

THE FIRST HYBRID SPORT

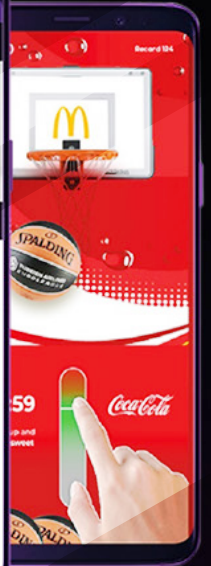
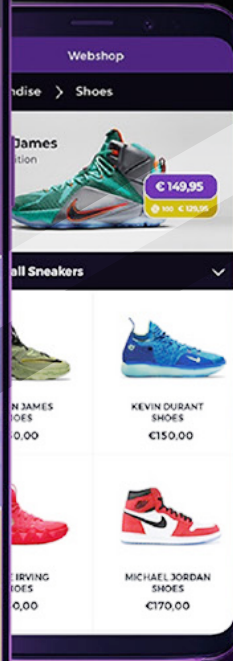
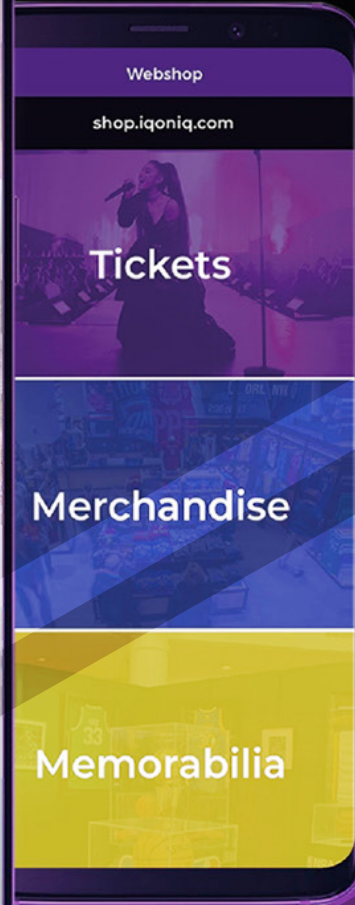
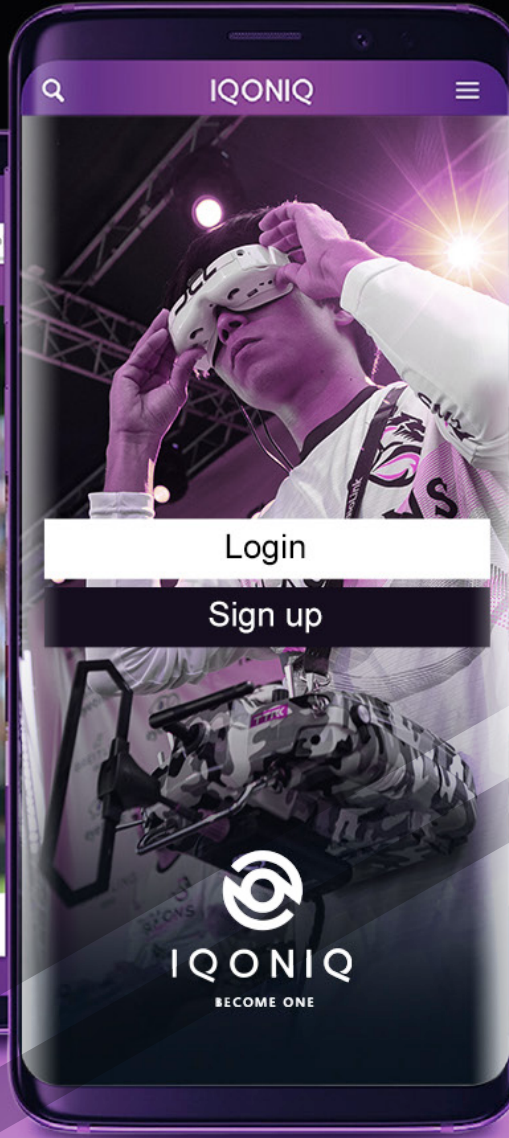
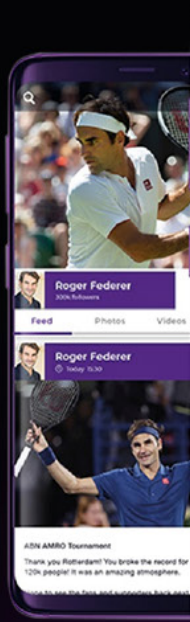
DCL
DRONE CHAMPIONS
LEAGUE



