



UniquuAll

ALL UNIQUE
EQUAL

ACTIVATION FOR AUTISM

SPORT INCLUSIVE ACADEMIES FOR CHILDREN ON THE AUTISM SPECTRUM



Introduction

UniquAll is a sports – educational program with a mission of supporting and helping children with special abilities. In the first phase of the implementation, we are focusing on children under the spectrum of autism. **Adaptive Basketball Education** is the path we follow in order to help them develop.

Mission

To provide a safe environment to children on the autism spectrum and give them the opportunity to be part of an inclusive team with typical children.



Our Program

All UniquAll activations have a specific role and help children with disabilities, and more specifically children on the autism spectrum, develop their physical and mental health.

Moreover, our program aims to raise awareness in order to embrace diversity.





ALL UNIQUE, ALL EQUAL

AMBASSADORS

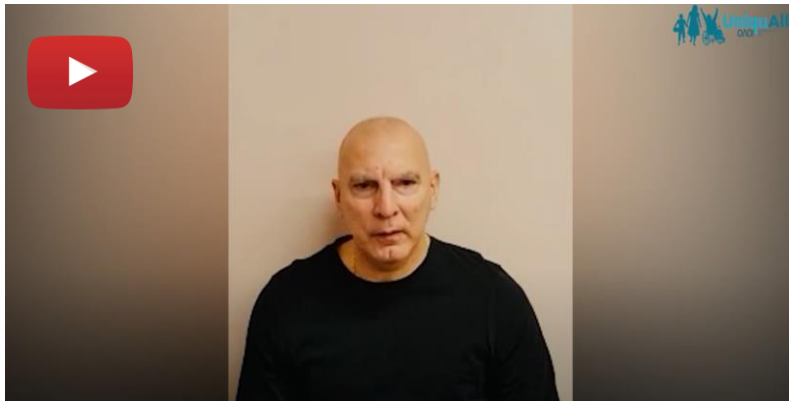
INSPIRED BY

NIKOS GALIS & GIANNIS ANTETOKOUNMPO

DIMITRIS PAPANIKOLAOU



Dimitris Papanikolaou, one of the most important veteran basketball players of Greece, lighted the spark of **UniquAll** and with the assistance of two ambassadors and great basketball figures, the NBA Hall of Famer **Nikos Galis** and the NBA Champion and 2 times MVP **Giannis Antetokounmpo**, introduced a program that provides an environment suitable to host children under the spectrum of ASD and help them enhance their physical and mental health.





2022 PROGRAM REVIEW



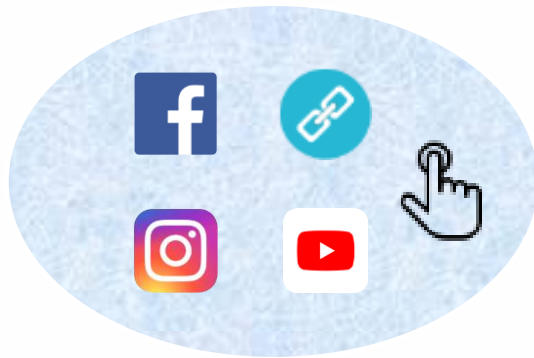
Sport Inclusive Academies Program

The initial open call out plan had 2 weeks duration, however, only the first two days we received **70 applications**, **50 of them in the first day!** **In response to this we increased the capacity!**

Academy location: Leonteios School of Nea Smyrni



Communication



Our program's activations were shared to the official website and social media channels of UniquAll

- Official Website,
- Social Media Channels,
- YouTube Official Channel



Boost post



Οι ομορφότερες στιγμές της ξεχωριστής Τελετής Λήξης, ...

June 24, 2022 at 4:15 PM

ID: 159565206592792

Interactions

👍 949 reactions

💬 25 comments

➦ 23 shares

Performance

Reach



Total

59,444 Worst Best

Reactions, comments...



