

CHALLENGE
OFICINAS

2022
MEDIA KIT
SPONSOR



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PRESENTATION

An odd initiative in the panorama of workshop teams in Portugal.

The Challenge Oficinas Competition is a dynamic challenge, in which the workshop is simulated through different participatory panels, having won the team that accumulate the most points throughout the competition.

We are convinced that the realization of initiatives such as Challenge Oficinas and with the awareness of operators, participants will be better able to work in workshop teams.

www.challengeoficinas.pt

4
ORGANIZED
COMPETITIONS

12
TEAMS
PARTICIPANTS
IN THE LAST
4 EDITIONS

48
FINALISTS IN THE
CHALLENGE
WORKSHOPS FINAL
CONTEST



5 YEARS

creating dynamism
to the workshop teams in Portugal

“The Challenge Oficinas achieves the objectives, for the participants and for the sponsors ”

Carlos Silva – Krautli

“This initiative forces the workshops to be increasingly better and to evolve in an increasingly demanding market”

Pedro Carvalho – Bolas

“We take great pride and great motivation from Challenge Oficinas to continue”

Ricardo Mateus – Easystop

As a sponsor of **Challenge Oficinas**, your brand will be associated with a unique event of recognized success in the aftermarket sector in Portugal.

PERIODICITY: Annual

OBJETIVE: Create dynamism the workshop teams of after-sales secto

TARGET AUDIENCE: Teams of independent workshops, Authorized workshops and after-sale car dealers

EVENT DATE: June 18, 2022

PLACE: To be defined

DISTRICT: To be defined

COUNTRY: Portugal

4 YEARS OF COMPETITION



WATCH MORE AT www.challengeoficinas.pt





SPONSORSHIP COUNTERPARTS 2022



BEFORE THE EVENT

- **Insertion of your logo** on an Challenge Workshops advertising full page published in Jornal das Oficinas
- **Divuligation of your logo** as a sponsor through e-news JO dedicated to 22,000 emails
- **Insertion of your logo** in the Challenge Workshops banner published in the weekly JO editorial e-news
- **Insertion of your logo** on the official website of www.challengeoficinas.pt
- **Diivulgation of your logo** as a sponsor on the social media of Jornal das Oficinas



DURING THE EVENT

- **Insertion of your logo** in the invitation of the Challenge Workshops Final Contest
- **Insertion of your logo** on the photo panel during the Challenge Workshops Final Contest
- **Insertion of your logo** on individual flags placed at the Challenge Workshops Final Contest
- Placing **visual communication of your logo** at the Challenge Workshops Final Contest
- **Video interview** to the head of your brand or company
- **Insertion of your logo** on all Trophies awarded to finalists of Challenge Workshops
- As a sponsor you have the **possibility to offer prizes** to the finalists of the Challenge Workshops



AFTER THE EVENT

- **Insertion of your logo** in the general Challenge Workshops video
- **Insertion of your logo** in the videos of all Challenge Workshops interviews
- **Insertion of your logo** in the report of the Challenge Workshops Final Contest published in the Jornal das Oficinas
- **Insertion of your logo** in photos shared on social media and websites





SPONSORSHIP PRICE 2022

Sponsorship provides a great way to increase your competitive advantage by improving the image, prestige and credibility of the company / brand.
In recent years, corporate sponsorship of the most important events has become the fastest growing type of marketing globally.

GREAT
VISIBILITY FOR
YOUR BRAND
IN THE
MARKET

PARTNER IN AN EVENT
THAT AWARDS THE
BEST
WORKSHOP TEAMS
OF THE YEAR

CHALLENGE OFICINAS

PRESTIGE
IN SPONSORING A
UNIQUE EVENT IN
THE WORKSHOPS
SECTOR
IN PORTUGAL



2500 €

Payment at the beginning of the contract

more details at:
www.challengeoficinas.pt

COMMERCIAL CONTACTS

ADVERTISING DIRECTOR: Mário Carmo – mario.carmo@apcomunicacao.com – +351 966 434 616
ACCOUNT: Paulo Franco – paulo.franco@apcomunicacao.com – +351 968 654 949

Contact us by



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AFTERMARKET COMMUNICATION

See more at
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**The biggest
workshops event in Portugal**

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