

PRESS RELEASE

**DAO will be the marketing advisor
for Roma 2024 European Athletics Championships**

Rome, June 22, 2023 - The Roma 2024 European Athletics Championships has secured a new strategic partner. The EuroRoma 2024 Foundation (LOC) announces that, following a selection process, DAO S.p.A. has been identified as the company that will serve as the Marketing Advisor.

DAO, a leading Sports Management and Sports Marketing company in Italy, is the advisor to CONI (Italian National Olympic Committee) and has managed sponsorships and Corporate Hospitality for football team AS Roma at the Stadio Olimpico as the Exclusive Marketing Agency for over a decade. Today, DAO is the Official Corporate Hospitality Advisor for the tennis ATP Finals in Turin and the official Premium Experiences agent for the 2023 edition of golf tournament Ryder Cup that will be played in Rome. DAO collaborates with the Italian Open tennis tournament of Rome to bring its long-standing commercial partners on board as sponsors of the event.

In the same commercial village at the Foro Italico, which will be set up for the European Athletics Championships scheduled in Rome from June 7th to June 12th, 2024, DAO will serve as the Marketing Advisor for the sponsorship of advertising spaces and the sale of exhibition spaces dedicated to products. DAO will exclusively manage the Corporate Hospitality packages for attending the event and the Sponsor Tribunes at the Stadio Olimpico.

The Roma 2024 European Athletics Championships will shine the spotlight on athletics just a month and a half after the start of the 2024 Olympic Games in Paris. Fifty years after the only edition held in the capital in 1974, the rich program of the event includes six days of spectacular competitions among the best athletes in the continent, who will compete at the Stadio Olimpico, the Parco del Foro Italico, and some of the most scenic locations in Rome, offering the audience the opportunity to witness all the best races live.



The previous edition of the European Athletics Championships in Munich 2022 was attended by over 267,000 spectators at the stadium and achieved a global television audience of 729 million viewers, thanks to broadcasting in a Broadcasting Area consisting of 40 countries. Rome 2024 is ready to take over the baton and is preparing to provide additional visibility opportunities to sponsors during the long journey leading up to the competition, with special initiatives throughout the national territory, on digital channels, and within specially designed virtual spaces.

"The presence of the DAO team by our side will contribute to enhancing the appeal of the Roma 2024 European Athletics Championships, providing ample collaboration opportunities with commercial partners. Today, the national and international athletics landscape offers recognizable assets and increasingly popular champions, to which companies can align their brands for their valorization," said Paolo Carito, the CEO of the EuroRoma 2024 Foundation, which is responsible for organizing the event.

"Every time Rome has hosted an international sporting event, DAO has always been at the forefront, starting from the 2009 World Swimming Championships, a crucial turning point for the growth of our society. Our goal as partners of the 2024 European Championships in Rome, just over a month away from the Olympic Games in Paris, is to bring major companies closer to athletics, which is experiencing extraordinary success in Italy." said DAO CEO Stefano Dealessi.

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