

TAC Challenge 2023



TAC Challenge

Connecting companies and students

There is a significant demand for the best students, and companies within the onshore and offshore energy sector and their subcontractors report that it is difficult to get the smartest minds to work for them.

The TAC Challenge is a unique arena that connects students and businesses together, where the goal is to increase recruitment and create awareness of the various sponsors/companies in the international student environment.

Companies that sponsor the TAC Challenge receive an exceptional opportunity to speak directly to the students who participate in the competition. If these students get a good impression of the current business, they will also spread information about this in their study environment.

Why TAC Challenge

- Create an attractive arena for students and sponsors
- Arrange for Norwegian and international teams and companies
- Organize a supplier day where players in the market can make their products and services visible to each other and students
- Create good arenas for networking and follow-up of those students who the companies find attractive
- Opportunity for companies to visit the competition arena during the challenge
- Arrange content so that sponsors achieve an increased technological utility

TAC
Challenge
2023



Sponsorship packages

General sponsor	<p>Duration: At least two years' agreement with an option for further collab</p> <p>Price: 1,000,000 NOK</p> <p>Quantity: Exclusivity. Only one sponsor.</p> <p>Exposure and activation ref. table</p>
Main sponsor	<p>Duration: At least two years' agreement</p> <p>Price: 500 000 NOK</p> <p>Quantity: Up to five sponsors.</p> <p>Exposure and activation ref. table</p>
Sponsor	<p>Duration: One year agreement</p> <p>Price: 350 000 NOK</p> <p>Quantity: Up to seven sponsors.</p> <p>Exposure and activation ref. table</p>
Partner	<p>Duration: No requirement for length of agreement</p> <p>Price: 150 000 NOK</p> <p>Quantity: No requirement for the number of sponsors.</p> <p>Exposure and activation ref. table</p>
Supporter	<p>Desire to contribute with resources</p> <p>Wish to buy a larger number of tickets, or a stand</p> <p>Opportunity for exposure, but not a requirement. In the output point only activation</p> <p>Possibility of direct support/sponsorship for international teams</p>

The three sponsor packages

Profiling/exposure	TAC Challenge's own channels Advertising agreements with media Arena exposure Product placement in video production
Activation	Use of the festival's facilities Customers & own employees
Marketing rights	Use of rights in the sponsor's own channels Right to use the term "sponsor"

Exposure linked to website, social media, media partner, marketing material, clothing, tickets, admission passes and arena exposure (banner, tent and screens) are classified according to the level the respective sponsor wants to enter. Rights related to activation are one of TAC Challenge's most important rights.

As a partner, sponsors get the opportunity to activate the sponsorship during the festival, including stand, tickets, access to representative dinner, hike to the Pulpit Rock, interaction during competitions, designing competition elements etc.

Market rights mean the sponsor's opportunity to make use of and associate with TAC Challenge, including sponsors' opportunity to use their name and logo in their own channels.

The sponsor packages illustrated:

General sponsor, Main sponsor, Sponsor and Partner

On the following pages, we have structured and packaged the various associated rights TAC Challenge. The sponsor packages are divided into four levels: General sponsor, Main sponsor, Sponsor and Partner.

GENERAL SPONSOR



GENERAL SPONSOR

inclusive name with text “supported by xx” on all surfaces

EXPOSURE TACs SURFACES and CHANNELS Homepage Social Media Marketing material, incl. programme Clothing competitions Clothing social / crew Tickets / batches	Including X X X X X X	Scope*
ARENA EXPOSURE Name sponsor (“Supported by XX”) Logo on surfaces in or on event tents Stand in supplier tent Logo Information board / large screen or screens in the arena Logo scene (banner) Play profile film on the big screen / screens arena Logo on linked to competition location Logo on surfaces related to serving Logo entrance / exit arena Logo on means of transport Logo on flat resident camp - Vaulali	Including X X X X X X X X X X	Scope*
ACTIVATION Name/design a challenge including mentor and jury Meeting with student teams (Teams or physically) Award a prize to the winner of the TAC Challenge or its challenge Participation in excursion to the Pulpit Rock and the official welcome dinner Stand Interview with the teams including the winner Invite teams on company visits (covered by sponsor) Sponsor of five international teams	Including X X X X X X X X	Scope*
MARKETING RIGHTS Free use of rights, including logo and name Right to use the designation “General sponsor”	Including X X	Scope*

* Advertisements and logo placement on common areas by further agreement

Sponsor package content production and product placement

	Including	Scope
TAC will have a AV production team in place during the festival. The team will produce content for the TAC challenge. TAC wants to offer custom content production for sponsors. Access to main film from TAC Challenge	x	+/-3 min.
1-3 adapted clips from TAC Challenge incl. direction and storyboard	x	15-60 sec
Product placement, up to three elements main film	x	TBD
Video greetings from the team	x	1
Include strategic locations/destinations for sponsors	TBO	TBO

