



NATIONAL DANISH PERFORMANCE TEAM



**We move the world
- together**

Partnership proposal

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In 2012. NDPT 's visit's gave people in Taiwan a concept of healthy life style and has brought Novo Nordisk Taiwan a healthier new image! In hospitals, we interacted with patients and medical staffs; in schools, we encouraged everyone to exercise! In 2014, we look forward to NDPT's coming, we can foresee your powerful influence, NDPT and Novo Nordisk will again together promote "Changing Diabetes & we move the world" concept to more patients, health care professionals, students and the general public!

Business Development Manager Loren Tsai, Novo Nordisk, Taiwan

A partnership in the making and return on involvement

Based on many years successful experiences a partnership with National Danish Performance Team (NDPT) can evolve and be tailored to local conditions and needs.

Get the possibility to be directly associated with the goodwill and positive impact of NDPT. Your CSR work is further enhanced in cooperation with NDPT - focus on a healthy and active lifestyle.

Information at eye level

In a partnership with NDPT our common values will be provided in a different way at eye level with the target group. The aim is to communicate the message in a happy and positive spirit.

Working together

For DGI, a partnership is more than economy and carefully distributed dividends. In a partnership you will get stronger by motivating and challenging each other. A partner will be important for National Danish Performance Team during our stay.

Workshops work

When a town or an area is visited by NDPT, it will include workshops for children, young people and adults on the basis of their skills and with the clear aim of making people listen, move, dance and in the long run exercise, eat properly and be active.

#1

A partner can be invited to become "**Partner**". Partner's logo will be exposed on every poster and flyer in near proximity to National Danish Performance Team name, logo and name of show as "- presented by..."

#2

Partner can, by choice, be present at **Gala shows**. Exposure on banners etc. and part of the venue dressing in general. Partner can be allowed sampling, presence in public areas and a short presentation/welcome speech prior to the show.

#3

Partner can be exposed at **workshops and clinics** at schools and universities etc. to create awareness of healthy living.

#4

Partner and National Danish Performance Team can together host a **pre-show reception** for VIP, business partners etc. and provide a number of VIP tickets for the show.

#5

Partner can provide a **special t-shirt** for the team members to wear during workshops.

#6

Partner and National Danish Performance Team can create a **joint message on healthy living** combining our slogans "We move the world" and partner's slogan. This message will be at the forefront of all workshops and shows.

Partnership fee and activation

As a Partner the overall involvement will identify the partnership fee and additional activation.



We move the world – together, through the media

National Danish Performance Team meets a lot of people, but many more people will experience the NDPT through the media.

Social media

Also the social media are very important, not least among young people. Facebook, YouTube: the NDPT is everywhere: Seen, liked and shared by people of all nationalities. With many people on the tour and in Denmark, the NDPT achieves what can best be described as cult status. It is not a goal in itself, but it is important when messages are to be spread...people will listen.

Communication of news, contact to media/press and marketing of NDPT throughout the world is carried out through the DGI team of competent marketing and communication people. Everybody contributes in order to ensure that the right stories are told and that the team is presented as well as possible.

The NDPT communication employee, who participates in team tours, will communicate stories to the press in the countries visited by the team and make sure that interesting news is sent home to Denmark.

www.ndpt.dk or verdenshold.dgi.dk

facebook.com/ndpt.dk or facebook.com/verdensholdet



28.000



Sport for all. Sport for life. Sport for fun.

DGI makes Denmark move: With its roots back to 1861 and more than 1.6 million members, DGI is Denmark's leading non-profit organisation for exercise and sport. People throughout Denmark get a chance to exercise through activities in 6,200 associations and by means of almost 100,000 volunteers who make a difference for all members.

Sport prevents diseases and is healthy

From this perspective, we strengthen social relations, culture and democracy and keep Danes physically and mentally healthy through exercise and sport. We support each other, lift each other and confront lifestyle diseases and mental and social side effects of increasing welfare.

DGI for life – throughout your life

Sport is fun, sport is challenging and gives new energy, sport is instructive, sport is healthy and "addictive". If you start exercising at an early age, the chance that it becomes an important part of your day-to-day life will increase. Sport is a way of life - a way of thinking

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We do not organize people for the sake of sport. We organize sport for the sake of people.