IQONIQ

BECOME ONE

WWW.DCL.AERO



ENGAGING.
SPORTS | ENTERTAINMENT | COMMUNITY

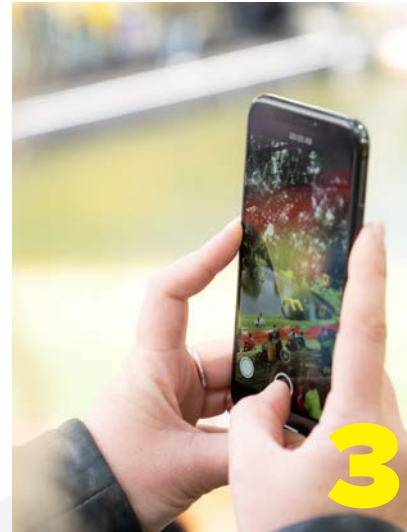
ELEMENTS OF PARTNERSHIP.



TEAM



BRANDING



DIGITAL



ACTIVATION

SELECTED TEAM RIGHTS



1

EXEMPLARY ILLUSTRATION



IQONIQ

BECOME ONE



Selected Team Rights

NAMING



Selected Team Rights

BRANDING



Selected Team Rights

PERSONAL RIGHTS



Selected Team Rights

TEAM DRONE



Selected Activation Rights

TEAM INTEGRATION

DCL - THE GAME

TEAM OWNERSHIP

OWN MERCHANDISE

- Own livery design
- Own merchandise design
- Every team is allowed to sell merchandise via its own shop or on the event site

PRICE MONEY

- End of season price pool: 50.000 EUR
- 50cents of each sold game will account for the overall season price pool*
- Donations via Twitch, website and other platforms will also be added to the season ending price pool

