

Turkish Airlines is the flag carrier airline of the Republic of Turkey and has the world's fourth largest flight network as of 2016. It is a major sponsor of soccer and basketball.

Turkish Airlines looks to sponsor properties that align with the brand image and differentiate the company from its competitors, while generating brand exposure and delivering incremental sales opportunities.

The airline views sponsorship as a key platform to achieve its business objectives, including its aim of increasing its market share of the aviation industry to 5% by 2023 and to adopt a more consumer-oriented strategy.

Turkish Airlines' sponsorship strategy is aimed at producing opportunities to directly engage with customers and global fan bases. In doing so it aims to build brand affinity and raise purchase consideration.

Turkish Airlines' sponsorship spend is focused on soccer, basketball and golf within Europe. Within these sports, the airline prefers title and main sponsorships as these provide the visibility required to reach wide audiences.

Within soccer, Turkish Airlines sponsors a number of teams across Europe, in particular in its home market of Turkey, and Germany. These sponsorship agreements are aimed to reinforce brand awareness and increase consumer loyalty.

Turkish Airlines also signs some one-off deals in order to promote individual routes. For example, in 2017, the airline became the main sponsor of Cricket Ireland in order to promote new routes to and from Dublin.

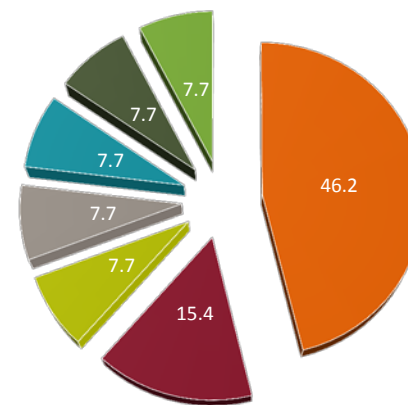
Turkish Airlines regularly uses sports stars in its television and online campaigns. Athletes that have previously appeared in commercials for the company include Lionel Messi and Kobe Bryant.

The company currently does not consider sponsoring one-off events, or properties that encompass high perceived level of risk or a violent nature, such as motor sports, boxing or extreme sports.

## TIMELINE - SELECTED ANNOUNCEMENTS

- 2017** – Turkish Airlines becomes main federation partner of Cricket Ireland
- 2015** - Turkish Airlines becomes a sponsor of rugby union's European Rugby Champions Cup
- 2015** - Turkish Airlines announces sponsorship deals with Schalke 04 & Roma
- 2014** - Didier Drogba joins Lionel Messi as global brand ambassador of Turkish Airlines
- 2014** - Turkish Airlines signs as kit sponsor of Galatasaray for 2014–15 UEFA Champions League
- 2013** - Turkish Airlines extends partnership with Euroleague Basketball

## SPONSORSHIP PORTFOLIO BY SPORT



■ Soccer ■ Golf ■ Basketball ■ Chess ■ Cricket ■ Rugby Union ■ Tennis

## KEY CONTACT:

Hulya Curtis,  
Regional Marketing  
Manager hcurtis@thy.com

## KEY MARKETS



## TURKISH AIRWAYS GROUP AT A GLANCE

<b>2016 Revenue</b>	<b>\$9.7bn</b>
<b>No. of Employees</b>	<b>50,000</b>
<b>No. Of Aircraft</b>	<b>334</b>
<b>Estimated Annual Sponsorship Spend</b>	<b>\$48.9m</b>

## SELECTED KEY DEALS:

All Data within this report has been collated from the 90,000 deals within the Sportcal Sponsorship Intelligence Centre and is correct as of 30/11/2017

SPORT	PRODUCT	SPONSOR CATEGORY	STATUS	TYPE	DEAL START	DEAL FINISH	\$M (ANNUAL)
BASKETBALL	Euroleague Basketball	Federation	Main sponsor	Renewal	2013	2020	7.15
TENNIS	Stuttgart Open (WTA)	Event	Sponsor/Partner	New	2013	2018	0.25 – 0.75
CHESS	Turkish Chess Federation	Federation	Sponsor/Partner	New	2015	2018	VIK – 0.25
RUGBY UNION	European Rugby Champions Cup	Series	Sponsor/Partner	New	2015	2018	1 – 2.5
GOLF	Turkish Open	Event	Title sponsor	Renewal	2016	2018	2 – 3.5
SOCCER	Turkish Super League	Series	Main sponsor	New	2016	2018	3 - 6
CRICKET	Cricket Ireland	Federation	Main sponsor, Shirt sponsor	New	2017	2018	0.5 - 0.75
GOLF	European Challenge Tour	Event	Title sponsor	New	2017	2019	0.5 - 0.75