



**OGNI ESTATE
UN'EMOZIONE**



THE LARGEST AND MOST AWARD-WINNING WATER PARK IN SOUTHERN ITALY
MARKETING AND SPONSORSHIP 2024

ADV MAIORA WHO WE ARE

ADV MAIORA is a communication agency that supports public and private clients in promoting their image through strategic, planned activities and tools.

Specializing in corporate events, press events, cultural events, sports events, fairs, and commercial expos, we offer tailored consultancy for effective client positioning, custom strategies, and optimal sponsorship opportunities within events, enhancing our clients' image.

Through our philosophy of **idea-sharing and a passionate work approach**, we've consistently satisfied and surprised our clients, translating their ideas into bespoke solutions and cutting-edge projects.

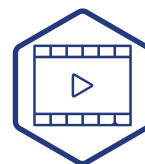
ADV MAIORA provides a wide range of advertising formats for comprehensive, articulated, and effective communication, both nationally and internationally. We offer innovative solutions to optimize economic resources and ensure a widespread presence in the territory.



**CORPORATE
IMAGE
GRAPHICS**



**MARKETING
AND
SPONSORSHIP**



**VIDEO
PRODUCTION**



**SPONSORSHIP
ACTIVITIES**



**PRODUCT
PLACEMENT**



**EDUCATIONAL
PROJECTS**



**SOCIAL MEDIA
MARKETING**



**COMMUNICATION
AGENCY**

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DIVE INTO A GREAT
BUSINESS OPPORTUNITY

BECOME A PARTNER OF ACQUAPARK
ODISSEA 2000

THE LARGEST AND MOST AWARD-WINNING WATER PARK IN SOUTHERN ITALY

Established in 1995 in Corigliano-Rossano (Cosenza), in the Toscano district, **AcquaPark Odissea 2000** offers a wide range of pools and water attractions for all tastes, from family-friendly options to those for the most adventurous.

With over thirty years of activity, it is now one of the leading water parks nationwide, attracting approximately **200,000 visitors between June and September**.

For the people of Calabria, this historic facility represents a real wonderland, capable of creating unforgettable summer memories filled with emotions and fun. True to its name, Odissea 2000 has the power to make every day spent within its premises not only unique but even **legendary**.



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THE WATER PARK'S STATISTICS

4.000

meters
of slides

6.970

descents from water
slides per hour

55.670

descents from water
slides per day

80.000

square meters of
extension

6.000

square meters of
water area

ODISSEA 2000 HOSTS UNIQUE WATER SLIDES

CHIMERA

Italy's first multi-lane
slide, stomach down.

THE BIG OLIMPO

The only water roller
coaster.

TITANO ROLLER

The longest slide in
Europe.

SKYRON ROCKET

Italy's first looping
rocket.

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THE NAUSICAA TOURISM COMPLEX

Spanning 70 hectares, AcquaPark Odissea 2000 is the main attraction of the prestigious Nausicaa Tourism Complex, which includes:

- The residential village "Nausicaa"
- 4-star Hotel Residence "Itaca Nausicaa", with around 2000 beds
 - Villas "Afrodite", offering every comfort
 - The restaurant-pizzeria "Ritrovo delle Ninfe"
- Nausicaa reception hall

A solid and well-structured reality, offering complete hospitality and attracting a large number of tourists annually, Nausicaa represents an area of absolute prestige within the reference territory.

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DISTANCES

TYRRHENIAN SIDE

Rome - 500 km
Naples - 300 km
Salerno - 200 km
Potenza - 200 km
Cosenza - 80 km
Lamezia Terme - 150 km
Reggio Calabria - 250 km
Messina - 300 km

ADRIATIC SIDE

Foggia - 400 km
Bari - 280 km

IONIAN SIDE

Lecce - 250 km
Brindisi - 200 km
Taranto - 130 km
Crotone - 90 km
Catanzaro - 150 km



CONNECTIONS



AIRPORTS

Lamezia Terme - 150 km
Crotone - 80 km
Connections available with car rentals.



TRENITALIA

Daily round-trip direct trains from Taranto, Cosenza, Catanzaro, Crotone stations. Stop at AcquaPark Odissea 2000, free shuttle service.



BUSES

Daily connections from major Italian cities.



BY CAR

Highway A3 Salerno/Reggio Calabria. Exit at Sibari, take the highway connection and S.S. 106 towards Corigliano-Rossano, exit at Loc. Zolfara - c.da Toscano (approximately 2 km after the exit for Rossano).