MAIN SPONSOR



MAIN SPONSOR

EXPOSURE TACs SURFACES and CHANNELS Homepage Social Media Marketing material, incl. programme Clothing competitions Clothing social / crew Tickets / batches	Including X X X X X X	Scope*
ARENA EXPOSURE Name sponsor ("Supported by XX") Logo on surfaces in or on event tents Stand in supplier tent Logo Information board / large screen or screens in the arena Logo scene (banner) Play profile film on the big screen / screens arena Logo on linked to competition location Logo on surfaces related to serving Logo entrance / exit arena Logo on means of transport Logo on flat resident camp - Vaulali	Including X X X X X X X X X	Scope*
ACTIVATION Name/design a challenge including mentor and jury Meeting with student teams (Teams or physically) Award a prize to the winner of the TAC Challenge or its challenge Participation in excursion to the Pulpit Rock and the official welcome dinner Stand Interview with the teams including the winner Invite teams on company visits (covered by sponsor) Sponsor of five international teams	Including X X X X X X X X	Scope**
MARKETING RIGHTS Free use of rights, including logo and name Right to use the designation "Main sponsor"	Including X X	Scope*

* Advertisements and logo placement on common areas by further agreement **Adaptable by further agreement

Sponsor package content production and product placement

TAC will have a AV production team in place during the festival. The team will produce content for the TAC challenge. TAC wants to offer custom content production for sponsors.

Access to main film from TAC Challenge

1-3 adapted clips from TAC Challenge incl. direction and storyboard

Product placement, up to three elements main film

Video greetings from the team

Include strategic locations/destinations for sponsors

Including

x

Scope

+/-3 min.

TBD

TBD

TBD

TBD

SPONSOR

SPONSOR

EXPOSURE TACs SURFACES and CHANNELS

Homepage

Social Media

Marketing material, incl. programme

Clothing competitions

Clothing social / crew

Tickets / batches

Including

X

X

X

X

X

X

Scope*

ARENA EXPOSURE

Name sponsor ("Supported by XX")

Logo on surfaces in or on event tents

Stand in supplier tent

Logo Information board / large screen or screens in the arena

Logo scene (banner)

Play profile film on the big screen / screens arena

Logo on linked to competition location

Logo on surfaces related to serving

Logo entrance / exit arena

Logo on means of transport

Logo on flat resident camp - Vaulali

Including

X

X

X

X

X

X

X

X

X

Scope*

ACTIVATION

Name/design a challenge including mentor and jury

Meeting with student teams (Teams or physically)

Award a prize to the winner of the TAC Challenge or its challenge

Participation in excursion to the Pulpit Rock and the official welcome dinner

Stand

Interview with the teams including the winner

Invite teams on company visits (covered by sponsor)

Sponsor of five international teams

Including

X

X

X

X

Scope

TBD

ja

ja

TBD

MARKETING RIGHTS

Free use of rights, including logo and name

Right to use the designation "Sponsor"

Including

X

X

Scope*

* Advertisements and logo placement on common areas by further agreement

Sponsor package content production and product placement

TAC will have a AV production team in place during the festival. The team will produce content for the TAC challenge. TAC wants to offer custom content production for sponsors.

Access to main film from TAC Challenge

1-3 adapted clips from TAC Challenge incl. direction and storyboard

Product placement, up to three elements main film

Video greetings from the team

Include strategic locations/destinations for sponsors

Including

x

Scope

+/-3 min.

TBD

TBD

TBD

TBD

Partner

EKSPONERING TACs FLATER og KANALER Hjemmeside SoMe (Facebook, Instagram og LinkedIn) Annonsepakke (RA, SA, E24, TU) Markedsmateriell, inkl. program Bekledning konkurranser Bekledning sosial /crew Billetter /batcher	Including X X TBD X X X X	Scope*
ARENA EXPOSURE Name sponsor ("Supported by XX") Logo on surfaces in or on event tents Stand in supplier tent Logo Information board / large screen or screens in the arena Logo scene (banner) Play profile film on the big screen / screens arena Logo on linked to competition location Logo on surfaces related to serving Logo entrance / exit arena Logo on means of transport Logo on flat resident camp - Vaulali	Including X X X X X X X X X	Scope*
ACTIVATION Name/design a challenge including mentor and jury Meeting with student teams (Teams or physically) Award a prize to the winner of the TAC Challenge or its challenge Participation in excursion to the Pulpit Rock and the official welcome dinner Stand Interview with the teams including the winner Invite teams on company visits (covered by sponsor) Sponsor of five international teams	Including X X X	Scope TBD ja ja TBD
MARKETING RIGHTS Free use of rights, including logo and name Right to use the designation "Partner"	Including X X	Scope*

* Advertisements and logo placement on common areas by further agreement

Sponsor package content production and product placement

	Including	Scope*
TAC will have a AV production team in place during the festival. The team will produce content for the TAC challenge. TAC wants to offer custom content production for sponsors. Access to main film from TAC Challenge	x	+/-3 min.
1-3 adapted clips from TAC Challenge incl. direction and storyboard		TBD
Product placement, up to three elements main film		TBD
Video greetings from the team		TBD
Include strategic locations/destinations for sponsors		TBD



More information: tacchallenge.com