Total

997 Worst Best

Results



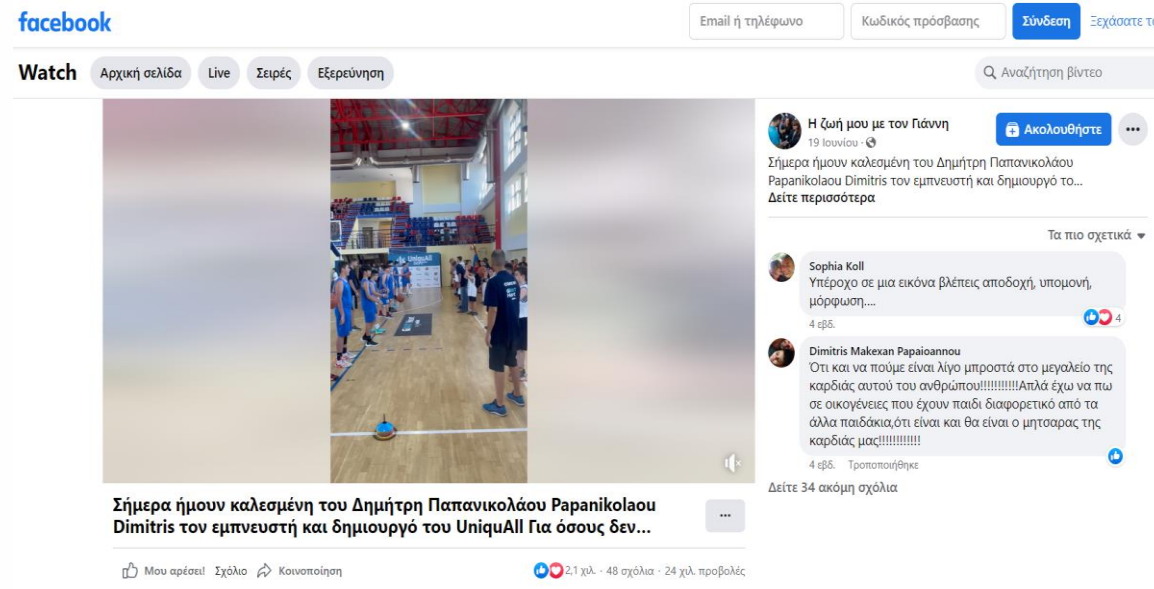
Total

866 Worst Best



Communication

Our popular guests, shared our activity on their social media channels.



Dimitris Papanikolaou presents UniquAll on live TV.





Communication

A promo video was produced for the **World Autism Awareness Day (April 2nd)**, with the participation of 12 popular and inspiring personas from the sports and arts industry, as much as activists that have dedicated their lives to raise awareness towards an inclusive society.

Dionysis Schinas, Popular singer | **Ioanna Paliospyrou**, Podcaster and activist | **Spyros Gianniotis**, Olympic Silver Medalist | **Eleftheria Tosiou**, a disabled student that managed to climb Olympus Mountain | **Dimitris Itoudis**, Head Coach of the Greek Men's Basketball National Team | **Doretta Papadimitriou**, Actress & TV host | **Giorgos Karagkounis**, Veteran football player and many more.



Closing Ceremony

Closing Ceremony Event with the attendance of famous athletes, personas, our supporters and representatives of the Local Government.





PLANNING 2023



New Season

Observing the development of the children with great pride, UniquAll sports – educational program will continue the coming year 2023.

UniquAll's inclusive program will be implemented in 3 cities, Athens, Thessaloniki and Patra. Moreover, our goal is to introduce it to more regions of the country. In order to offer a safe and suitable environment, new inclusive activities will be added to the schedule, such as dancing workshops.

- ✓ **Athens – Leonteios School of Athens, Annual Program (7 months), with a projection of 50 participants on the autism spectrum.**
- ✓ **Thessaloniki & Patra – Implementation of a two-month inclusive program, with a projection of 30 participants on the autism spectrum, per city.**

Structure

Athens – Thessaloniki – Patra

- ✓ Adaptive Basketball Education
- ✓ Inclusive Sessions
- ✓ Dancing Workshops
- ✓ Educational Speeches
- ✓ Popular Personas Visits
- ✓ Volunteering
- ✓ Educational scholarships provided to volunteers
- ✓ Closing Ceremony (Athens – Thessaloniki – Patra)





All Unique, All Equal

For the first time, in cooperation with local authorities, our plan is to introduce a shorter version of the sports – educational program in other regions of Greece (besides Athens, Thessaloniki & Patra).

