



17 May 2016
Sofia

To: ABAF Member Federations

Re. TV Coverage of the Balkan Senior Championships Pitesti 25-26 June 2016

Dear Friends,

It is my greatest pleasure to inform you that Romanian Athletic Federation who is hosting the Balkan Senior Championships (fourth time in a row) in Pitesti on 25-26 June 2016, has managed to secure TV coverage for the event.

Following an agreement with the Romanian National Television there will be Live TV broadcast of 4h 30min totally or 2h 15min for each competition day. The host broadcaster TVR will offer SNG onsite, which means the signal will be provided by satellite for the Balkan TV Channels, who are interested in broadcasting the event. Romanian Federation is aiming for the competition to be shown in more than 10 countries; therefore they have approached several international media in different countries.

Moreover, it is a great opportunity to explore the breaks in the live transmissions for advertising. Each National TV Broadcaster will have the liberty to display (in cooperation with the Athletic Federations) commercials of their own official partners and sponsors.

It is a great possibility for us to show our product and promote Balkan Athletics through one of the most powerful media in modern world. There is a potential sponsor who could be interested in buying the TV rights based on what they'd see in Pitesti. So the better we present ourselves, the bigger possibility there is to be able to sell TV rights, which would be beneficial to all of us.

It is therefore of utmost importance that all Member Federations enter their best athletes for participation in the Balkan Championships. We urge all of you to make efforts to secure your Olympic, World or European medallists and send your top level athletes to Pitesti.

By the same token, we invite each Federation to bring along with their teams a keen Mayor or other high official from their country, with whom they have good relationship or need to strengthen their cooperation. This could be an additional tool to promoting the bright side of our sport on specific targets. Romanian Federation is offering free accommodation to those special guests as a compliment to the federations.

I am sure you appreciate this offer and will contribute to the success of the initiative, making the highest profit of it.

Kind regards,

Dobromir Karamarinov
President