* 500.000 games expected to be sold by end of 2020

RIGHTS

- All sponsoring / branding rights
- Content rights
- All management rights



SELECTED BRANDING RIGHTS



2



Selected Branding Rights

BANNERS



Selected Branding Rights

BACKDROPS

DCL IQONIQ Interview zone



SEAT

BREITLING
1884



BREITLING
1884



BREITLING
1884

Selected Branding Rights

INTERVIEW AREA

SELECTED DIGITAL RIGHTS



3

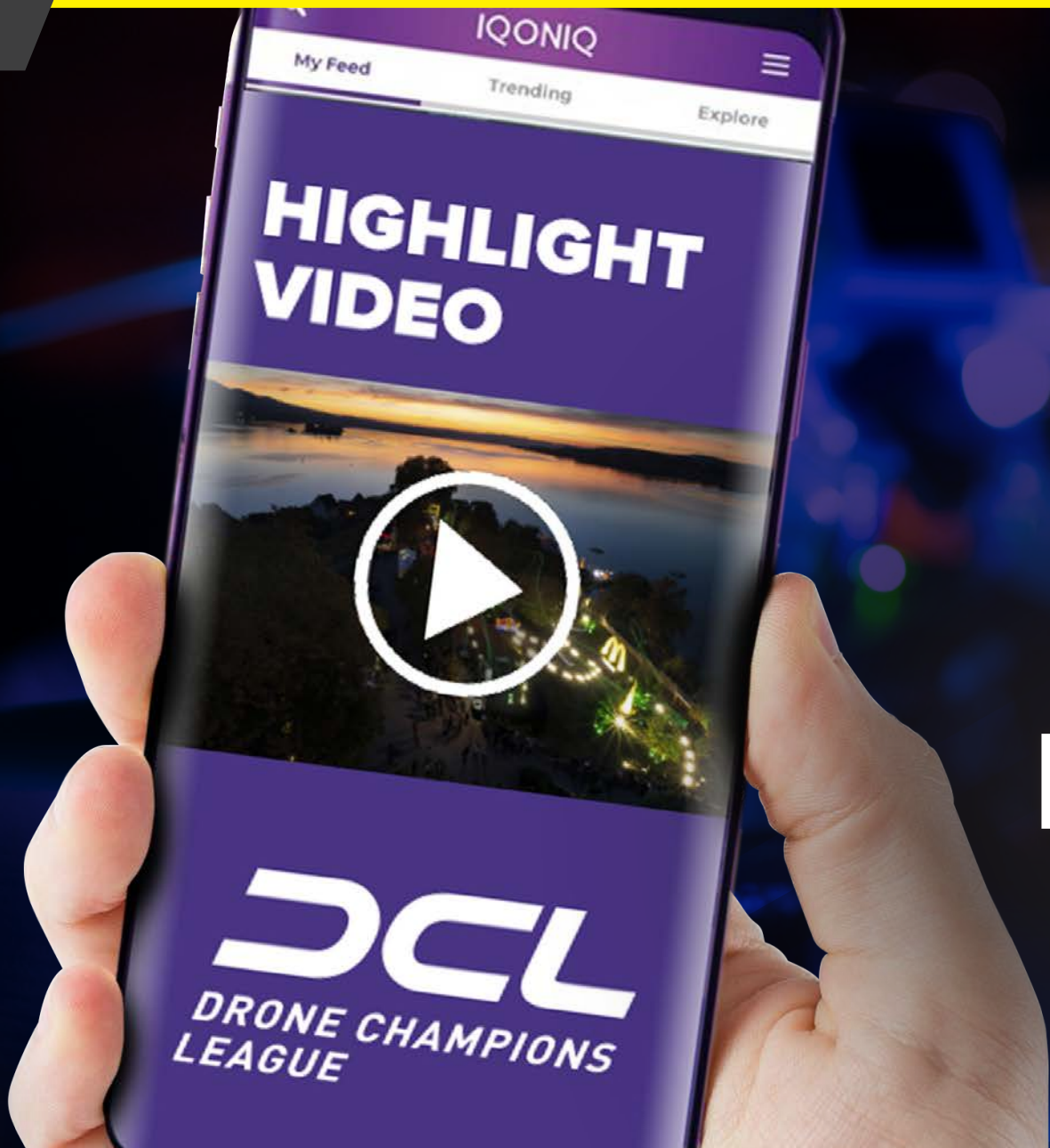
Selected Digital Rights

PILOT STREAM (FPV) BROADCAST



Selected Digital Rights

LIVE BROADCAST



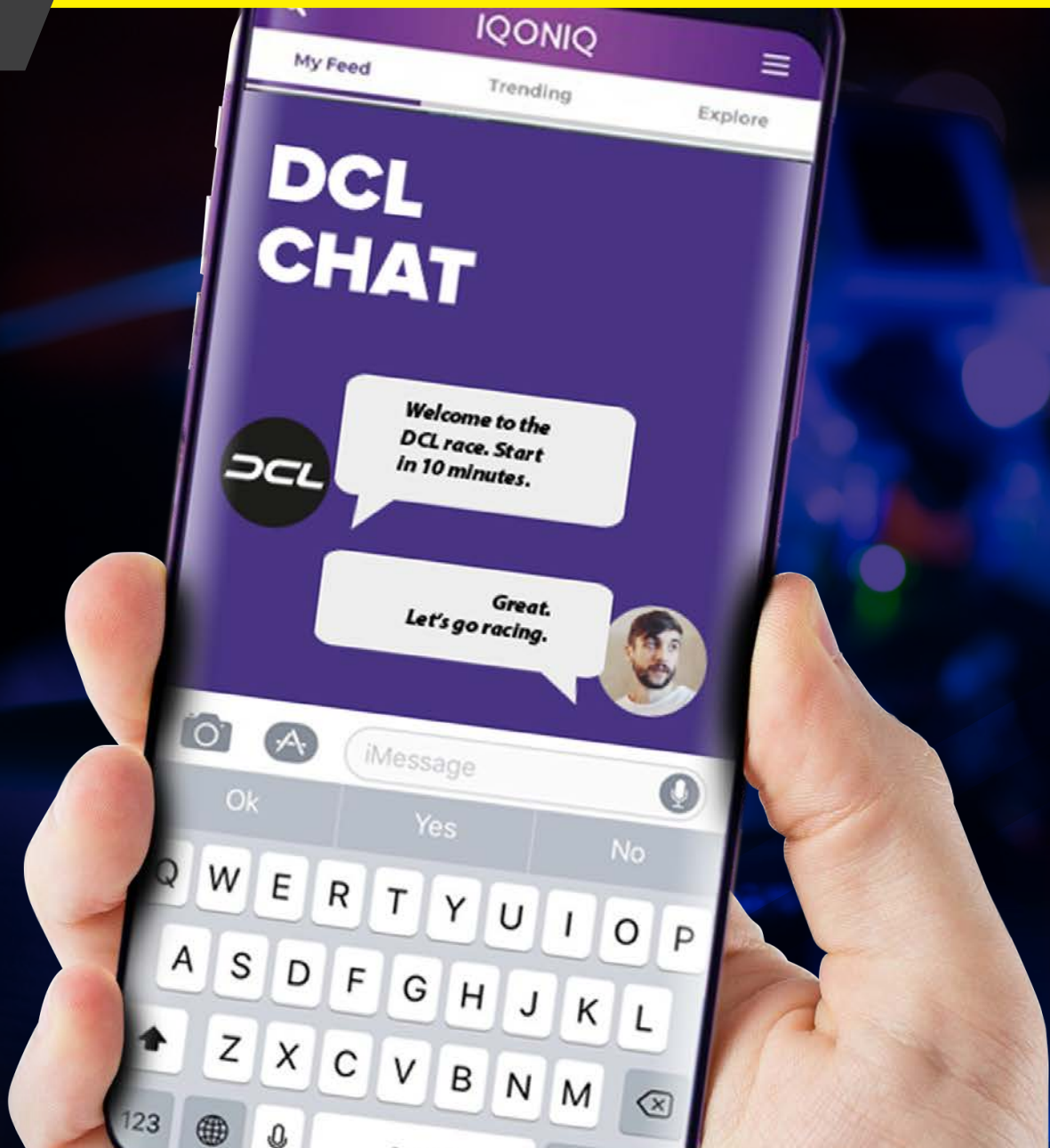
Selected Digital Rights

HIGHLIGHT VIDEOS



Selected Digital Rights

TRACK DISCOVERY



Selected Digital Rights

DCL CHAT



Selected Digital Rights

EXCLUSIVE CONTENT



Selected Digital Rights

SOCIAL MEDIA



Selected Activation Rights

GAMIFICATION

DCL - THE GAME

SELECTED ACTIVATION RIGHTS



4



Selected Activation Rights

DCL GAME INTEGRATION

DCL - THE GAME

PARTNERSHIP OPPORTUNITIES

- In-game advertisement // geotargeted
- Branding // individual
- Engagement // affiliates, registration
- Naming // title
- Own league structure // adjustable
- Qualify for real // events, team

FROM GAMING TO REALITY



COINS: 16



Selected Activation Rights

DCL IQONIQ COIN: LOYALTY PROGRAM



ISTANBUL



EXEMPLARY ILLUSTRATION

