



is Europe's **biggest** sports magazine.

In **2017** they hosted nothing short of:

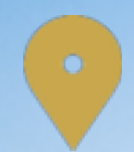
'The Oscars of sport'



SPORT BILD presents:

SPORT BILD AWARD





Fischmarkt, Hamburg, GERMANY



***We invited 700 top-class guests
from different fields of sport.***

THE CATEGORIES WERE:

SPECIAL AWARD OF THE EDITORIAL BOARD

STAR OF THE YEAR

SURPRISE OF THE YEAR

BEST PROMOTED TEAM OF THE YEAR

COMEBACK OF THE YEAR

IDEAL OF THE YEAR

TV

LIFETIME ACHIEVEMENT

‘AND THE SPORT BILD AWARD 2017 GOES TO ...’



Wladimir Klitschko
boxing legend

Phillip Lahm
soccer World Cup winner

Marcel Kittel
bicycle race champion

... and many more.

Did this push the brand?

YES!



WAZ

Münchner Merkur

Bild

Hamburg 1

sport1

Hamburger Abendblatt

stern

Handelsblatt

RTL

Gala

2DF

mdr

DER TAGESSPIEGEL

Closer

MEDIA EQUIVALENCE:

€8 M

1



SAT.1

n-tv
DER NACHRICHTENSENDER

NDR

MEEDIA

Berliner Morgenpost

ZEITUNG ONLINE

VOX

BUNTE

hr

TV Movie

FRAU
IM SPIEGEL

HÖRZU

DIE WELT

T-Online

Süddeutsche Zeitung
MÜNCHNER NEUESTE NACHRICHTEN AUS POLITIK, KULTUR, WIRTSCHAFT UND SPORT

DAS EXKLUSIV-MAGAZIN DER STARS
OK!

SPORT BILD-AWARD 2017

sponsoring opportunities fully booked

ONE YEAR IN ADVANCE!

sponsoring proceeds over

€1 M

4.4 M
USERS REACHED
(WITHIN 5 H)

#SPORTBILDAWARD

180,000
USER INTERACTIONS

THIS MADE IT

THE MOST SUCCESSFUL SPORT BILD AWARD IN 15 YEARS!

THANK YOU!