These programs will have a 1-1,5months duration focusing on 100 children, 30 children of them on the autism spectrum and 70 typical children. In cooperation with local authorities, we will proceed to the implementation.

Structure:

- ✓ 4 sports – educational Sessions (3 for non typical children, 1 for typical children)
- ✓ 1 Inclusive Session
- ✓ 1 interactive Educational Session
- ✓ Famous Personas Visit

MAIN PROGRAM - STRUCTURE



3+

CITIES



7

MONTHS

(DEC 2022 – JUNE 2023)



400+

ATHLETES

(TYPICAL & NON-TYPICAL) (TYPICAL & NON-TYPICAL)



800+

PARENTS



12

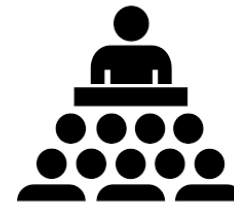
EDUCATIONAL
SCHOLARSHIPS TO
VOLUNTEERS



ADJUSTED
BASKETBALL
TRAININGS



DANCING
WORKSHOPS



EDUCATIONAL
SPEECHES



EXPOSURE &
COMMUNICATION PLAN



SUPPORTERS PROGRAM



In this effort we need partners. Therefore, a two- level supporting program is introduced:

- **TOP LEVEL SUPPORTERS**, which refers to the activities of both the CENTRAL Program in Athens, Thessaloniki, Patra and to the LOCAL Programs that will take place in every additional city of Greece.
- **LOCAL LEVEL SUPPORTERS**, which refers exclusively to partners located in the additional cities where the LOCAL Programs will take place during the season.

Specifically:

TOP PROGRAM

- ✓ GOLD SUPPORTER
- ✓ SILVER SUPPORTER X2
- ✓ OFFICIAL SUPPORTER X3

LOCAL PROGRAM

- ✓ GRAND LOCAL SUPPORTER
- ✓ LOCAL SUPPORTERS X3



TOP LEVEL SUPPORTERS BENEFIT PROGRAM

ATHENS | THESSALONIKI | PATRA



TOP LEVEL SUPPORTERS

BENEFITS	GOLD SUPPORTER (30% SOV)	SILVER SUPPORTER*2 (20% SOV)	SUPPORTER *3 (10% SOV)
ON SITE BRANDING EXPOSURE			
Logo on Baskets' Base	2		
Two-sided 2.5X1 Signs	4	2	1
Ball Carts	2		
Beach flags	2	1	
Roll up banner at the gym's entrance	30% SOV	20% SOV	10% SOV
SPORTS APPAREL			
Athletes' Clothing	BACK SIDE	BACK SIDE	
Coaches & Volunteers' Clothing	BACK SIDE	BACK SIDE	



TOP LEVEL SUPPORTERS

BENEFITS	GOLD SUPPORTER (30% SOV)	SILVER SUPPORTER*2 (20% SOV)	SUPPORTER *3 (10% SOV)
COMMUNICATION WEBSITE – SPECIAL PROGRAM SECTION			
Visual skins / partners' logo	ROS (30% SOV)	ROS (20% SOV)	ROS (10% SOV)
Banners	ROS (30% SOV)	ROS (20% SOV)	ROS (10% SOV)
Partners' linkable logo on website's special section	30% SOV	20% SOV	10% SOV
Native Articles	8 natives	8 natives	8 natives
Partners' CSR Activity shared on website	✓	✓	✓
COMMUNICATION SOCIAL MEDIA – SPECIAL PROGRAM SECTION			
Branded Content posts/ stories (photos & videos)	8 Facebook, Instagram	8 Facebook, Instagram	8 Facebook, Instagram



TOP LEVEL SUPPORTERS

BENEFITS	GOLD SUPPORTER (30% SOV)	SILVER SUPPORTER*2 (20% SOV)	SUPPORTER *3 (10% SOV)
COMMUNICATION EUROHOOPS.NET			
Partnership Announcement – Photo with Dimitris Papanikolaou	✓	✓	✓
Native Articles	8 natives	8 natives	8 natives
Branded Content posts/ stories (photos & videos)	8 Facebook, Instagram	8 Facebook, Instagram	8 Facebook, Instagram
PR & COMMUNICATION			
Invitation to the first training session - Photoshooting	✓	✓	✓



