



Royal Zoute Tennis Club Knokke - 9 April 2023

# THE PLACES:

## Knokke-Heist 09.04.2023



Located just a few kilometres from the Belgian-Dutch border, it is one of the most popular seaside resorts on the Belgian coast. Knokke-Le Zoute is often referred to as the most fashionable seaside resort in Northern Europe.

# 02

## PEOPLE



**500 attendees**

*CATEGORIES*  
**ELLE & Colleagues**  
**ELLE & Friends**  
**ELLE & Kids**  
**ELLE & Family**



# 03

## THE CIRCUIT:



### Het Zoute

Departure from the Royal Zoute Tennis Club and circuit in **the ZWIN**.

# COMMUNICATION & SPONSORS VISIBILITY :

# 04

## BEFORE



- 1 Presence of the logo in the announce article on the **ELLE.be**
- 2 Presence of the logo in the newsletter dedicated to the announcement of the event send to **67023 subscribers.**

- 3 Promotion of the event on our social networks.  
**(Instagram & Facebook)**
- 4 Presence of the logo on EventBrite.  
**(Registration website)**



# COMMUNICATION & SPONSORS VISIBILITY :

# 05

## DURING

1 Presence of the logo on the wall of fame and bibs.

3 Presence of the brand via an activation.

5 Presence on the price table during the awards ceremony.

2 Presence of the brand via sampling and branding.

4 Presence in goodiebags.

6 Promotion of the brand on our social networks.  
**(Instagram & Facebook)**





# COMMUNICATION & SPONSORS VISIBILITY :

# 06

## AFTER

- 1 Presence of the logo and product placement (photo) in the magazine **ELLE Belgique** and **ELLE België**.
- 2 Presence in an article **on ELLE.be** with all the photos of the event.
- 3 The article with photos of the event will be boosted on the official Facebook page of **ELLE Belgique** and **ELLE België**.
- 4 Presence of the logo and product placement on the final aftermovie.











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ELLE

ELLE Belgique  
2,23 k abonnés

S'abonner

👍 0



➦ Partager

≡+ Enregistrer

