

Sponsorship Proposal

KWC PANAMA 2023



30 000 singers around the world

Competing for the World title

Where passion & friendships know no boundaries

Audience in the millions

& you get access





1.

Karaoke World Championships

The biggest and most prestigious global talent competition in the World!

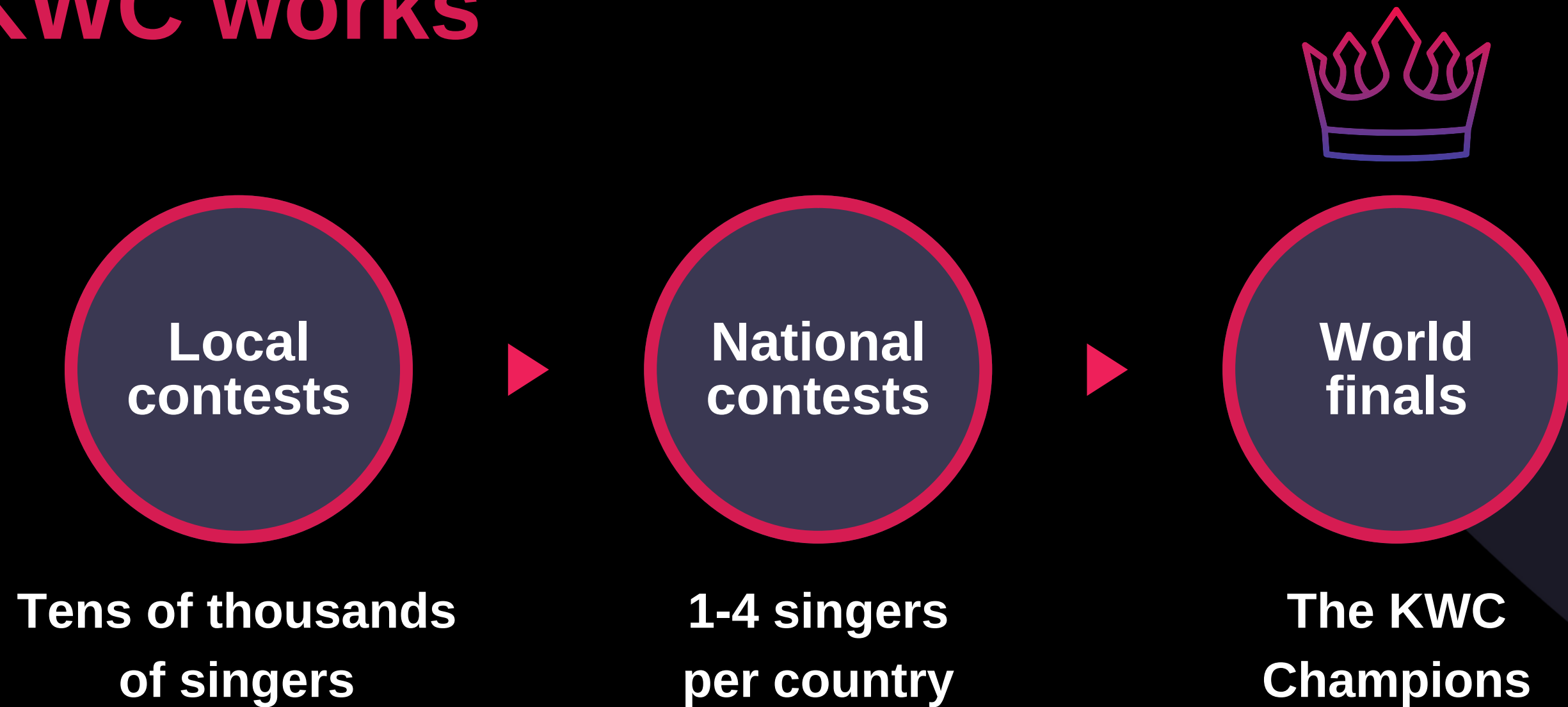
History in the making

KWC started in 2003 in the northern land of Finland with 7 participating countries. After the 1st year, 7 became 14. From as early as the 3rd year, we've been hitting global stages.

With 20 years of history, KWC is nowadays the biggest karaoke event and the most prestigious global competition of its kind.



How KWC works



- 2 categories: Solo & Duets
- Champions are chosen by a global qualified panel & fan voting
- Champions get cash prizes, trophies, support on their artistic paths & sponsor prizes

Marketing & Communication

KWC is owned by the international karaoke platform Singa. Together, we work to ensure the competition's success.