TOP LEVEL SUPPORTERS

BENEFITS	GOLD SUPPORTER (30% SOV)	SILVER SUPPORTER*2 (20% SOV)	SUPPORTER *3 (10% SOV)
CALL OUT CAMPAIGN ON WEBSITE & EUROHOOPS.NET ATHLETES & VOLUNTEERS PARTICIPATION			
Promotion Article	Reference	Reference	Reference
Video Campaign with partners' packshot visual at UniquAll.net and Eurohoops.net	30% SOV	20% SOV	10% SOV
Press Release after the Call Out Campaign	Reference	Reference	Reference



TOP LEVEL SUPPORTERS

BENEFITS	GOLD SUPPORTER (30% SOV)	SILVER SUPPORTER*2 (20% SOV)	SUPPORTER *3 (10% SOV)
AWARENESS CAMPAIGN ON WEBSITE & EUROHOOPS.NET WORLD AUTISM AWARENESS DAY, APRIL 2ND			
Campaign video with partner's filler exposure	100%		
Campaign video with partners' fillers exposure	30% SOV	20% SOV	10% SOV
Campaign pop up banner at eurohoops.net (7 days duration)	✓	✓	
Press Release focusing on the campaign	✓	✓	✓
Additional activations availability, organized by the partner	✓	✓	
RECAP & MINI MOVIE			
Recap native article with program's highlights	30% SOV	20% SOV	10% SOV
Branded highlights content	30% SOV	20% SOV	10% SOV



TOP LEVEL SUPPORTERS

BENEFITS	GOLD SUPPORTER (30% SOV)	SILVER SUPPORTER*2 (20% SOV)	SUPPORTER *3 (10% SOV)
CLOSING CEREMONY 2022-23 X 3 CITIES ATHENS – THESSALONIKI – PATRA			
Sticker on Baskets boards	2		
Logo on Baskets Base	2		
Two-sided 2.5X1 Signs	3	2	1
Ball Carts	2		
Beach flags	2	1	
Roll up banner at the gym's entrance	30% SOV	20% SOV	10% SOV
Backdrop	30% SOV	20% SOV	10% SOV
Participation Certificates for athletes/ volunteers	30% SOV	20% SOV	10% SOV
Partners' participation in the closing ceremony	✓	✓	✓



TOP LEVEL SUPPORTERS' BENEFITS@LOCAL PROGRAMS



TOP LEVEL SUPPORTERS

LOCAL LEVEL SUPPORTERS

BENEFITS	GOLD SUPPORTER	SILVER SUPPORTER *2	SUPPORTER *3	GRAND LOCAL SUPPORTER	LOCAL SUPPORTER *3
ON SITE BRANDING EXPOSURE					
Two-sided 2.5X1 Signs	2	1	1	2	1
Beach flags	2	1		2	1
Roll up banner at the gym's entrance				70% SOV	10% SOV
COMMUNICATION WEBSITE – LOCAL PROGRAM DEDICATED MICROSITE					
Visual skins / partners' logo	15% SOV	10% SOV	5% SOV	20% SOV	10% SOV
Banners	15% SOV	10% SOV	5% SOV	20% SOV	10% SOV
Partners' linkable logo on website's special section	30% X 50%SOV	20% X 50%SOV	10% X 50%SOV	40% X 50%SOV	20% X 50% SOV
Partners' CSR Activity shared on website	✓	✓	✓	✓	✓