MONACO



DUBAI



AMSTERDAM

Selected Activation Rights

**CREATE A DCL EVENT WHERE
THE CHAMPIONS ARE FLYING**



Selected Activation Rights
DCL MANNED DRONE
AT IQONIQ EVENTS


IQONIQ
BECOME ONE

HERE'S TO THE
 WORLD


HERE'S TO THE
 WORLD


Selected Activation Rights

ON-SITE BOOTH



Selected Activation Rights

IQONIQ PERSPECTIVES

Selected Activation Rights

HOSPITALITY



PARTNERSHIP PACKAGE



PARTNERSHIP PACKAGE

BRANDING RIGHTS

- 2x sets of banners on track
- Stage backdrop branding (together with other official sponsors)
- Interview backdrop branding

GAME RIGHTS

- In-game Integration
- DCL IQONIQ coins: Loyalty program

DIGITAL RIGHTS

- Live broadcast on IQONIQ with original commentator
- Pilot stream (FPV) broadcast
- Highlight videos, track discovery, DCL chat
- Exclusive content: e.g. fly the track with IQONIQ
- Social media: 2x facebook posts, 2x instagram post per event with link to IQONIQ platform

HOSPITALITY RIGHTS

- 20x VIP tickets per season

ACTIVATION RIGHTS

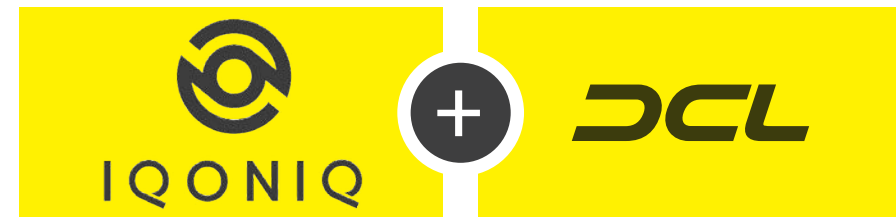
- Own DCL event
- Special project use of manned drone (2 IQONIQ events)
- On-site fan engagement booth
- IQONIQ perspectives (interview magazine)

OTHERS

- In-game advertisement: Dedicated track with IQONIQ branding

*Excluding production and development costs.