- Web pages & blogs
- Live streaming (the finals)
- Youtube & social media
- Mainstream media (incl. TV, radio, news outlets)
- Local contests' hosts & partners channels



5 BBC Radio 5 Live 
@bbc5live

The UK has a World Karaoke Champion! 🎤💪

@JennyBall92 was one of 40 contestants chosen from 30,000 entries to perform in the final rounds in Tokyo, and joined @tonylivesey and @annaefoster in studio to give us a blast of her winning vocals 🙌

 Listen via @BBCSounds



Mike Smoroden
Silver Medallist
Karaoke World Championship

#CBC NEWS

and we thought we'd give it a try back in like 2016, 2015.

cbc.ca Sept 14

Calgary karaoke singers win silver at world championship in Norway

John Wiest and Mike Smoroden came back triumphant from th... [See more](#)

KWC PANAMA 2023

Aiming for World championships finals
in November 2023:

30 000+

singers

35

countries

80 000+

unique viewers
for finals

6

continents

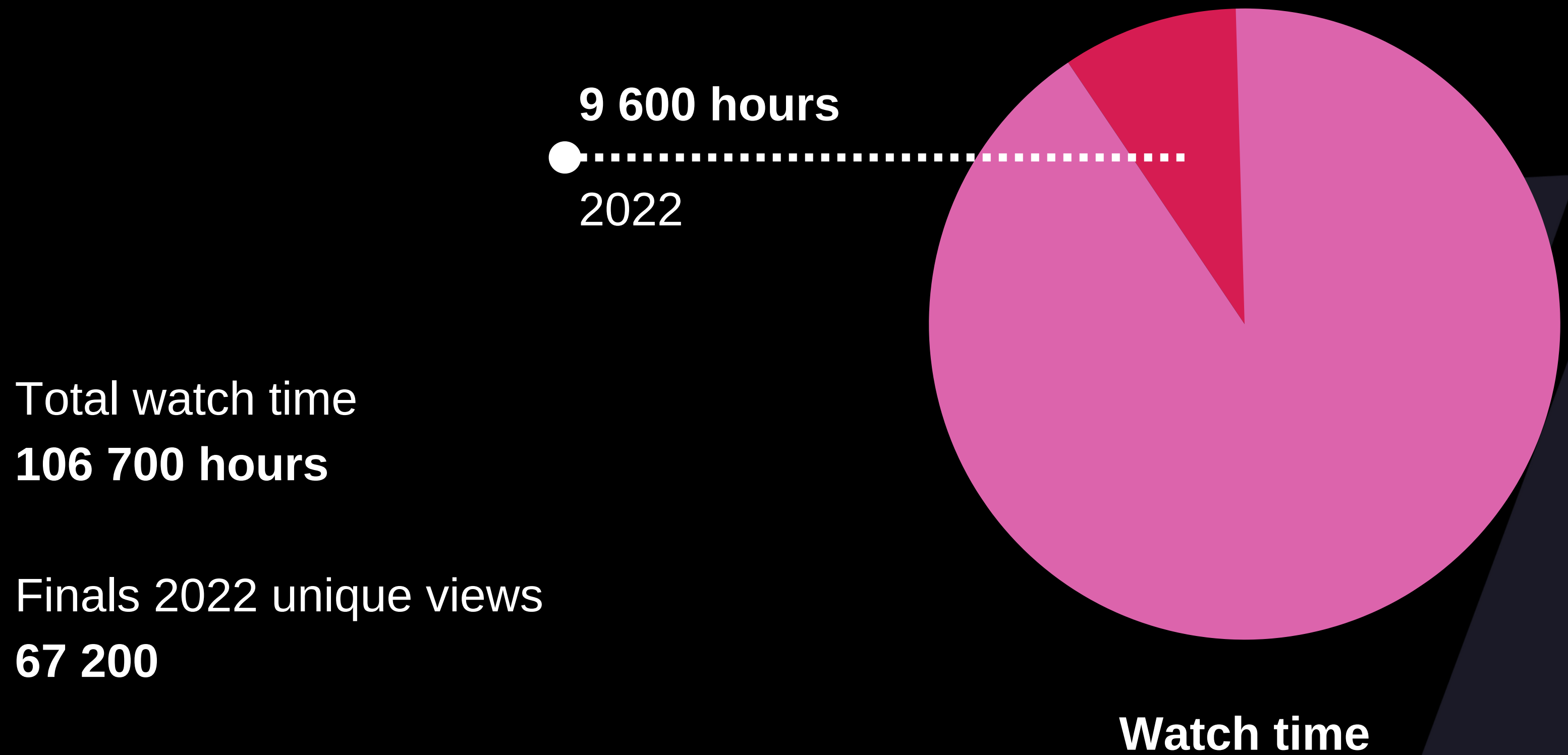




2.

