



EST 2018

**SPOT:ON CLUB**

ACTIVATION & PARTNERS

## **Danish SPOT:ON Club enters into partnership with Spanish LaLiga**

The collaboration between SPOT:ON Club and La Liga will help lift SPOT: ON Activation, the largest Nordic sponsorship and brand activation conference, to a new level.

This will be the first edition of "Extra Time by LaLiga" in The Nordics, an initiative of the Spanish professional football competition to bring together sport management experts to talk about their experiences in the sports industry.

Since 2018, SPOT:ON Club has annually held the SPOT: ON Activation conference and gathered participants from the Nordic countries and presented some of the leading brands and sponsorships. With a high level of speakers and inspiring cases, the conference has achieved a strong position in the experience industry.

Major international brands and well-known rights such as e.g., Tour de France, Carlsberg, Manchester United, Volvo, RFRSH/Astralis, Ironman, Grundfos, Santander Consumer Bank, SKODA has been part of the program since the start in 2018.

Now La Liga becomes a partner at this year's SPOT:ON Activation 2022 conference. This means that the conference will be extended to a 2-day conference on 18-19<sup>th</sup> May 2022. This will be the first edition of "Extra Time by LaLiga" in The Nordics, an initiative of the Spanish professional football competition to bring together marketing experts to talk about their experiences in the sports industry.

With LaLiga, the SPOT: ON Activation conference will bring new interesting speakers, including in tech, data, sustainability and eSports. LaLiga representatives will hold sessions about technology, sports development, marketing and activation among others.

Lars Gjøls-Andersen and Claus Gersdorff, the founders of SPOT:ON Club, say of the partnership: "The partnership with La Liga is a great boost and a recognition of the quality and content of the SPOT:ON Activation conference. La Liga speaks for itself - a globally strong and recognized brand. We are of course very happy and proud of the new partnership with La Liga and are very much looking forward to creating an even better program content with international speakers from the top shelf and the release of "Extra Time by LaLiga" in our region".

La Liga develops its activities and launches new innovative initiatives on an ongoing basis, not only in football but uses its knowledge and platform to expand its footprint and projects internationally. With the new partnership, La Liga will strengthen its visibility in the Nordic market and look forward to carrying out more activities together with SPOT: ON Club. "LaLiga is very pleased to be part of this conference with "Extra Time by LaLiga" and we are eager to bring speakers from our organization to interchange know-how and find different ways of collaboration. At LaLiga, one of our objectives is to help the growth of football and its professionalisation on a global level, these kinds of events allow us



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to share experiences and better understand how we can continue to develop and grow the industry”, Juan Fuentes, Delegate of LaLiga to the Nordics, commented.

### **About SPOT:ON**

[www.spotonactivation.com](http://www.spotonactivation.com)

SPOT:ON Activation conference will be held on 18-19. May 2022 at Crowne Plaza Copenhagen Towers.

SPOT: ON Club was founded in 2018 with the aim of bringing together the Danish sponsor and event industry in a strong professional community. Through seminars, webinars, conferences, award shows and academy education, the industry is inspired in the work of brand activation of sponsorships and commercial partnerships. Members of SPOT: ON Club represent sponsors, rights and professional advisers in the industry.

### **About LaLiga**

LaLiga is a global, innovative and socially responsible organisation, a leader in the leisure and entertainment sector. It is a private sports association composed of the 20 clubs in LaLiga Santander and 22 in LaLiga SmartBank, responsible for the organization of these national professional football competitions. In the 2018/2019 season, LaLiga reached a cumulative audience of more than 2.7 billion people globally. With headquarters in Madrid (Spain), it is present in 41 countries through 11 offices and 44 delegates, directly covering over 90 countries. The association carries out its social action through its Foundation and is the world's first professional football league with a league for intellectually challenged footballers: LaLiga Genuine Santander.

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