A FITTING PARTNERSHIP





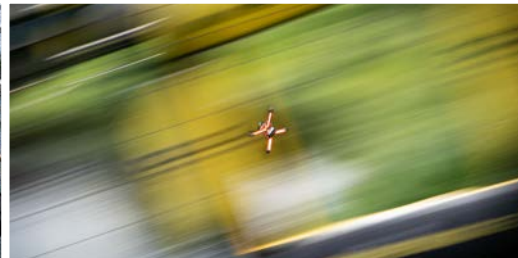
**REAL SPORT
LIVE EVENT
INTERACTION**



**SPECTACULAR
LOCATIONS &
ENTERTAINMENT**



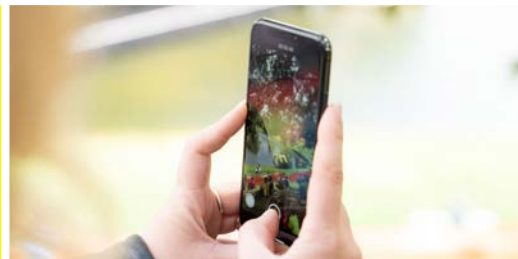
DCL

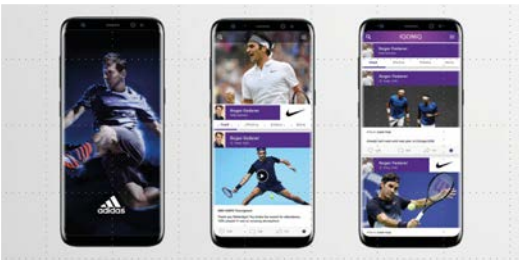


**TECHNOLOGY
PASSION
FUTURE**



**DIGITAL
E-SPORTS
GAME**





DIGITAL TECHNOLOGY INNOVATION



EXCITEMENT ENTERTAINMENT WORLDWIDE

IQONIQ is a new fan engagement platform which exclusively targets the "Sports & Entertainment world"



IQONIQ



FEATURES PLATFORM NETWORK



COMMUNITY ENGAGEMENT PEOPLE



A PERFECT MATCH.

Both innovating, exploring and discovering new ways of doing things.
Both driven by fan engagement, performance & technology.
Both reaching out the people by setting new standards.

BOTH READY TO SHAPE THE FUTURE.



BECOME PARTNER OF DCL.

Build brand

Boost awareness & image by staging the brand on an exciting platform with global relevance.

Connect fans

Create unique content, moments & experiences for fans at highly innovative surroundings.

Lead the way

Showcase the future of sports & entertainment with strong brands / partners.



DCL IN DETAIL



A blurred drone in flight over a large arena with a crowd and stage lights. The drone is in the foreground, moving from left to right, with motion blur. The arena is filled with people, and the stage is illuminated with blue and purple lights. The text is overlaid on the right side of the image.

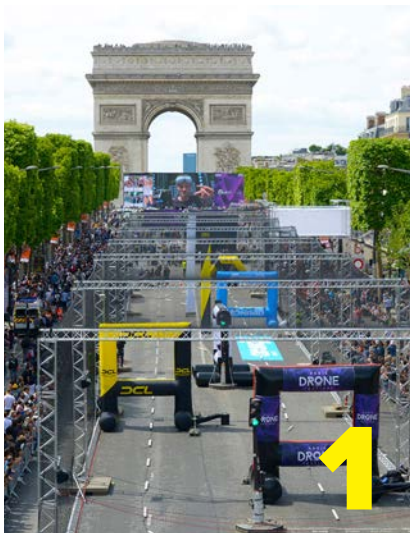
We fuse **two megatrends**
– **drones & e-sport.**
We make **drone-racing**
a **global e-sport.**



THE DRONE CHAMPIONS LEAGUE.

An **innovative & competitive team sports race series** reaching out to the **youngsters in the world** by blurring the lines between **virtual & reality**. All emerging in a **new era of sports entertainment**.

