

SPONSORSHIP BOOKLET



CYPRUS BEACH HANDBALL SERIES

vol 1

2025 - 2026



*Beach handball was made for Cyprus.
And we are here to bring it to life!*

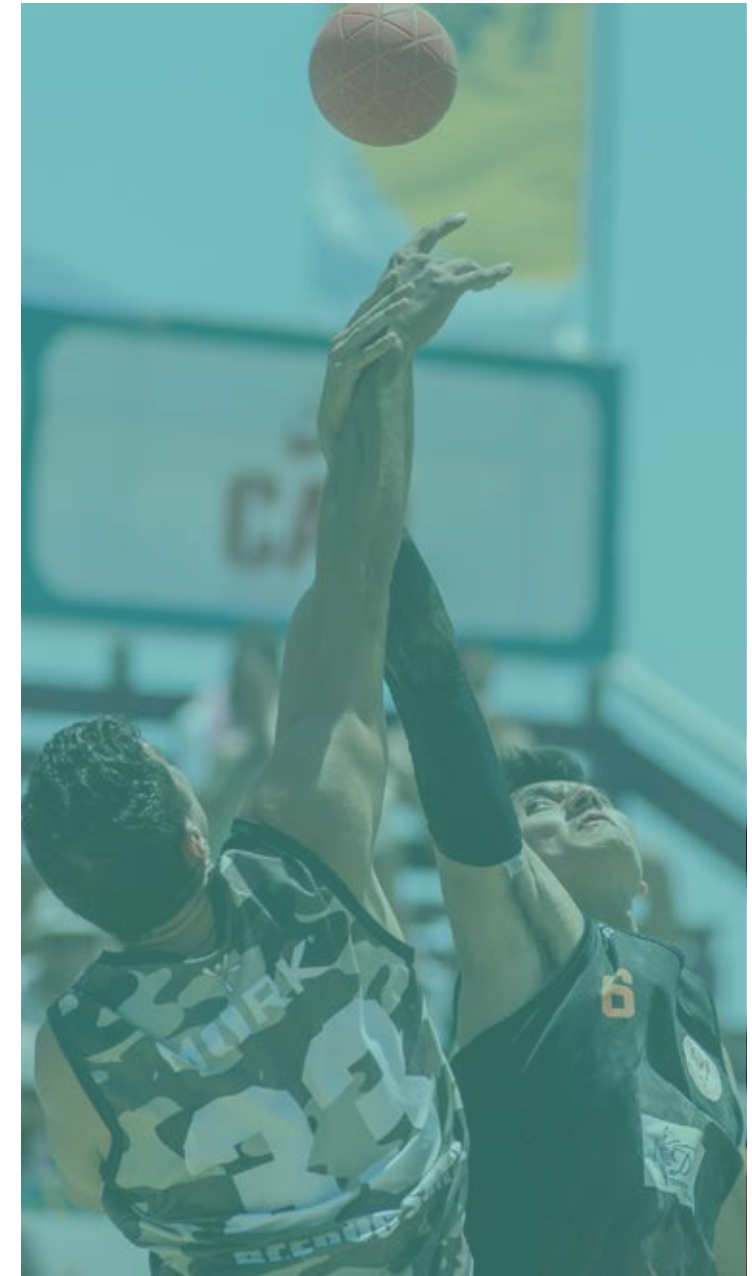


ABOUT US

The Cyprus Beach Handball Series is a new dynamic initiative aiming to elevate beach handball in Cyprus through the organization of high-quality tournaments, engaging sporting experiences, and community-driven events. Bringing together sports, entertainment, tourism, and lifestyle, the Series aspires to establish Cyprus as an emerging destination for beach handball in the Mediterranean region.

Built on passion for the sport and a shared vision for growth, the initiative combines expertise in sports development, event management, and local hospitality to deliver professionally organized tournaments that create value for athletes, spectators, partners, and sponsors alike. Beyond competition, the Cyprus Beach Handball Series seeks to promote active living, youth participation, teamwork, and the unique coastal identity of Cyprus.

Cyprus Beach Handball Series
Sports management & event organisers





A NEW ERA FOR BEACH HANDBALL IN CYPRUS



The Cyprus Beach Handball Series is the result of a strategic collaboration between organizations and teams that share a common vision: to elevate beach handball in Cyprus and create a modern sports and entertainment experience with long-term impact.

By combining expertise in sports development, event management, hospitality, and community engagement, the initiative brings together partners with complementary strengths and a shared passion for innovation, youth participation, and high-quality event experiences.

