

ETTU Champions League - Marketing & Media Requirements 2025–2026

Preamble

The following Marketing & Media Requirements provide a supplementary framework to the European Club Competitions (ECC) regulations “J” (for men) and regulations “K” (for women) and to the ETTU Champions League men’s / women’s directives and must be followed by all participating Clubs.

Clubs failing to do this will be fined by the Club Competition Official and eventually made liable for the payment of all documented and undisputed damages claimed by ETTU, or its partners.

1. Branding & Venue Visibility

Official Logos:

Only use the official logos.

Logos and branding assets can be downloaded at www.ettu.org

Backdrop:

Clubs must provide a branded press/media backdrop for their home matches.

The backdrop will be used for pictures, interviews, press conferences, sponsor visibility.

The backdrop layout can be downloaded at www.ettu.org

Backdrop final design (layout) must be sent to ETTU Marketing chiara.colantoni@ettu.org by the time of application for stage 1 host, and for clubs qualified to stage 2 by 8 October 2025.

Competition Name:

Always refer to the event as: *ETTU Champions League*

Typography:

ETTU official font is “Exo 2”.

Camera Positioning:

A screenshot of the camera view must be attached to the additional info form and receive ETTU approval.



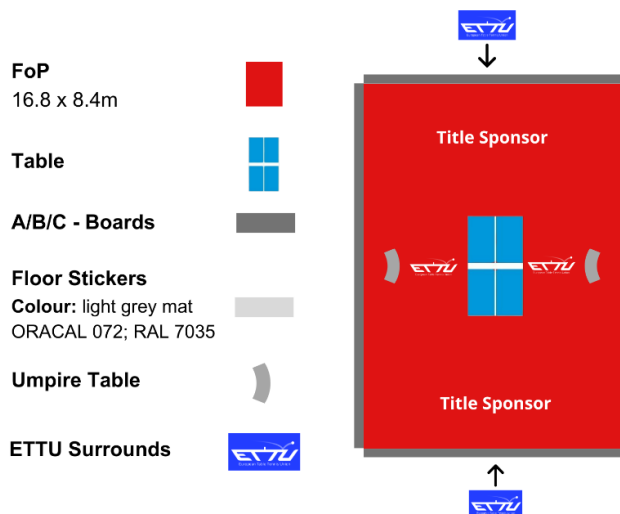
This figure acts as an example. It is mandatory that the camera is positioned in a way that the backside of the table is visible.

Field of Play (FoP):

- Minimum court size: 16.8 x 8.4m with a minimum ceiling height of 5m.
- ETTU surround must be placed in the middle of the long side of the FoP.
- ETTU floor stickers may be positioned on the short side of the table (optional).

- ETTU reserves the right for floor stickers on the long sides of the table in case of a confirmed Title Sponsor.

Example of FoP layout:



2. Media & Content

Digital & Social Media

If clubs have their own social media accounts, clubs must share content, tag ETTU and send a collaboration request on all content. Use the following hashtag:

#ETTUCHampionsLeague.

ETTU select on its own discretion which content will be posted or reposted on ETTU social media channels. For the clubs not having a social media account, these must send the contents via "WeTransfer" to carla.fernandez@ettu.org and leonie.hartbrich@ettu.org.

Guidelines for content:

- English language captions (native language can also be added below)
- High quality footage
- Footage adapted to the platform that content is being shared on:
 - Videos to be posted in 9x16 for reels, shorts, TikTok's and stories
 - Post match player interview/comments to be sent in 16x9
 - Photos to be posted preferably in 4x5 or 1x1

For every match, clubs must send the following footages:

- Team warm-up video
- Photo/video of venue (emotions, spectators, timelapse of venue filling up...)
- In-match footage (can be player celebrations, rallies, fan footage...)
- Post-match picture of winning team, include video of player comments/celebration.

Media Availability:

Clubs must ensure 15 minutes of media time for their team (players, coach) when requested, scheduled in coordination with ETTU media staff.

Music requirements

All clubs must play non-copyrighted music in the venue before, during, and after each home match, unless otherwise approved by ETTU.

An updated playlist of non-copyright music will be posted on www.ettu.org.

ETTU Official Channels:

Instagram: @ettu_official

YouTube: @ettutvofficial

Facebook: European Table Tennis Union

LinkedIn: ETTU (European Table Tennis Union)

TikTok: @ettu_official

Douyin: @ettuofficial

3. Press & Photography

At registration, clubs must provide:

- Professional headshots (players and coach)
- Action photos of each player
- Official team photo (with season kit)

During every home match, a professional photographer must be present.

All photos must be **high-resolution** (min. 200 DPI / 2000 px).

Immediately After Each Team Match:

- Winning team photo (to be provided by the winning team)
- Action photos: one from each player on each individual match. The picture of the first individual match must be sent as soon as that match is over (16:9 or horizontal format) (to be provided by the host team). In case the photographer is unable to send the pictures of the first individual match straight after the first individual match, he/she needs to send these latest straight after the end of the team match.

This content should be sent to ETTU Press Manager via “WeTransfer” link to press@ettu.org.

- A quote from either the coach/team manager and/or players must be sent to ETTU Press Manager through WhatsApp +381 69 4431047.

Within 24 h after the team match (by the Host Team):

A selection of further action photos (home and away teams) and key moments during the match (i.e. celebrations, spectators, etc.) must be sent via WeTransfer to press@ettu.org.

4. Fan Engagement

ETTU will coordinate fan engagement activities such as ‘Player of the Match’, live polls, and quizzes, etc.

Clubs must ensure that a QR code is displayed on-site (e.g. on screens or printed posters) and that digital links are shared on their social media and/or website before and during the home match.

5. Club Websites

Every club shall ensure its website is regularly updated, has sufficient information about the club, its players and achievements (also the current position in the national league) and preferably have this information in English available in case their website’s language is different.

6. Marketing and Sponsoring Rights

In case ETTU confirms a title sponsor of the Champions League, the naming is (name of the sponsor) ETTU Champions League. Each participating club must in any publication use the correct name.

Each host, except Final 4, shall have the following marketing obligations in addition to the online stream:

For each home match to produce on its own cost 1 ETTU/competition A-board or B-board with the ETTU logo to be displayed at the middle of the field of play.

In case of LED-panels, the ETTU will make available the graphic of the ETTU-logo to be displayed.

ETTU reserves the exclusive right for floor stickers on the long sides of the table in case of a confirmed Title Sponsor. No other advertisement can be placed on the long sides of the table without approval of ETTU. ETTU guarantees that there will be no additional cost towards the clubs for implementation of title sponsorship requirements.

7. Playing Clothing

ETTU opted out from ITTF Regulations for International Competitions for advertisements on players' clothing at the European Club Competitions to allow more space on clothing for advertisement. Opting out is only for the sizes and total number of advertisements.

The use / choice of shirts is defined in ETTU Champions League Directive 14.7.

8. Contact & Support

Marketing: Chiara Colantoni (chiara.colantoni@ettu.org)

Press: Milica Nikolic (press@ettu.org)

Digital Content: Carla Fernandez (carla.fernandez@ettu.org)

Social Media: Leonie Hartbrich (leonie.hartbrich@ettu.org)

Assets & Layouts: www.ettu.org