



# TOON CUP 2020

PARTNERSHIP  
PROPOSAL



# TOON CUP WILL TAKE PLACE AS PLANNED!

While for a known reason Euro 2020 has been postponed for a year...

...the Cartoon Network characters will do everything to provide great sport experience for young and older football fans!

~~EURO  
2020~~





# WHAT IS TOON CUP?

**Casual football mobile app and web game.** Players choose country and build team using their favourite CN characters. They can tackle the ball, dribble, pass, shoot and unlock new playable characters by earning coins.

Available as:

Desktop/Mobile/Tablet web game  
IOS/Android Mobile app



Game is Free AD FUNDED

Live Dates

Web game & mobile app: **June 11th**  
Tournament: **June 11th – August 6th**



App icons are not final



# MARKETING ACTIVITIES

- **WEBSITE** takeover presence (2 weeks from launch)
- Significant, **DIGITAL** paid campaigns driving both website traffic and app downloads
- **SEARCH** and **APP STORE** advertising
- **YOUTUBE** pre-roll / bumper campaign
- **ON-AIR promos** (15" and 30" promo + squeeze credit)
- **SOCIAL MEDIA** promotion, both organic and paid

*All activities - TBC  
Most of promotion can include sponsor message*



# TOON CUP LEGACY

Total app downloads since launch: **39.5M**

Tournament Year (Data Period)	Unique Users	Matches Played	Average Dwell time
<b>Winter 2019</b> (Dec 17th – Jan 31st)	<b>1.3M</b>	<b>11.8M</b>	<b>19.0 minutes</b>
<b>Summer 2019</b> (June 6th – July 31st)	<b>14M</b>	<b>89M</b>	<b>24.4 minutes</b>
<b>Winter 2018</b> (Dec 13th – Feb 7th)	<b>2.1M</b>	<b>22M</b>	<b>16.4 minutes</b>
<b>Summer 2018</b> (June 28th – August 8th)	<b>9.2M</b>	<b>61M</b>	<b>17.2 minutes</b>



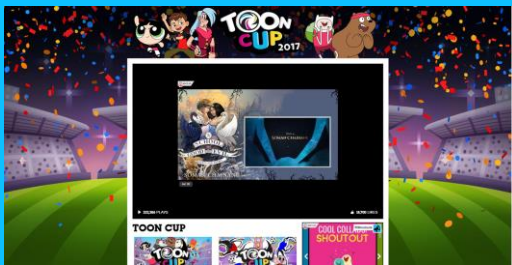
# IN-APP ADVERTISING AND SPONSORSHIP OPPORTUNITIES

## Mid-rolls on app



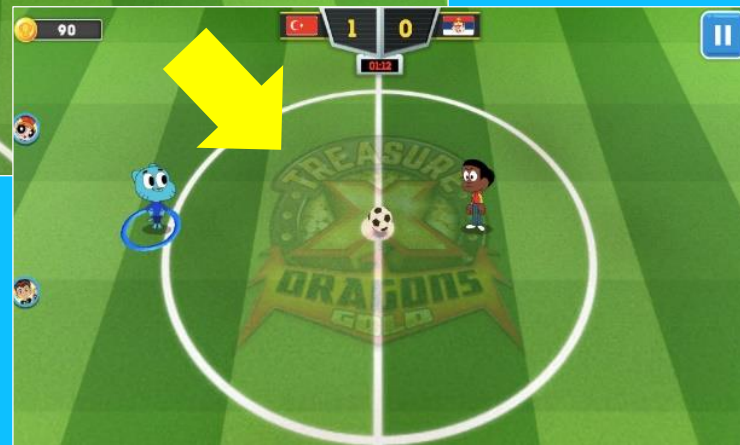
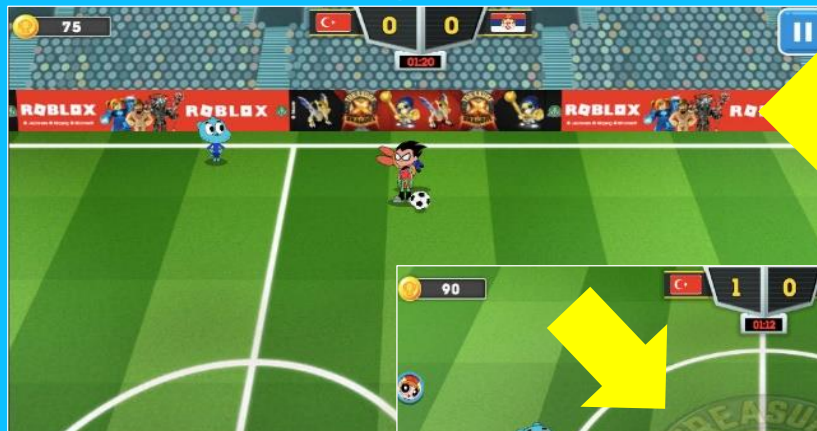
Plays after every 3 minutes  
of playing in app

## Pre-rolls on Web Game



Plays in-front, before game loads

## Pitch side advertising



Centre Circle at kick off



# 1-MONTH MEDIA PACKAGE

Timing: **June/July 2020 (4 weeks)**

## CN ONAIR:

- 150 x 15'' **bumper idents** at first position in ad-break

## CN ONLINE:

- 100 000 x 15'' prerolls with **partnership spot on Cartoon Network website, Toon Cup microsite and in Toon Cup app**
- 200 000 x 15'' prerolls with **partnership spot on CN YouTube channel**



# 2-MONTHS MEDIA PACKAGE

Timing: **June-July 2020 (8 weeks)**

## CN ONAIR:

- 180 x 15" **bumper idents** at first position in ad-break

## CN ONLINE:

- 150 000 x 15" prerolls with **partnership spot on Cartoon Network website, Toon Cup microsite and in Toon Cup app**
- 400 000 x 15" prerolls with **partnership spot on CN YouTube channel**
- 30 000 x **in-app advertising** (pitch side and centre at kickoff)



CLICK TO SEE MORE



PLAY TOON CUP  
ONLINE!



PROMO MATERIAL



EXCLUSIVE  
GAMEPLAY



DOWNLOAD MOBILE APP



# TOON CUP 2020

LET'S MEET ON  
THE FOOTBALL PITCH!