All tournaments organised under the Cyprus Beach Handball Series will be held under the auspices of the Cyprus Handball Federation and officially included in the European Handball Federation (EHF) calendar. Through their participation, teams will have the opportunity to collect points for the European ranking, strengthening their pathway towards qualification for the EHF Champions Cup, where Europe's top beach handball teams compete at the end of each season.





FOUNDING PARTNERS



Parallax Experience is a leading sports and event management company in Cyprus, specializing in the organization and execution of high-level sporting events and experiences. With extensive expertise in event production, operations, branding, and audience engagement, the company has successfully delivered projects that combine sport, entertainment, and community participation.

Among its flagship projects is the highly successful 3x3 Basketball Series, one of the most recognized urban sports events in Cyprus, which celebrates its 10th anniversary this year. Over the past decade, the event has attracted thousands of participants and spectators from Cyprus and abroad, establishing itself as a benchmark for modern sports entertainment and experiential event organization in the region.

Through its proven track record, innovative mindset, and deep understanding of sports audiences, Parallax Experience brings valuable know-how and strategic direction to the Cyprus Beach Handball Series, contributing to its ambition of becoming a premier beach sports event in Cyprus and the wider Mediterranean region.



Amathusia Beach Handball Tournaments are a Cyprus-based initiative that has been actively involved in the development and promotion of beach handball in recent years through the successful organization of beach handball tournaments and sporting events across the island. With events hosted in cities such as Larnaca and Limassol, Amathusia has contributed to the growth of the sport by attracting the participation of numerous teams and creating engaging experiences for athletes and spectators alike. Through its experience, local network, and passion for beach sports, Amathusia plays an important role in supporting the vision and expansion of the Cyprus Beach Handball Series.



Cyprus Handball Club is a sports organization founded in 2019 with the vision of developing and promoting handball in Cyprus, with a particular focus on beach handball. Since its establishment, the club has organized tournaments and sporting initiatives aimed at increasing awareness and participation in the sport, while creating opportunities for athletes to engage in competitive and recreational beach handball activities. Following a temporary pause during the Covid period, the organization is now returning with renewed energy, new collaborations, and an ambitious vision for the future of beach handball in Cyprus. level sporting events and experiences. With extensive expertise in event production, operations, branding, and audience engagement, the company has successfully delivered projects that combine sport, entertainment, and community participation.



The sand sets the stage

3 - 4 - 5 July

Municipal Sporting center for Beach sports, Limassol

The first edition of the Cyprus Beach Handball Series will take place in the first weekend of July 2026, bringing together athletes, fans, visitors, and partners for a unique beach sports experience in Cyprus.

Designed as more than a tournament, the event combines competitive beach handball with entertainment, music, hospitality, and a vibrant summer atmosphere, creating a destination experience for participants and spectators alike.

With teams expected from Cyprus and abroad, the tournament aims to establish itself as a dynamic annual sports event that celebrates competition, community, and the Mediterranean lifestyle.

The tournament will be hosted at a specially designed beach venue in the Limassol district, one of Cyprus' most popular summer destinations, known for its beaches, tourism activity, and vibrant atmosphere during the summer season.

The venue will feature competition courts, spectator areas, sponsor branding opportunities, entertainment zones, music activations, food & beverage points, and hospitality areas designed to create an engaging visitor experience throughout the event.





ONLINE ANALYSIS

BEFORE

1 Announcement post/story/reel
All Sponsors
FB, IG, Tiktok

2 Countdown posts/stories
Diamond, Platinum
FB, IG

3 Dedicated announcement per sponsor in social media & website
Diamond, Platinum, Gold
FB, IG

4 Naming category promo
Diamond, Platinum, Gold
FB, IG

5 Referee uniform promo
Diamond, Platinum, Gold
FB, IG, Tiktok, Youtube

6 Previous season recap
All sponsors
FB, IG

7 Event promo videos
All Sponsors
FB, IG, Tiktok, Youtube

8 Google ads campaign
All sponsors

9 Giveaways (tailored)
FB, IG



ONLINE ANALYSIS

DURING

1 Live streaming main court
Platinum
Youtube

2 Referee uniform promo
Diamond, Platinum, Gold
FB, IG, Tiktok, Youtube

3 Winner & Runner up banners
Diamond, Platinum, Gold
FB, IG

4 Tailored videos per tournament
All Sponsors - Collab
FB, IG, Tiktok, Youtube

5 Schedule promo posts/stories
Diamond
FB, IG, X

6 Livestream promo
Platinum
FB, IG, Tiktok, Youtube



ONLINE ANALYSIS

AFTER

- 1 Official closing video**
All Sponsors
FB, IG, Tiktok, Youtube
- 2 Dedicated posts with fans & players**
Diamond, Platinum, Gold, Silver
FB, IG, Tiktok, Youtube
- 3 Paid campaign**
All Sponsors
FB, IG
- 4 Website articles**
All Sponsors Mentioned
- 5 Newsletter after the event**
All Sponsors
Email
- 6 Press release after the event**
All Sponsors
- 7 Thank you posts**
All Sponsors
FB, IG