Søren Møller, chairman of DGI

We move the world

The DGI ambitions reach far beyond Danish borders. National Danish Performance Team (NDPT) contributes to a healthy lifestyle, joy of life and understanding throughout the world. Through our shows and workshops we want to entertain and inspire to an active lifestyle and strengthen a healthy way of life.

An up-to-date tradition

National Danish Performance Team originates from a tradition of 80 years of a national gymnastics tour team. The first DGI team started their world tour in 1994, but since then at least 2 million people in more than 60 countries have watched the show.

Very special ordinary people

The Danish athletes are not professional, but exceptionally gifted amateurs on an important mission and having the greatest experience of their life. They have grown up with the importance of a healthy diet, exercise and physical activity so that they - more than anybody - are the right people to spread the important message to people of their own age as well as everybody else. They ARE the message.

All together

They play an important role in their local clubs and other communities on a voluntary basis. They all know the importance of bringing the local community together to celebrate the joy and energy brought about by movement, exercise and activity and that a healthy lifestyle can be fun.

Danish when it is best

With our performance, we would like to show you the best of Danish gymnastics. We will seek and provide challenges in order to achieve competence and development and we want to create communities in order to obtain cultural and human understanding. We want to be ambassadors for an inclusive, democratic and dynamic sport culture.

We speak body language

We move the world, and regardless of religion, country, and culture, the benefit from sport and exercise will always be improved health. This is why National Danish Performance Team is today a unique advocate of a health-related message.

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Hello, I had the chance to see you perform yesterday at the International school of Tianjin! it was amazing! The kids loved it! I guess they all want to be gymnasts now! Keep doing what you do, with your great smiles! One of the lucky teachers...

Laetitia Baillarin



- 14 women and 14 men from 18 – 28 years of age.
- A touring management team: a team manager, two choreographers, a physical trainer and a communication employee accompany the athletes.
- 25 volunteers in various committees.
- NDPT administration of 5 persons.

The amazing shows

The large, spectacular shows will be the culmination of a visit to a town. It will always be a highly profiled event - talk of the town. It can be a catalyst for action - bringing together many members of the community at a high profile media event and offering opportunities for relationship building and positive messaging.

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In a world of fastfood, smartphones, and massive multiplayer online games, health and fitness tend to sit sadly on the sidelines. Fortunately, there are groups who recognize the importance of keeping our world physically active, and who strive to educate our youth; one such group is the National Danish Performance Team.

*Brundage, for Sacramento365.com.
published on Januar 9, 2013*



20
countries

150
shows worldwide

200
workshops worldwide

30.000
workshop participants

100.000
spectators in Denmark

250.000
spectators worldwide

*Key figures per world tour

What ties us together?



Gymnasts on National Danish Performance Team are role models and obvious ambassadors of the DGI values, but also a perfect platform for a message in extension of the common values:

That sport and exercise are the road to a healthier body.

A sponsorship or partnership is a clear sign that you share values and walk the talk. That you mean what you say and act on it.

Cooperation about workshops
A concept for country-specific activities will be developed in cooperation, including workshops for children

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Sport and exercise
are healthy and fun
– and the road to a
healthy life style.

and young people - with exercises available to everybody and on the basis of exercise, a healthy diet and an active lifestyle.

DGI will make 14 women and 14 men available to instruct during workshops and will ensure that everybody will get a gripping experience which

will make the message clear to everybody: Exercise is healthy and fun. A possibility of creating activities may be to arrange employee days for company staff and their families.

Branding
In addition to the above possibilities, the cooperation can of course include

on-site branding in connection with shows and other activities, the showing of logo on participant clothes, leaflets, and selected media.

There will be a number of VIP tickets and a chance to arrange closed shows.



ORBITA world tour 2014-2015

The National Danish Performance Team will start their world tour 2014/2015 with the show Orbita. It will be the 10th time that DGI sends a team on a world tour in order to show the top

of Danish gymnastics. The name Orbita will form the overall framework around a universe where meeting new cultures and ways to move will mutually inspire and influence each other.