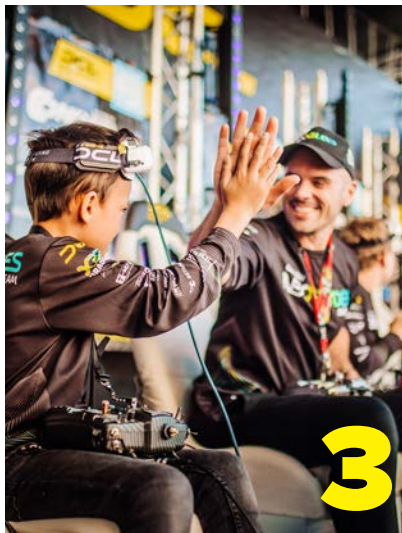
OUR USP's



**SPECTACULAR
VENUES**



**REAL & LIVE
COMPETITION**



**ATTRACTIVE
TARGET GROUP**

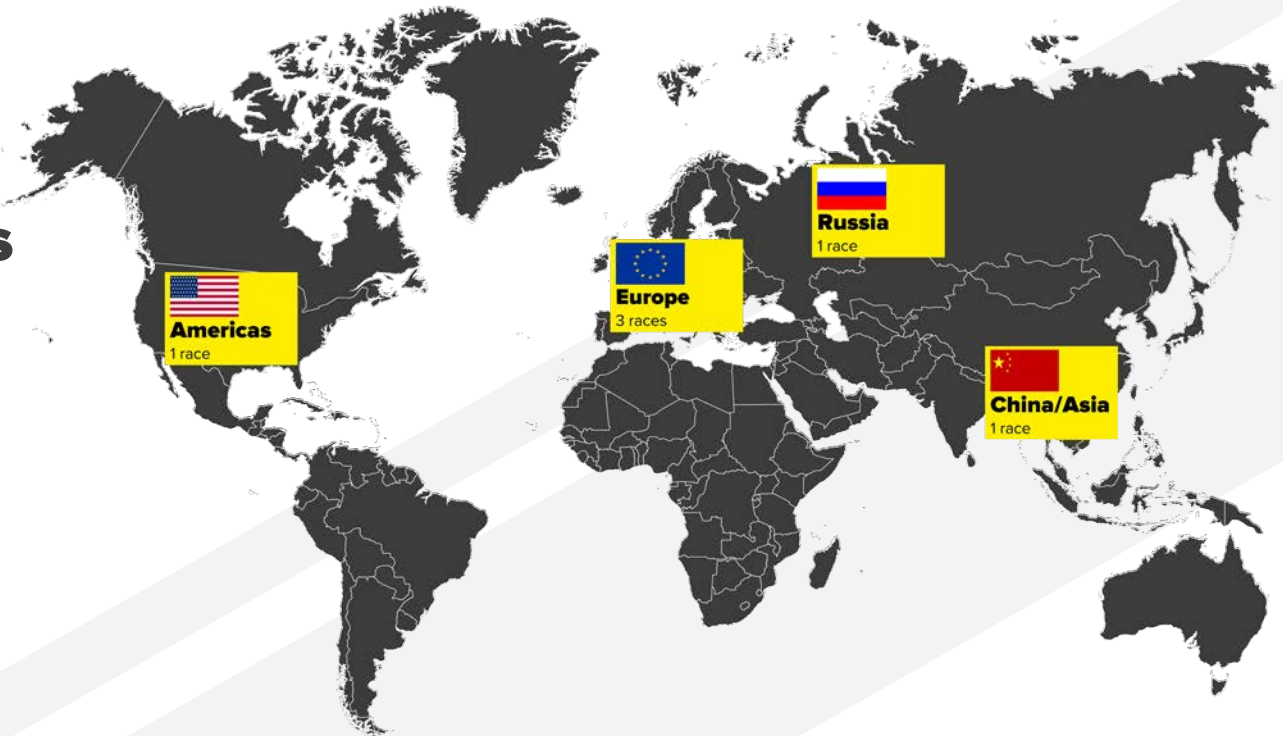


**OWN
GAME**

OUTLOOK RACE LOCATIONS 2020

We partner with spectacular venues as playgrounds and set up breathtaking sceneries for the competitions ...

AT METROPOLITAN URBAN LOCATIONS AS WELL AS ICONIC REMOTE PLACES.