OFFLINE ANALYSIS

BEFORE

AFTER

1 Series Recap Video Campaign

All Sponsors

FB, IG, Tiktok, Youtube

2 Weekly Recap Posts

Diamond, Gold, Silver

FB, IG

3 Games Highlights Powered by

Diamond, Platinum

FB, IG, Tiktok, Youtube

4 Giveaways (Tailored)

All Sponsors

FB, IG

5 Tailored Promo Videos - Collab

All Sponsors

FB, IG, Tiktok



OFFLINE ANALYSIS

BEFORE

- 1 Brand placement on media backdrops and all offline promotional material

D Naming + Logo
P 1st Row
G 2nd Row
S 3rd Row

- 2 Cyprus Beach Handball Series Press Conference

D Naming + Logo
P 1st Row
G 2nd Row
S 3rd Row

- 3 Sponsors logo on outdoor banners for every city

D Naming + Logo
P 1st Row
G 2nd Row
S 3rd Row

OFFLINE ANALYSIS

DURING

- 1 Cocktail party for Sponsors/ Volunteers & Organizing Committee

D ✓
P ✓
G ✓
S ✓

OFFLINE ANALYSIS

AFTER

- 2 Media press release announcing final results of the tournament

D ✓
P ✓
G ✓
S ✓



OFFLINE ANALYSIS

DURING

1 Led Wall promotion (3.5x2m)

D 5 Clips (15s)
P 4 Clips (15s)
G 3 Clips (15s)
S 2 Clip (15s)

2 Logo on referee jerseys

D Front Side
P Back Side
G Back Side
S X

3 Logo on media backdrops

D Special mention
P 1st Row
G 2nd Row
S 3rd Row

4 Category naming right

D Men
P Women
G Youth
S X

5 Logo on Accreditation cards

D ✓
P ✓
G ✓
S ✓

6 Promotional flags at event main area

D 10 flags
P 6 flags
G 4 flags
S 2 flag

7 Sponsor representative will honor winners of a category

D Men
P Women
G Youth
S X

8 Video content display of sponsor material during evening games

D ✓
P ✓
G ✓
S ✓

9 Display area for promotional activities and/or installations

D 20m²
P 16m²
G 12m²
S 9m²

10 Branded printing material in the perimeter of the event

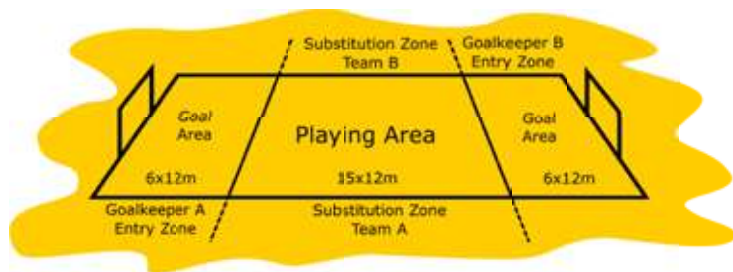
D ✓
P ✓
G ✓
S ✓



LIVE STREAMING

MAIN COURT

3 days, 20+ hours
live streaming
broadcasting





WHY PARTNER WITH US?

Join us for an exciting summer experience where sport, entertainment, lifestyle, and community come together across Cyprus' most vibrant beach destinations.

The Cyprus Beach Handball Series combines fast paced competition, music, activations, and social experiences in a dynamic seaside atmosphere.

- Beach Handball is one of the fastest growing urban and beach sports worldwide
- The sport combines athleticism, entertainment, teamwork, and spectacular gameplay
- The Series creates a unique summer platform for players, spectators, brands, and local communities
- Events are designed to attract participants and visitors of all ages in a fun and energetic environment
- All tournaments will be held under the auspices of the Cyprus Handball Federation and included in the European Handball Federation calendar
- Participating teams will have the opportunity to collect points for the European ranking and compete for qualification to the EHF Champions Cup
- The Cyprus Beach Handball Series aims to establish Cyprus as a regional destination for beach handball and summer sports tourism











BT

cabloopt

THEY ALWAYS
COME BACK.



LARNAKA | CYPRUS

Thank you!

for taking the time to review this presentation. Should your company be interested in exploring sponsorship opportunities, we would be delighted to arrange a meeting to further present our vision and discuss the value and benefits of a potential partnership.

Please feel free to contact us for any additional information or clarification you may need.

Yours sincerely,
Cyprus Beach Handball Series team

