not provide specific viewer numbers), and Dream TV Systems are constantly expanding, spreading WCN all over the world.

The goal is to spread the concept of WCN to every country of the world, making WCN accessible to everyone and anyone.





# The team behind WCN

The WCN team consists of five siblings from Stockholm, Sweden, currently in the ages between 21 and 14. Adriana, Antonia and Amelia Krzymowska (21-17) and Alfred and Albert Krzymowski (16 and 14) created the idea and concept of the show. Seizing the opportunities of their generation; with advanced computers, the Internet and digital cameras, they learned all of the technical and editorial aspects of producing a news show, and have done that ever since (They write the scripts, set the lights, adjust the sound, record the shows, edit the material, air and market WCN). But WCN is in a constant process of evolution, and the team has since the start perfected a lot of details, making the show better and better for every episode. Not even now, with more than 200 produced episodes, the team considers the show "done".

The siblings produce and market the show on their spare time, while managing their academic carriers and competitive chess. Adriana studies law at Stockholm's University, hoping to achieve the Swedish Master of Laws Degree by the end of 2010. Antonia and Amelia are both in upper secondary school, attending Östra Reals Gymnasium with a law-alignment, and the brothers are in compulsory school.





# The profile of WCN

The show has a fresh and young attitude, sometimes even a bit cocky, attracting the attention of crowds that are not usually associated with the "typical chess player". The optimistic attitude that flows through the show is just one small fragment of its unique concept, and was created because of that the WCN team wanted the show to carry a message to people, saying that if you fight and work hard you will succeed.

Almost from the very first episode, prof. Dr. Arne Johansson, president of "Schackets kulturhistoriska sällskap" (*the Cultural-Historical Association of Chess*) has had his own part of WCN, contributing with chess-historical episodes that are widely appreciated.

WCN receives information and material from organizers of chess events from all over the world, making the content current and interesting for an international audience as well. The show was however originally created for the Swedish audience, which is why the spoken language is Swedish, but since the beginning of 2007, English subtitles are put on the versions of WCN that reach international viewers.

Since the start of WCN the spread has been incredible. Not only has this resulted in the show being aired in more media, but it has also resulted in articles about WCN, radio- and newspaper interviews with the WCN team, and loads of Internet publications on the subject of WCN.

Our websites:

[www.worldchessnews.com](http://www.worldchessnews.com)

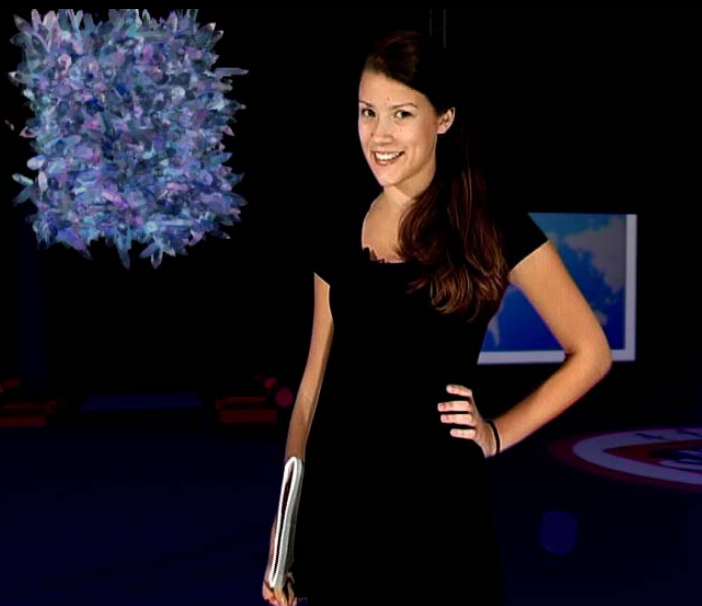
[www.krzymowski.com](http://www.krzymowski.com)





# BENEFITS OF SPONSORING

Join us at World Chess News to give your company higher brand awareness with chess interested people from all over the world. By sponsoring WCN, you can be assured that your brand will be aligned with all of the above mentioned positive qualities from chess, combined with the optimism, youth and energy that characterize WCN. To sponsor WCN is to take a stand against old established systems, to show that no matter how impossible something seems; optimism and creativity, combined with hard work will make it happen.





**\$150,000.00 USD -PLATINUM LEVEL for 1 year – EXCLUSIVE - (1 sponsorship available)**

- The exclusive right to call yourselves head sponsor of World Chess News

### TV

- Exposure of your logotype for 6 seconds before the program starts
- Exposure of your logotype for 6 seconds at the end of the program
- Product placement
- Special mentioning during the program