TOP LEVEL SUPPORTERS				LOCAL LEVEL SUPPORTERS	
BENEFITS	GOLD SUPPORTER	SILVER SUPPORTER *2	SUPPORTER *3	GRAND LOCAL SUPPORTER	LOCAL SUPPORTER *3
COMMUNICATION SOCIAL MEDIA – SPECIAL PROGRAM SECTION					
Branded Content posts/ stories (photos & videos)	3 Facebook, Instagram	3 Facebook, Instagram	3 Facebook, Instagram	3 Facebook, Instagram	3 Facebook, Instagram
COMMUNICATION EUROHOOPS.NET					
Partnership Announcement – Photo with Dimitris Papanikolaou	✓ Photo with Dimitris Papanikolaou	✓ Photo with Dimitris Papanikolaou	✓ Photo with Dimitris Papanikolaou	✓ Photo with Dimitris Papanikolaou	✓ Photo with Dimitris Papanikolaou
Native Articles	1 native	1 native	1 native	1 native	1 native
Branded Content posts/ stories (photos & videos)	3 Facebook, Instagram	3 Facebook, Instagram	3 Facebook, Instagram	3 Facebook, Instagram	3 Facebook, Instagram
PR & COMMUNICATION					
Invitation to the first training session - Photoshooting	✓	✓	✓	✓	✓



TOP LEVEL SUPPORTERS

LOCAL LEVEL SUPPORTERS

BENEFITS	GOLD SUPPORTER	SILVER SUPPORTER *2	SUPPORTER *3	GRAND LOCAL SUPPORTER	LOCAL SUPPORTER *3
CALL OUT CAMPAIGN ON WEBSITE & EUROHOOPS.NET ATHLETES & VOLUNTEERS PARTICIPATION					
Promotion Article	REFERENCE	REFERENCE	REFERENCE	REFERENCE	REFERENCE
Video Campaign with partners' packshot visual at UniquAll.net and Eurohoops.net	30% X 50%SOV	20% X 50%SOV	10% X 50%SOV	40% X 50%SOV	20% X 50% SOV
Press Release after the Call Out Campaign	REFERENCE	REFERENCE	REFERENCE	REFERENCE	REFERENCE



BENEFITS	TOP LEVEL SUPPORTERS			LOCAL LEVEL SUPPORTERS	
	GOLD SUPPORTER	SILVER SUPPORTER *2	SUPPORTER *3	GRAND LOCAL SUPPORTER	LOCAL SUPPORTER *3
AWARENESS CAMPAIGN ON WEBSITE & EUROHOOPS.NET WORLD AUTISM AWARENESS DAY, APRIL 2 ND					
Campaign video with partners' fillers exposure	30% SOV	20% SOV	10% SOV	CREDITS	CREDITS
Press Release focusing on the campaign	✓	✓	✓	REFERENCE	REFERENCE
RECAP & MINI MOVIE					
Recap native article with program's highlights	30% SOV	20% SOV	10% SOV	HIGHLIGHTS	HIGHLIGHTS
Branded highlights content	30% SOV	20% SOV	10% SOV	HIGHLIGHTS & CREDITS	HIGHLIGHTS & CREDITS



TOP LEVEL SUPPORTERS

LOCAL LEVEL SUPPORTERS

BENEFITS	GOLD SUPPORTER	SILVER SUPPORTER *2	SUPPORTER *3	GRAND LOCAL SUPPORTER	LOCAL SUPPORTER *3
CLOSING CEREMONY 2022-23					
Two-sided 2.5X1 Signs	2	1	1	2	1
Beach flags	2	1		2	1
Roll up banner at the gym's entrance				70% SOV	10% SOV
Backdrop	30% X 50%SOV	20% X 50%SOV	10% X 50%SOV	40% X 50%SOV	20% X 50% SOV
Participation Certificates for athletes/ volunteers	30% X 50%SOV	20% X 50%SOV	10% X 50%SOV	40% X 50%SOV	20% X 50% SOV
Partners' participation in the closing ceremony	✓	✓	✓	✓	✓



TOP LEVEL SUPPORTERS PROGRAM

- **Gold Supporter (30% SOV) | \$80.000/ Sponsor (1 place)**
- **Silver Sponsor (20% SOV) | \$40.000/ Sponsor (2 places)**
- **Official Supporter (10% SOV) | \$20.000/ Supporter (3 places)**

** The above fees refer to the period December 2022-June 2023, are net (not subject to VAT).*

There is an effective charge of the donation tax of 0.5%, which is submitted by the implementing agency, Eurohoops).

***Branding material production costs are included in the above amounts.*

COACH
GIANT
Heart



UniquAll

ALL UNIQUE
EQUAL

THANK YOU!