180,000 Spectators
BIGGEST DRONE EVENT EVER

2017



PARIS Champs- Elysées

2018



MUNICH Olympic Park



2018



MADRID

Plaza de Toros

2018



SIMATAI Great Wall



2018



BRUSSELS

Mont des Arts



2018



LAKE ZURICH

Schloss Rapperswil



2019



LAAX

Crap Sogn Gion



2019



TURIN

Murazzi del Po

REAL & LIVE COMPETITION

LIVE BROADCAST

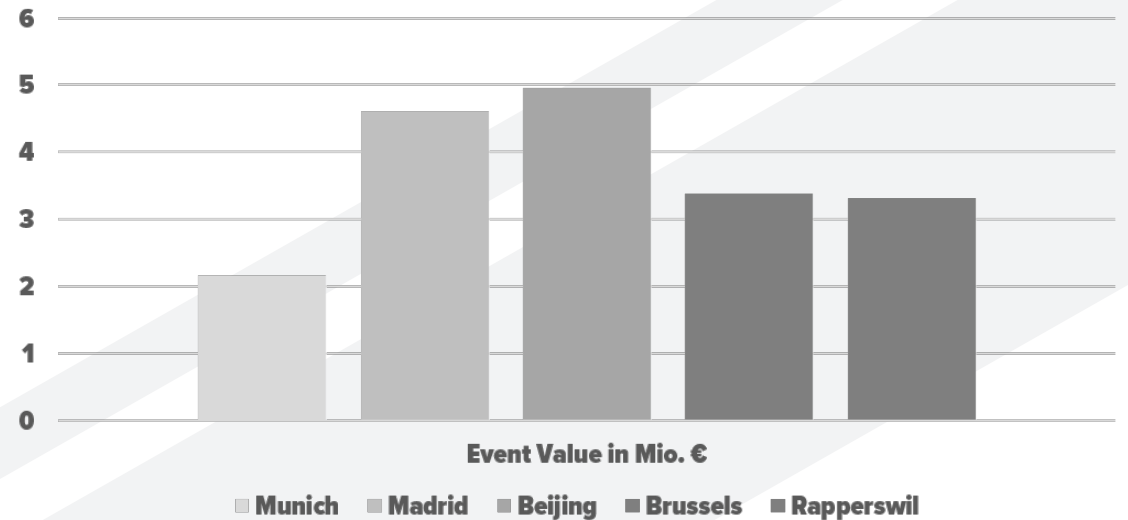
135m reach via TV till 03/2019

120,000 live/relive viewers

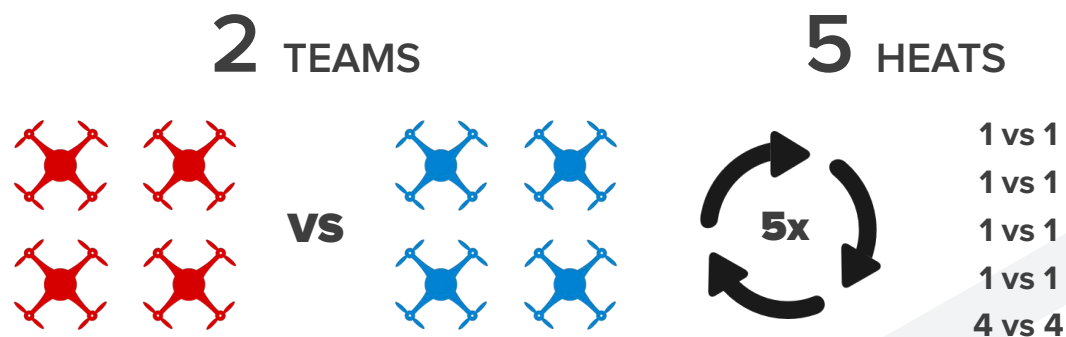
33 TV partners

2m live views on Facebook (2018)

TV-EVENT VALUE



NEW GENERATION FORMAT



K.O. System: Quarterfinals, Semifinals & Final
Simple, emotional and exciting

LIVE, EMOTIONAL, TEAM FORMAT

HIGHLY ATTRACTIVE TARGET GROUP

1,5 MIO
Follower
(2019)



78,9 MIO
people reached
via Social Media in 2018

45,1 MIO
video views
on Facebook (2018)

