

Sponsorship fulfillment

PLES
JAKO
BRNO

28/01/2023



650 guests

Since 2016, "Ples jako Brno" is
always sold out

10. jubileum

In 2022 we will celebrate the
anniversary of the Ball together

63% of guests

meet business partners at the Ball

80% of seats

are reserved 9 months
before the Ball

8 650 000 CZK

Media value of the Ball

3 000 000 people

Estimated media outreach of the Ball

340 S

Television broadcasting
in primetime news

56 358

Organic range on Facebook in the 30-days
period around the Ball

Social networks

Instagram a Facebook

TV & online

V Nova, Prima TV, iDnes.cz, Deník.cz,
Blesk.cz, Super.cz and more

Print media

MF DNES, Regionální deníky, Playboy,
Aha, Blesk, Story, Top Class, Luxury Brno

Outdoor

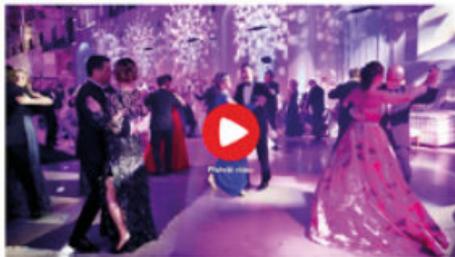
More than 60 billboards
and bigboards

iDnes.cz

Na brněnském plesu pro smetánku servirovali ústřice i tradiční jelítko

27. srpna 2018 19:46

Lodičky na vysokém podpatku, nákladný účes, motýlky. Tak vypadala povinná rybačka každého páru, který v sobotu zavítal do brněnské Fiat Gallery. Už pooslavě se tam konala neprosvětlivější akce brněnské plesové sezóny - Ples jako Brno.



Ples jako Brno se konal v sobotu večer (27.8.) v oblacích [iDnes.cz](#)

deník.cz

Ples jako Brno vybral milion a půl. Nesněžené jídlo skončilo v azylovém domě

28.12.2018



Vrcholem letošní brněnské plesové sezóny byl Ples jako Brno. Ani letos na něm nechyběla řada známých tválí. Po červeném kobereci zamířili do bílo-stříbrně vyzdobeného sálu ozářeného stovkami světelék třeba manželé Taťána a Ondřej Gregor Brzobohatí nebo Česká Miss Nikoť Švantnerová. Fotografie z plesu od samotných organizátorů si prohlédněte ve fotogalerii.



TV Nova



Blesk.cz

Ples jako Brno zavzpomínal na Karla Gotta (+80). Jeho nesmrtelné hity roztančily sál!



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... be our partner

Associate your name with the uniqueness of "Ples jako Brno" as well as dozens of successful companies. Strengthen the value of your brand or present your products to the unique clientele of the ball directly during the event. We will gladly prepare the fulfilment plan to suit your needs.

Come meet with us to discuss your marketing plans and your ideas on what the cooperation with "Ples jako Brno" should bring you besides great entertainment and experience.

Presentation at the Ball

450 gift bags for guests	30 000 CZK
Selling point	50 - 100 000 CZK
Sponsorship film	50 000 CZK
Logo on LED screens 8x during the evening	30 000 CZK
Interview with the moderator on stage	100 000 CZK

Advertising carriers at the Ball

2pcs Bowflags in front of the entrance	60 000 CZK
2pcs Bowflags on the balcony	40 000 CZK
1pc Roll-up, advertising banners	40 000 CZK

Shared advertising campaign

Internet campaign associated with your brand	30 000 CZK and more
Shared billboards with a partner	8 000 CZK/billboard

Public relations

Placement of the logo on the printed materials of the Ball	30 000 CZK
Logo on the ball panel in the partners section	30 000 CZK

Partner

Partnership in the value of 50 000 CZK

Having a gift or presentation material in a gift bag for the guests. Hostesses give the gift bags to each couple upon leaving the Ball

Placement of the logo in the partner section on the “Ples jako Brno” website (basic)

Placement of the logo on the advertising panel at the Ball venue

Partner

Partnership in the value of 150 000 CZK

Having a gift or presentation material in a gift bag for the guests. Hostesses give the gift bags to each couple upon leaving the Ball

Placement of the logo in the partner section on the “Ples jako Brno” website

Placement of the logo on the printed materials of the Ball

Placement of the logo on the advertising panel at the Ball venue

Displaying the company logo on all LED screens including the main stage during the Ball (4 times in total)

A Facebook post -promoting the partner or product

Hlavní partner

Partnership in the value of 250 000 CZK

Having a gift or presentation material in a gift bag for the guests. Hostesses give the gift bags to each couple upon leaving the Ball

Placement of the logo in the partner section on the “Ples jako Brno” website

Placement of the logo on the printed materials of the Ball

Placement of the logo on the advertising panel at the Ball venue

Projection of an advertising spot without sound (10 s) on all LED screens including the main stage during the Ball (6 times in total)

A Facebook post - promoting the partner or product

Main partner

Partnership in the value of 500 000 CZK

Having a gift or presentation material in a gift bag for the guests. Hostesses give the gift bags to each couple upon leaving the Ball

Placement of the logo in the partner section on the “Ples jako Brno” website

Placement of the logo on the printed materials of the Ball

Placement of the logo on the advertising panel at the Ball venue

Projection of an advertising spot without sound (10 s) on all LED screens including the main stage during the Ball (6 times in total)

Advertising spot before opening the evening

Mention by the moderator - thanks to the partner

Presentation stand

A Facebook post -promoting the partner or product

General partner

Partnership in the value of 1 000 000 CZK

We offer general partnerships exclusively to a maximum of 2 subjects

We will prepare a specific fulfilment plan tailored to your preferences and requirements

Titular partner

Partnership in the value of 2 000 000 CZK

We offer the titular partnership exclusively to a single subject

We will prepare a specific fulfilment plan tailored to your preferences and requirements



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About Us

The idea is exactly ten years old: Brno deserves a ball that will not be compared to usual Brno standards. Not even with Prague. A ball that will take inspiration from Viennese ball culture and combine its tradition with the playfulness and imaginativeness that is so typical for Brno. That is how the "Ples jako Brno" originated. Two key figures are standing by it for the ten whole years: Tomáš Pakosta and Bečrich Snášel. The originality of "Ples jako Brno" is based on the interconnection of their thoughts and ideas with uncompromising attention to detail and quality.

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