From the Ionian side, coming from Taranto, Potenza, and Matera. Head south on S.S. 106 towards Sibari, Corigliano-Rossano, exit at Loc. Zolfara - c.da Toscano (approximately 2 km after the exit for Rossano).

From the Ionian side, coming from Catanzaro and Crotone. Head north on S.S. 106 towards Cirò, Cariatì, Mirto, exit at Loc. Zolfara - c.da Toscano (approximately 5 km after Mirto).

From the Tyrrhenian side. From Guardia P. take S.S. 533 towards Spezzano A., continue to Sibari, S.S. 106 towards Corigliano-Rossano, exit at Loc. Zolfara - c.da Toscano (approximately 2 km after the exit for Rossano).

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AN ODYSSEY OF ATTRACTIONS: ALL THEMATIC AREAS

AcquaPark Odissea 2000 is an extensive facility designed to meet every need. Inside, it boasts numerous thematic areas:



During operational hours, the park employs over 100 staff members to ensure maximum safety and quality of all services provided.

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EMOTIONS FOR EVERYONE: OUR ATTRACTIONS



SLIDES FOR EVERYONE

Perfect for the whole family.

BREATHTAKING SLIDES

For those seeking the thrill of excitement with every descent.



SLIDES FOR THE LITTLE ONES

Suitable for children of all ages.

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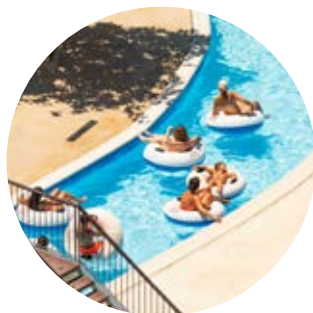


FOR EVERYONE



ATENA GIOC'ONDA

Immerse yourself in the artificial wave pool and enjoy relaxation.



ARGO RIVER

Let yourself be carried away by the current of a river aboard a rubber ring.



POSEIDON

100 meters of track to ride with a rubber raft.



ULYSSES SPLASH

5 slides to glide down with your friends.



GORGON TWIST

Two closed and spiraled channels for an amazing descent.



THEATER OF SATYRS

A place to experience the emotions of splendid shows.



SOLARIUM AREA

A huge open-air sunbathing area, with over 200 sun loungers located by the poolside.

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ATENA GIOC'ONDA

The kiss of the sun and the caresses of the water are essential in everyone's summer... Immerse yourself in the 1350 square meter artificial wave pool and enjoy relaxation.

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ARGO RIVER

Let yourself be slowly carried by the current of our artificial river is a true pleasure. On board the rubber ring, you can enjoy relaxation alone or with company.

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POSEIDON

12-meter high turbulent waters. A 100-meter track to ride with a rubber raft will lead you on an unforgettable, fun descent!

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ULISSE SPLASH

5 slides to glide down with your friends. You know which way you start but not where you'll end up! Pure fun.

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GORGON TWIST

Two closed and spiraled channels provide a truly amazing descent, accessible to everyone with its 20 meters in length and 6 meters in height.

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THEATER OF SATYRS

An enchanted moment for the whole family to encounter magic and experience the emotions of splendid shows.

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SOLARIUM AREA

Odissea 2000 boasts a huge open-air sunbathing area, with over 200 sun loungers available for rent located by the poolside, to enjoy the rejuvenating relaxation under the warm Calabrian sun alone or with company. Additionally, you can benefit from free tables, chairs, and umbrellas for a total of 5000 seating places.

Sun loungers: 200

Seating places: 5000



FOR BRAVE PEOPLE, THE MOST THRILLING EMOTIONS: BREATHTAKING SLIDES.

With their innovative design and panoramic shapes, our breathtaking slides represent irresistible and exciting attractions, capable of giving our biggest clients massive adrenaline rushes with each use.

Here are some of the most beloved:



BLACK POLIFEMO

Slide with rubber rings, 22 meters high and 190 meters long.



BIG OLIMPO

Water version of roller coasters, reaching a height of 25 meters.



OMER JUMP

A super-fast free-fall dive.



TITANO ROLLER AND CHIMERA

Inaugurated in 2008, unique in Europe, it is an 8-lane slide with tubes and undulating tracks to go through headfirst.



SKYRON ROCKET

An innovative slide characterized by an almost vertical drop followed by a 360° horizontal loop.

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BLACK POLIFEMO

The thrill begins from 22 meters high, 190 meters of spirals will capture you along the descent to be traveled with zippy two-seater rubber rings. Face this breathtaking challenge fearlessly.