### Internet

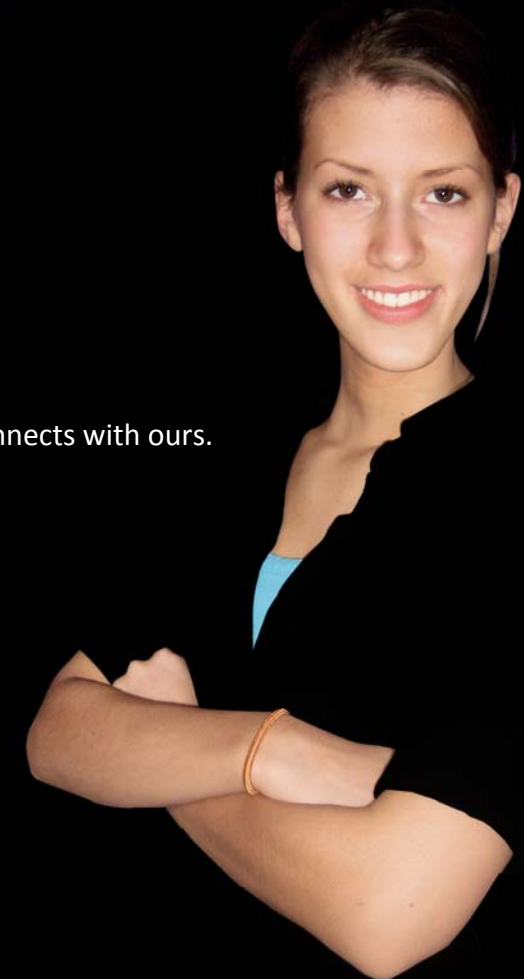
- Advertising films on our homepage
- Advertising banner at the top of the page
- Advertising banner at the bottom of the page
- Logotype on the page
- Published letter on the homepage on why your company supports us, and how your business concept connects with ours.
- Link to your homepage

### On the team

- Decals on our equipment
- Car-decals on our cars
- Prints on the team's clothes
- The using of the company's products

### Extra

- Lectures/ Seminars etcetera for employees
- A subscriptions for WCN-volumes (DVD's containing the four latest episodes of WCN).
- The possibility to have your company's products raffled out to our viewers.
- We offer to create promotional material for you company with chess association





**\$50,000.00 USD -GOLD LEVEL for 6 months –  
(2 sponsorships available)**

#### TV

- Exposure of your logotype for 6 seconds before the program starts
- Exposure of your logotype for 6 seconds at the end of the program
- Product placement

#### Internet

- Advertising films on our homepage
- Logotype on the page
- Published letter on the homepage on why your company supports us, and how your business concept connects with ours.
- Link to your homepage

#### On the team

- Car-decals on our cars
- Prints on the team's clothes
- The using of the company's products

#### Extra

- A subscriptions for WCN-volumes (DVD's containing the four latest episodes of WCN).
- The possibility to have your company's products raffled out to our viewers.







**\$30,000.00 USD -SILVER LEVEL for 6 months –  
(5 sponsorships available)**

**TV**

- Exposure of your logotype for 6 seconds before the program starts or at the end of it

**Internet**

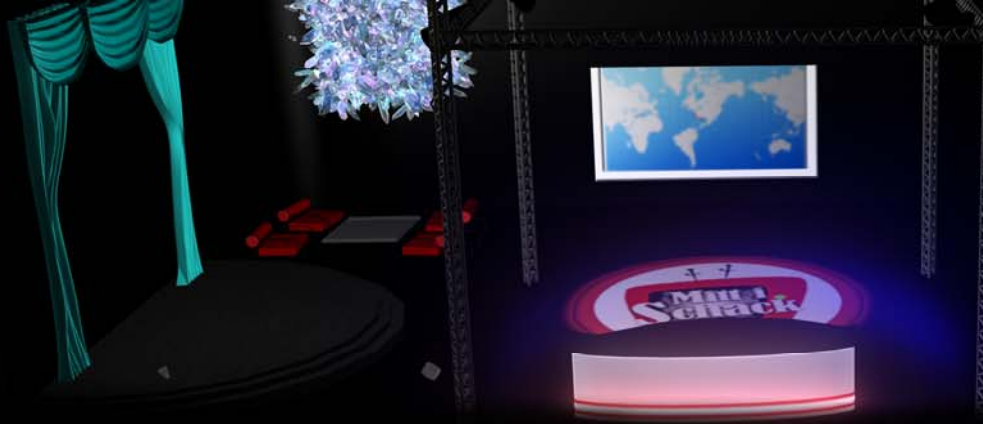
- Advertising films on our homepage
- Logotype on the page
- Published letter on the homepage on why your company supports us, and how your business concept connects with ours.
- Link to your homepage

**On the team**

- Prints on the team's clothes
- The using of the company's products

**Extra**

- A subscriptions for WCN-volumes (DVD's containing the four latest episodes of WCN).
- The possibility to have your company's products raffled out to our viewers.



**\$10,000.00 USD -BRONZE LEVEL for 6 months –**  
*(5 Sponsorships available)*

#### TV

- Special mentioning of company name during the “thanks to”

#### Internet

- Logotype on the page
- Link to your homepage

#### On the team

- Prints on the team’s clothes
- The using of the company’s products

#### Extra

- A subscriptions for WCN-volumes (DVD’s containing the four latest episodes of WCN).
- The possibility to have your company’s products raffled out to our viewers.





\$ 2,000.00 USD -COPPER LEVEL for 1 month –(5 sponsorships available)

#### TV

- Special mentioning of company name during the “thanks to”
- Product placement

#### Internet

- Logotype on the page
- Link to your homepage

#### On the team

- Prints on the team’s clothes
- The using of the company’s products

#### Extra

- A subscriptions for WCN-volumes (DVD’s containing the four latest episodes of WCN).
- The possibility to have your company’s products raffled out to our viewers.

## ADDITIONAL DONATIONS

Additional donations are always welcome, no matter the size, and will be recognized on the homepage.





# Contact us



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