



Sponsorships, New Events & Strategic Cooperations (2026–2030)

Positioning

A strong ECU must be able to deliver high-level events, support development, and raise the visibility of European chess through credible partnerships. Our approach is simple: **professional sponsorship structures, innovative events, and reliable cooperations** that create value for federations, players, and partners — with transparency and measurable outcomes.

What we delivered

- **New sponsorship momentum and partner confidence**, with endorsements that validate our direction and strengthen ECU’s capacity-building path.
 - **Strategic cooperation with AI Sense Chess Robot**, combining sponsorship support with **donations that help federations access modern training tools**.
The total **sponsorship package signed was 110,000 euros** including direct amount to ECU accounts and donations of Robots to National Chess Federation.
 - **Women’s chess strengthened through flagship delivery**: the **European Women’s Rapid & Blitz Championship in Monaco** established with a **€45,000 annually sponsored prize fund**.
 - **Seniors chess reinforced with immediate, measurable improvements**, including a **secured sponsored €16,000 increase in prize funds** for ECU Senior Championships from 2026.
 - **ECU TV** developed as a key channel for visibility, storytelling, and the promotion of ECU events and European chess. **In 2025 ECU make the first sales of TV rights** for the European Club Cup.
 - **ECU Hub was launched** and is now operational as a dedicated digital platform supporting education and development across Europe. Through ECU Hub, more than 40 webinars were organised by the ECU Commissions, with about 800 attendees in one year. The ECU Commissions’ revenues increased significantly.
 - **New event portfolio advanced**: modern, media-friendly formats designed to attract partners and audiences, and to create additional value for federations.
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What we already secured for the next term (2027–2030)

- **A structured ECU sponsorship framework** with clear tiers, deliverables, and activation options (digital, events, education, ECU TV, ECU HUB), so partners know exactly what they receive.
- **Super Foundation endorsement**, guarantees that ECU will have increased capacity to support elite events and development projects from 2027.
- **Long-term partnerships like Sense Robot (not one-off deals)** focused on sustainable support for European chess and federation-oriented initiatives.
- **Adding 50,000 euros, prizes to the European Open Chess Championship 2027** through agreed sponsorship.
- **New flagship events with strong identity and predictable standards**, designed to be attractive for sponsors and to raise visibility for European chess, including:

- **European Chess Super League 2027** (concept established) with a **€500,000 budget** and a clear international media profile. (Bucharest)
- **European Women's Super League 2028** with a **€400,000 budget**, continuing the same modern, sponsor-friendly event direction. (Monaco)
- **A new European Senior Rapid & Blitz Championship in 2027** (backed by dedicated sponsorship, adding a high-visibility milestone for senior chess. Secured prize fund **32,000 euros**.
€100,000 budget - Monaco)

- **Sponsor activation through modern media**: stronger storytelling, consistent content output, and integration with **ECU TV** and digital channels.
- **Common projects model**: using sponsor-backed capacity to support cooperative initiatives across federations, with transparent criteria and governance.
- **Targeted development support** (including women's chess, youth pathways, and inclusion initiatives) through partnerships and patron networks — with measurable impact.

ECU Budget (2027–2030)

➤ 2027	€ 1,200,000
➤ 2028-2030	€ 2,000,000

The ECU budget for 2027 **will be almost doubled to 1,200,000 euros**, not as a vision or promise, but through new partners, sponsorships and projects that have already been announced or/and secured.

€500,000 min budget for European Super League

€50,000 additional Prize fund for the European Open Championship

€100,000 additional sponsorship for development and social projects

From 2028, the budget will increase further with the inclusion of the European Women's Super League, the maturation of ECU projects such as ECU HUB and ECU TV, and will **reach 2,000,000 million euros annually**.

Transparency and Source of funds

It is important to note that all funds reaching ECU or supporting ECU projects will come from well-known companies and sponsors with significant activities in Europe and a clear source of funds.

KPIs (measurable)

- **Sponsorship performance:** number of partners, total value secured, renewal rate, deliverables delivered on time.
- **Activation quality:** content output, reach/watch time (incl. ECU TV), sponsor satisfaction, audience growth.
- **Event outcomes:** number of new/strengthened events delivered, participation, media coverage quality, player satisfaction.
- **Federation benefit:** number of federations supported through donated tools and common projects; feedback and adoption.