

MELHOR  
**MECATRÔNICO**

2022  
MEDIA KIT  
SPONSOR



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# PRESENTATION

**A unique initiative in the panorama of automotive mechatronics in Portugal.**

With the Best Mechatronic competition, we want to not only publicize this profession, but also value it. Increasingly essential in the workshop, this specialization brings added value and increases the profitability of the business.

We are convinced that the realization of initiatives such as the Best Mechatronic and with the awareness of operators, this will be an increasingly valued profession.

[www.melhornmecatronico.pt](http://www.melhornmecatronico.pt)

**4**  
COMPETITIONS  
ORGANIZED

**2.5K**  
PARTICIPANTS  
IN THE LAST  
4 EDITIONS

**15K**  
PUBLIC REACH IN THE  
NEXT FINAL CONTEST AT  
THE EXPOMECHANIC HALL

**32**  
FINALISTS IN THE  
BEST MECHATRONIC  
FINAL CONTEST



**5** YEARS

**dignifying the profession**  
automotive mechatronic

**“Of all the events we sponsor, the Best Mechatronic is without a doubt the one with the best organization”**

Paulo Santos – Valvoline

**“We are very proud to sponsor this competition. We like to associate ourselves with good initiatives in the sector ”**

Grisélia Afonso – SKF

**“The Best Mechatronic is a great opportunity to make our services known ”**

Marta Allejos – Schaeffler

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

**PERIODICITY:** Biennial

**OBJETIVE:** Dignify the aftermarket automotive mechatronic profession in Portugal

**TARGET AUDIENCE:** Mechanics and Mechatronics from independent workshops, Authorized networks and after-sale car dealers

**EVENT DATE:** April 14 to 16, 2023

**PLACE:** Exponor – expoMECÂNICA Fair

**DISTRICT:** Porto

**COUNTRY:** Portugal

**FAIR VISITORS :** 15.000

# 5 YEARS OF COMPETITION



WATCH MORE AT [www.melhormecatronico.pt](http://www.melhormecatronico.pt)



# SPONSORSHIP COUNTERPARTS 2022

## BEFORE THE EVENT



- **Insertion of your logo** on an Best Mechatronic advertising full page published in Jornal das Oficinas
- **Divulcation of your logo** as a sponsor through e-news JO dedicated to 22,000 emails
- **Insertion of your logo** in the Best Mechatronic banner published in the weekly JO editorial e-news
- **Insertion of your logo** on the official website of [www.melhormecatronico.pt](http://www.melhormecatronico.pt)
- **Diivulcation 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 Best Mechatronic Final Contest
- **Insertion of your logo** on the photo panel during the Best Mechatronic Final Contest
- **Insertion of your logo** on individual flags placed at the Best Mechatronic Final Contest
- Placing **visual communication of your logo** at the Best Mechatronic Final Contest
- **Video interview** to the head of your brand or company
- **Insertion of your logo** on all Trophies awarded to finalists of Best Mechatronic
- As a sponsor you have the **possibility to offer prizes** to the finalists of the Best Mechatronic

## AFTER THE EVENT



- **Insertion of your logo** in the general Best Mechatronic video
- **Insertion of your logo** in the videos of all Best Mechatronic interviews
- **Insertion of your logo** in the report of the Best Mechatronic 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

# MELHOR MECATRÓNICO

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

PARTNER IN AN EVENT  
THAT AWARDS THE  
BEST  
MECHATRONICS  
OF THE YEAR

2500 €

Payment at the beginning of the contract



more details at:  
[www.melhormecatronico.pt](http://www.melhormecatronico.pt)





see more at  
[www.apcomunicacao.com](http://www.apcomunicacao.com)

# The biggest car mechatronic event in Portugal



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