



PRESS RELEASE

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**UEFA appoints Copenhagen based sponsor marketing company SponsorPeople as authorised sales agent for the UEFA EURO 2012™ Club Prestige hospitality programme in Denmark, Sweden and Norway.**

The leading Danish sponsor marketing agency SponsorPeople has been appointed authorised sales agent for the UEFA EURO 2012™ Club Prestige hospitality programme by UEFA. The appointment includes Denmark, Sweden and Norway, and SponsorPeople will sell the only in-stadium hospitality programme in these markets.

SponsorPeople CEO, Thomas Klærke says: "We are proud of UEFA's appointment which is an endorsement of our company, and it is a great honour for us to contribute to this landmark event by offering the Club Prestige hospitality packages in our markets".

Given the importance of the event for particularly Sweden and Denmark and the relative proximity of the hosts of UEFA EURO 2012™ Poland and Ukraine, great interest in the product from businesses in the Nordic region is expected. "We offer the most prestigious and exclusive experience available at the UEFA EURO 2012™ which is a unique opportunity for businesses to build relations in an intense and magnificent settings." Thomas Klærke continues.

The opening match of the UEFA EURO 2012™ is scheduled to be played in Warsaw on the 8<sup>th</sup> of June 2012, while the final will be played in Kyiv on July 1<sup>st</sup> 2012. All 31 matches will be played at eight new or completely refurbished stadiums in major Polish and Ukrainian cities.

The Club Prestige hospitality packages include tickets for the best seats available, gourmet catering and a special entertainment program before and after the match. Only 4% of the available 1,4 million tickets are sold under the Club Prestige hospitality programme.

**Contact**

SponsorPeople ApS  
Pilestræde 48, 3.  
1112 Copenhagen K  
Tel.: +45 7026 0086  
E-mail: [euro2012@sponsorpeople.com](mailto:euro2012@sponsorpeople.com)

**About SponsorPeople**

Founded in 2003 SponsorPeople has developed into being Denmark's leading independent sponsor marketing agency, offering their services to some of the most active brands in the sponsorship market, globally and internationally. SponsorPeople specialise in strategic sponsoring, activation, ROI measurement, market scans, concept development and hospitality management.

For further questions, please contact Thomas Klærke, mobile + 45 51 88 00 86 or [tk@sponsorpeople.com](mailto:tk@sponsorpeople.com)

Pilestræde 48, 3.  
1112 Copenhagen K

T: +45 7026 0086

CVR 28 86 38 37  
Bank 2268 8477573283

[info@sponsorpeople.com](mailto:info@sponsorpeople.com)  
[www.sponsorpeople.com](http://www.sponsorpeople.com)