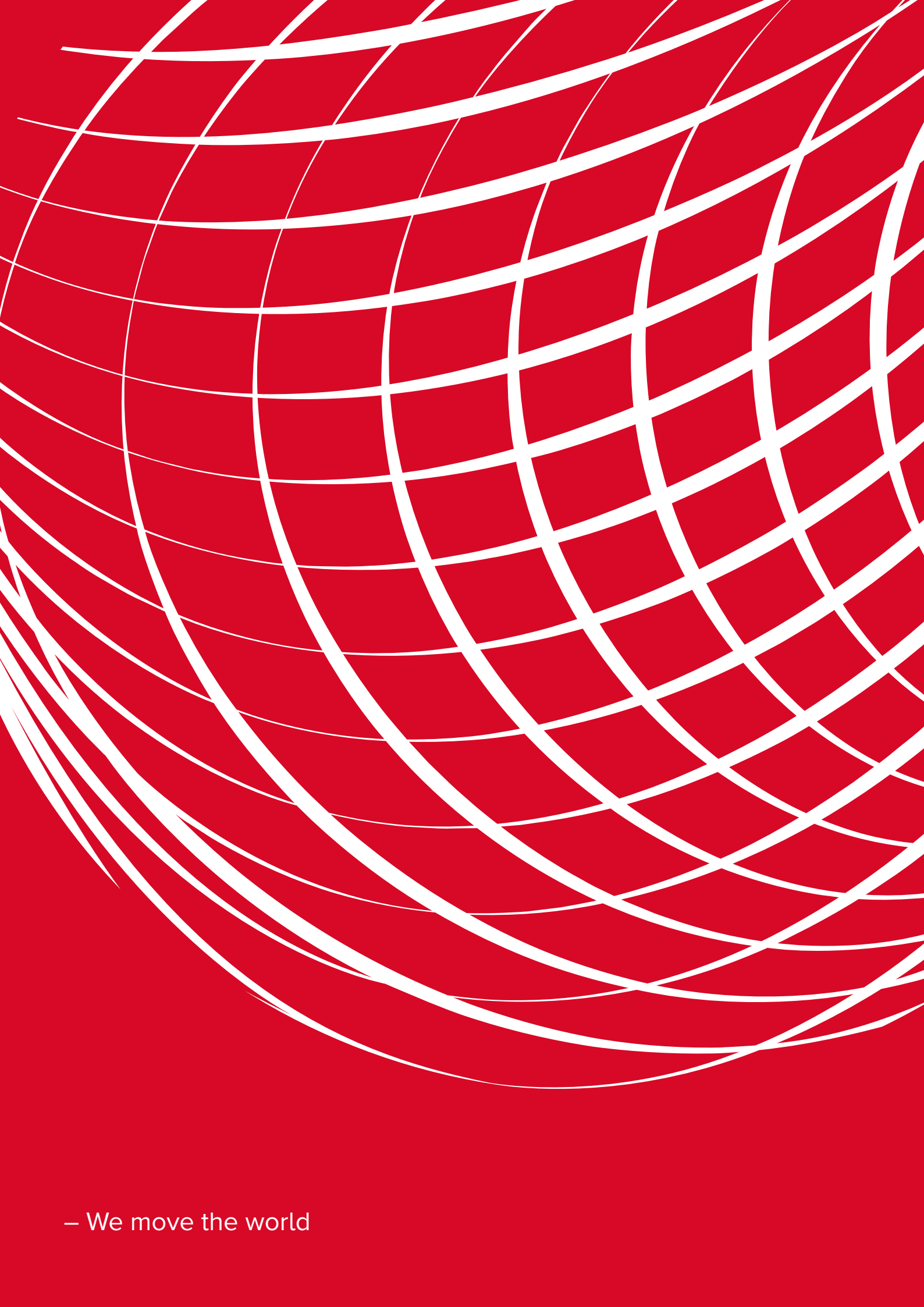
Provisional programme for the Orbita world tour 2014–2015:

- Two and a half months' training camp.

- 11 Take Off shows and workshops in Denmark and the north of Germany in September 2014.
- Six months' world tour with visits to South Korea, Japan, Taiwan,

- Indonesia, Singapore, Malaysia, Costa Rica, the Argentine, Chile, Uruguay, the USA and Germany.
- Tour of Denmark with about 25 shows during the spring of 2015.

- One month's European tour with shows and workshops.



– We move the world