



SATURDAY APRIL 6th 2024

Sport Vlaanderen Gent

SPONSORSHIP PROPOSAL

THE EVENT

JKA EUROPE CUP

On Saturday April 6th 2024 the JKA Europe Cup 2024, the European Championship for JKA karate, will be organized in Ghent, Belgium.

**“Sport Vlaanderen
Ghent is an
accommodation for
world-class events.”**

In response to unforeseen circumstances, JKA Belgium has stepped up to the challenge of organizing the JKA Europe Cup, ensuring the continuity of this significant martial arts event. The decision to take on this responsibility was made at the beginning of December 2023, leaving the organizing committee with a tight timeframe of just a few months to coordinate and execute the event successfully.

This prompt decision showcases the dedication and resilience of JKA Belgium in upholding the traditions and standards of the Japan Karate Association. Despite the unexpected nature of the circumstances, the organizers are working diligently to create an unforgettable experience for all stakeholders.

This marks the third occasion on which JKA Belgium has undertaken the organization of the European Championships. The inaugural JKA European Championships took place in Ghent in 1996, and subsequently, the second edition of the event was hosted in Kortrijk in 2014.

The upcoming JKA Europe Cup anticipates participation from over 300 elite competitors representing more than 20 European countries.

OUR VENUE

We are thrilled to welcome top athletes to our premier facility, Sport Vlaanderen Ghent, designed to accommodate world-class events. It was built following the European indoor athletics championships in 2000 for which Ghent was the host city.

While the atmosphere of the 1000+ spectators welcomed in Kortrijk (2014) was overwhelming, we consider Sport Vlaanderen Ghent as the perfect setting to surpass our previous achievements.



HOW CAN YOU HELP?

On Saturday, April 6th, 2024, Ghent, Belgium, will be the epicenter of JKA karate as the JKA Europe Cup 2024 takes center stage.

With the decision to host this in such an ambitious timeline, your support is more pivotal than ever. It becomes an integral part of the narrative that turns this challenge into an unforgettable experience for all.

SPONSORING PROPOSALS

	MAIN SPONSOR	CO-SPONSOR	FRIEND of JKA EUROPE CUP	FAN of JKA EUROPE CUP
Company logo (incl. link) on event website	✓	✓	✓	✓
Mention on social media (incl. link and logo)	✓	✓	✓	✓
Company logo featured on big screen during event	✓	✓	✓	✓
Tickets*	4 VIP tickets	2 VIP tickets	2 entry tickets	2 entry tickets
Possibility to display flags / banners on event	✓	✓	✓	—
Placeholder in booklet	A4	A5	A6	—
Visibility on podium and/or price display	✓	✓	—	—
Sector exclusivity	✓	—	—	—
	AS OF €2500	AS OF €1250	AS OF €750	AS OF €275

*The VIP tickets, valued at €200, offer an ultimate experience with a comprehensive package that includes the entry ticket, reserved parking space, VIP tribune, VIP lounge, breakfast, lunch and beverages.

A 10% share of all sponsorship proceeds will be designated as a gift to support the Belgian national team.

OTHER FORMS OF SPONSORING

Booth Sponsor	Enjoys equivalent benefits to that of a co-sponsor, along with the advantage of maintaining a sector exclusive booth measuring 5 by 2 meters.	AS OF €2000
Lanyard Sponsor	Enjoys equivalent benefits to that of a Fan of JKA Europe. As the Lanyard sponsor, your contribution includes providing lanyards with your company logo, showcasing your sponsoring support. The keycord will be worn by all competitors and coaches	LANYARDS
Wrist band Sponsor	As a sponsor of the wristbands, your company logo will be prominently displayed on the wristbands. These wristbands will be worn by every spectator and undoubtedly kept by many as a souvenir.	AS OF €750
In-kind Sponsor	Your support to organise of this event involves providing goods, services or other valuable resources. Examples: Flowers, printwork, transport, gift baskets ... The sponsorship is completely tailored. Practicalities are to be discussed.	CUSTOM

KARATE

JKA KARATE

JKA (Japan Karate Association) karate is a traditional style of karate that originated in Japan. Founded in 1949 by Sensei Gichin Funakoshi, JKA karate follows the principles of Shotokan Karate, which emphasizes strong stances, powerful strikes, and effective self-defence techniques.

JKA karate is renowned for its dedication to maintaining the authenticity and high standards of traditional karate. The fundamental values honesty, courtesy, humility, courage and self-control are integral to practicing JKA karate and contribute to the overall personal development of individuals within the martial arts community.

Training in JKA karate involves the study of Kihon (basic techniques), Kata (predetermined sequences of movements that simulate various combat scenarios), and Kumite (sparring).

Senior Men's team has been European champion for an impressive six consecutive years"

JKA KARATE IN BELGIUM



JKA karate was introduced in Belgium in 1966 by Miyazaki Satoshi Shihan. JKA Belgium has earned a good reputation within the global JKA community, both in competition and in terms of the qualitative level of traditional practice.

The national team showcases this qualitative level by securing numerous medals in both kata and kumite. Some highlights include securing the title of European Champion in Senior Men's Kumite Team for an impressive six consecutive years (2012-2018). Over the years, we have achieved multiple time European titles in Senior Men's individual kumite, with a remarkable achievement in 2017 at Sittard, where both the European title and the vice-European champion were Belgian.

On the world stage, JKA Belgium continues to demonstrate its quality. The world title in Junior Women's Individual Kumite was secured in 2017, while the Senior Men's kumite team achieved Vice-World champion status in 2014 and secured a bronze in 2017. Your support is pivotal as the team gears up for the 2024 world championships, marking the first JKA World event post-Covid.

CONTACT

We sincerely express our heartfelt appreciation for considering your invaluable support in organizing this event. Your assistance is pivotal to the success of our endeavour, and we are confident that together, we can make this event truly remarkable.

Your generosity will leave a lasting impact, and we welcome any questions or discussions regarding any type of sponsorship. Please feel free to reach out for further details or to make practical arrangements.

We look forward to creating this memorable event together. Thank you!


**“Unleash success
together:
Let’s make it happen!”**

Yours sincerely,

JKA Belgium

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