average
digital reach
during event



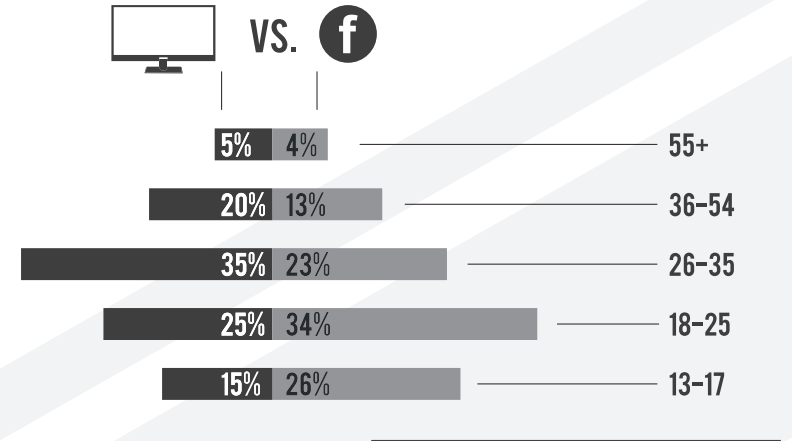
Engagement
1.30%

Impressions
2-7 MIO



Engagement
1.63%

Impressions
200K-1 MIO

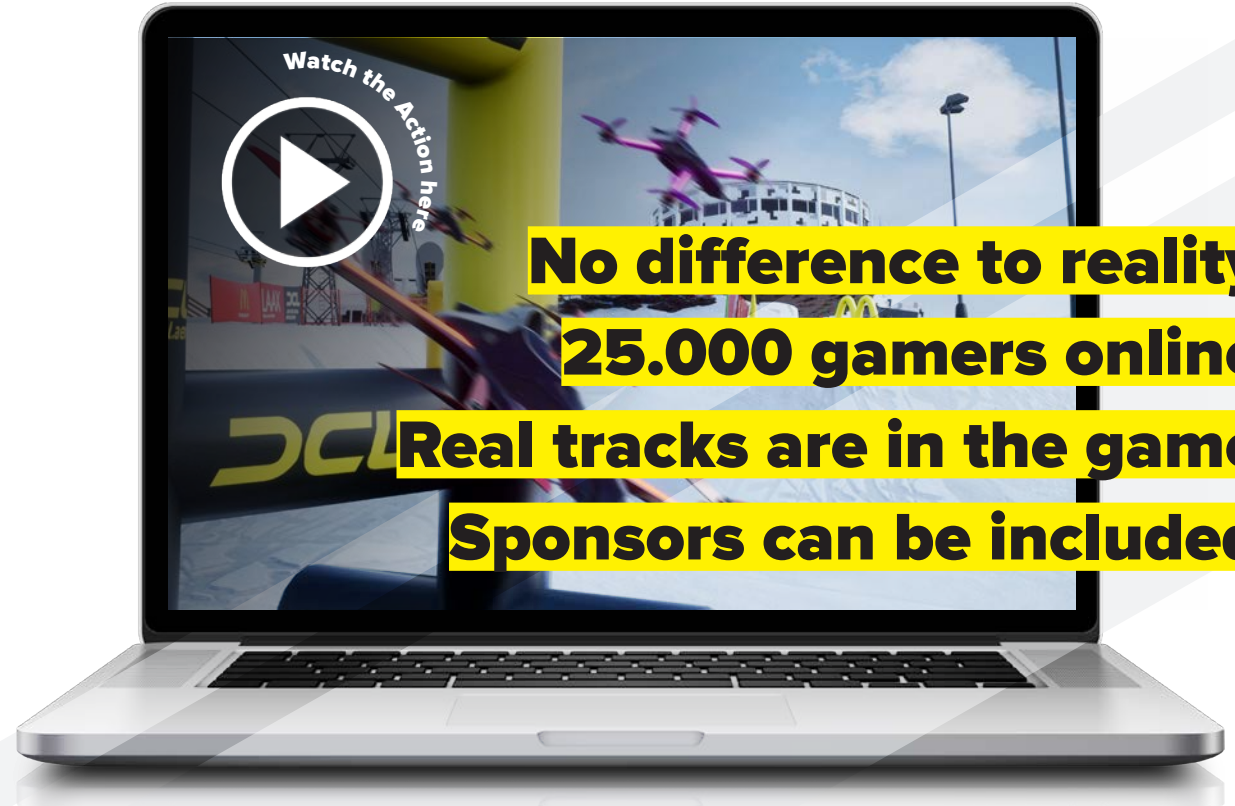


DCL GAME

We have developed & launched our own game ...

COVER THE WHOLE DRONE MARKET FROM THE VERY BEGINNER UP TO THE TOP PROFESSIONAL.

**DCL
THE
GAME**



SET UP



2

OFFICES

Ruggell & Munich



32

**STAFF
MEMBERS**



110

**EVENT
STAFF**



12

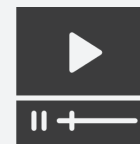
RACES

since foundation



32

**INTERNATIONAL
PILOTS**



OWN

**MEDIA CONTENT
PRODUCTION**

STRONG PARTNERS

OFFICIAL SPONSORS



OFFICIAL SUPPLIERS



OFFICIAL DIGITAL PARTNERS



OFFICIAL STRATEGIC PARTNERS



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