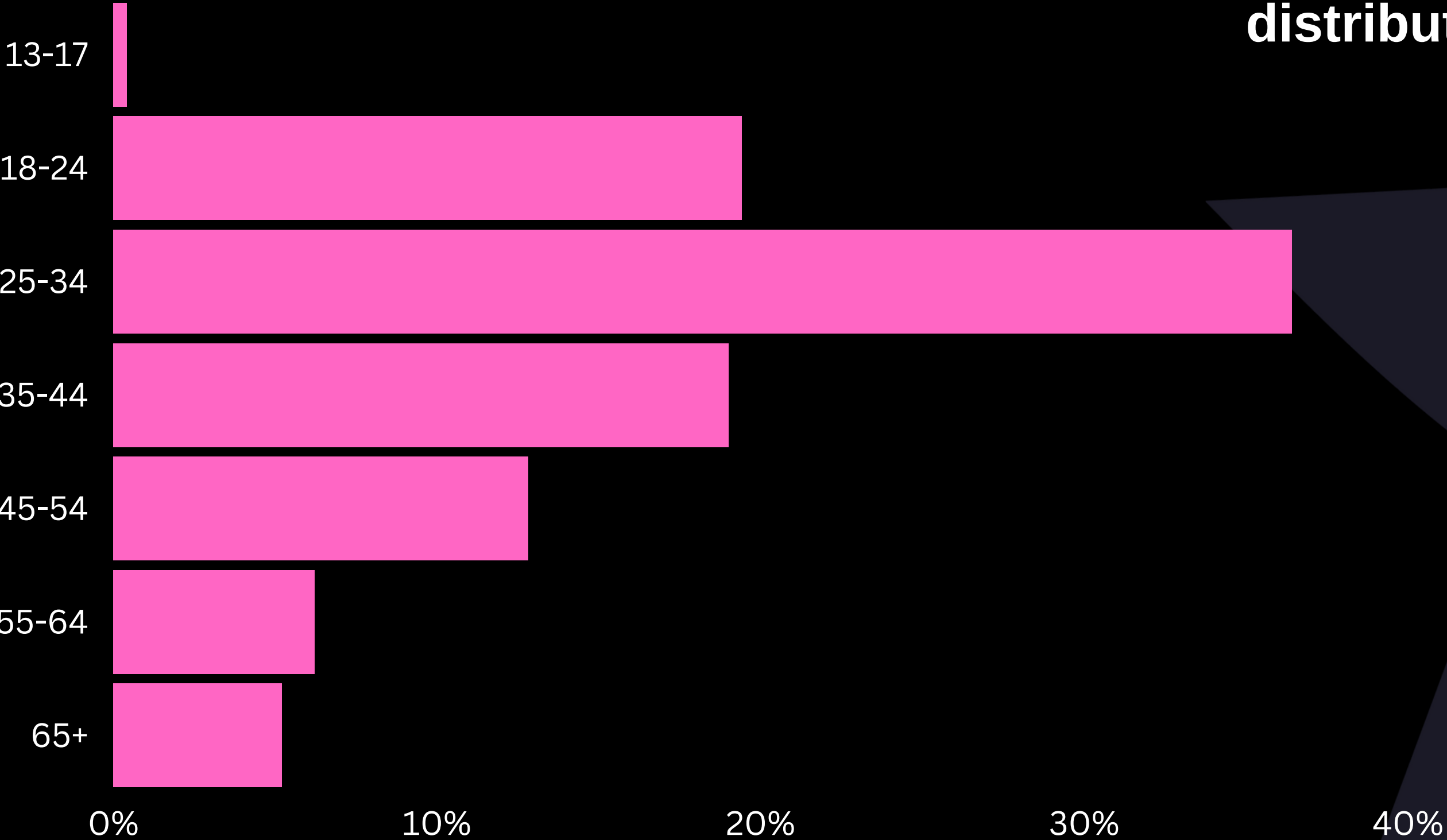
Audience Engagement & Insights

YouTube Engagement

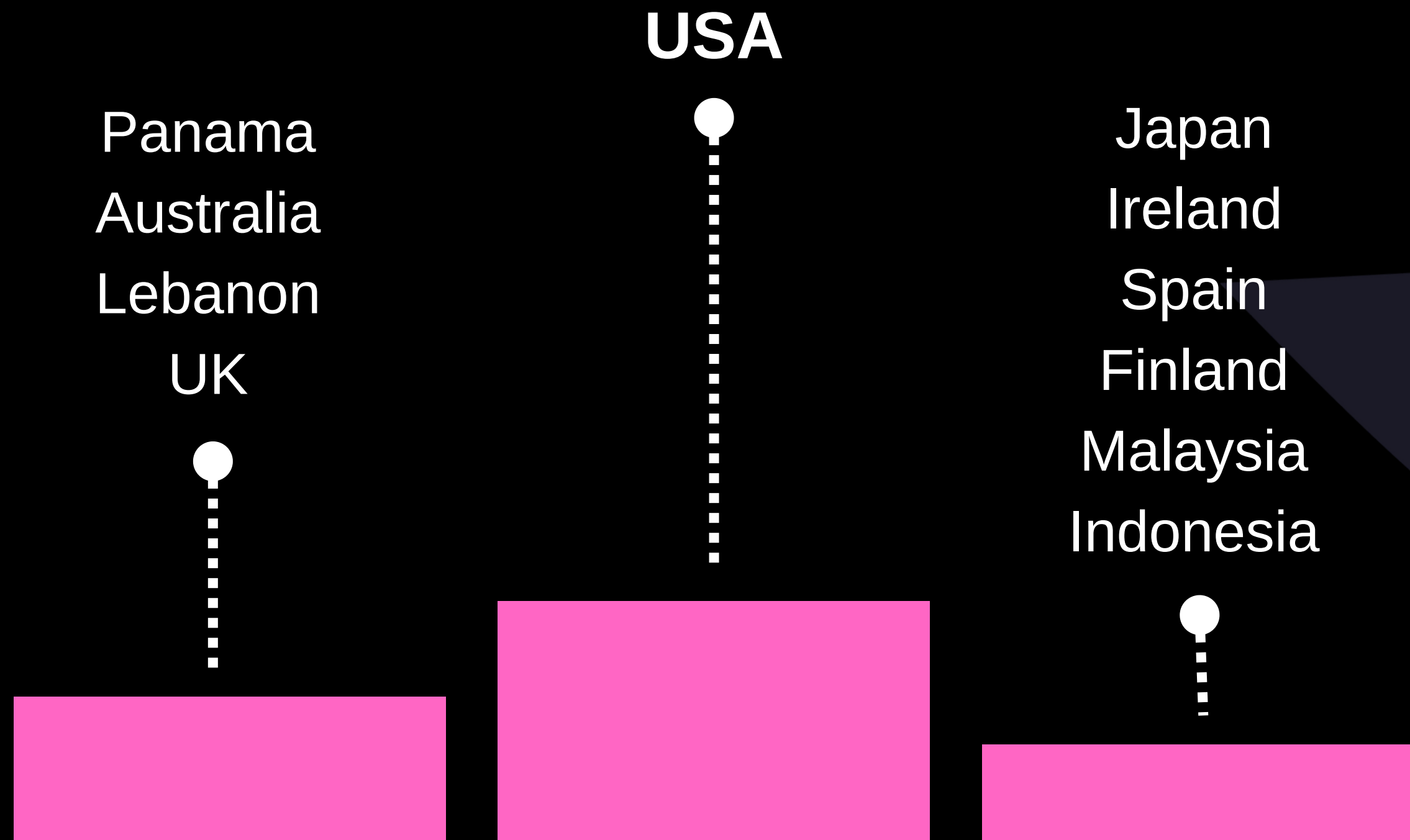


Demographic

Audience age group distribution



KWC champions



Most gold medals in Solo category

3.

KWC & You: Sponsors' Benefits

**KARAOKE
WORLD**
CHAMPIONSHIPS



**Reach a unique and active growing group of
over a million music and karaoke fans**

Sponsors' Benefits 1/2

At the World finals

- Name/logo rights to large media/photo-op wall
- Dedicated poster display on easel in main lobby
- Halftime stage/camera time – excellent opportunity for product/service promo
- Verbal onstage product endorsement/product placement
- Video ads on main stage screens
- Name and logo rights to screensaver during breaks
- Name rights to livestream “Presented by...”
- Swag bag product placement



Sponsors' Benefits 2/2

Throughout the year

- Social media promotion:
Facebook, Instagram, Twitter
- Permanent placement on the
KWC official web pages
- Mainstream media promotion

**Sponsorships from €2 500 to
€25 000 can be arranged.**

**Please contact us for custom
packages!**



We've Partnered with



Singa

PHILIPS

TV & Sound

SHURE

VOCAL-STAR

KWC IN NUMBERS

20
years of
history

30 000+
annual
participants

80 000+
views for
finals

85 000+
direct social
media reach

64
countries

54
champions

30+
national
partners

200+
sponsors

Thank you for your time.

If there is anything that could interest you or you would like more information regarding KWC, please do not hesitate to contact me:



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Karaoke World Championship

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KARAOKE WORLD CHAMPIONSHIPS

KWC 2023

PANAMÁ

Singa