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BIG OLIMPO

Water roller coasters that are 163 meters long! On board the rubber ring, you'll experience an unprecedented thrill. You'll feel like flying from 25 meters on this breathtaking descent, all in one breath.

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OMER JUMP

A weave of colors, two closed channels shaped like a spiral. Experience the thrill of free fall and the breathtaking rush that will carry you at sensational speed.

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TITANO ROLLER E CHIMERA

The longest slide in Europe at 318 meters! A fascinating sequence of curves to discover from 25 meters high and to ride around with the three-seater rubber ring. The fantastic emotions of Chimera begin at 17 meters high. Eight colorful lanes of 160 meters each to ride headfirst with the mats.

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SKYRON ROCKET

An experience that will leave you breathless, pure adrenaline from 23 meters high. Get ready for a free fall to experience a unique thrill.

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FOR THE CHILDREN, MYTHOLOGICAL ATTRACTIONS: SLIDES FOR THE LITTLE ONES.

Odissea 2000 is synonymous with fun not only for adults but also for children. The little ones, in fact, besides enjoying slides suitable for them, have a series of attractions designed just for them:



MIKRO SPLASH

Water slide for super active children.



MIKRO TOBOGA

A house inhabited by imaginative water jets.



GALATEA, THE MAGIC ISLAND

An area designed for families and their needs where they can immerse themselves in mythological-themed attractions.



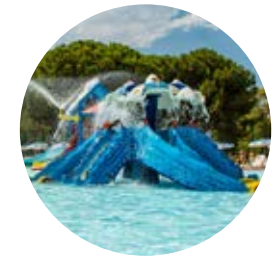
HERMES HOUSE

Among the tentacles of an imposing sea monster.



IL CASTELLO DI PENELOPE'S

An area designed for the family and its needs where you can immerse yourself in mythological-themed attractions.



POLIDORO SPLASH

An authentic enchanted castle dedicated to children and their imagination.

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MIKRO SPLASH

Water slide for super active children.

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MIKRO TOBOGA

A dive from 3.33 meters high that will surprise even the smallest ones.

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LO SPAZIO IDEALE PER I PIÙ PICCOLI: GALATEA, L'ISOLA MAGICA

Opened in 2010, Galatea - The magical island is an area dedicated to families, designed to offer specific attractions and services according to the concept of "specialization".

On Galatea's island, children will find a water playground and 10 walkway platforms, 153 water jets, bridge, 2 tunnels, swing, 5 water slides, the basin with cascading emptying, as well as 2 snake water slides.

In addition to primary services (bathrooms and showers), Galatea offers a nursery equipped with:

- Bottle warmers
- Changing tables
- Play area

There is also a theater dedicated to shows curated by the Park's animation staff, which has the role of entertaining and involving both adults and children in fun situation-comedies.

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HERMES CASTEL

An authentic enchanted castle dedicated to children and their imagination.

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PENELOPE'S HOUSE

The waterslide which features incredible water jets, a wonderful attraction for the little ones.

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POLIDORO SPLASH

The excitement of a dive for the little ones among the tentacles of a sea monster.

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WATER PARK MAP



BREATHTAKING

1. Chimera
2. Black Polifemo
3. Titano Roller
4. The Big Olimpo
5. Skyron Rocket
6. Krono Kamikaze
7. Omero Jump

FOR CHILDREN

22. L'Isola di Galatea
23. Polidoro
24. Mikro Splash
25. Castello di Hermes
26. Penelope's House
27. Mikro Toboga

FOR EVERYONE

8. Poseidon
9. Pentacolor
10. Eolo Toboga
11. Apollo Kamikaze
12. Gorgona Twist
13. Ulisse Splash

FOOD AND DRINK

28. Calypso Bar
29. Ice Cream Kiosk
30. Olympus Restaurant
31. Zeus Pizzeria
32. Fried Finger Food Kiosk
33. Fruit Kiosk

SERVICES

34. Services Center
35. Rent Center
36. Toilets with showers
37. Toilets
38. First Aid Area
39. Nursery
40. ATM
41. Photo Services

RELAX AND FUN

14. AcquaGym
15. Teatro del Satiri
16. Atena Gioc'Onda
17. Shows
18. Fontane di Teti
19. Angolo di Afrodite
20. Argo River
21. Hydro Dance

www.odissea2000.it

OPEN EVERY DAY

From June 14th to September 8th



NOT ONLY WATERSLIDES... OUR 7 FOOD AREAS



CALYPSO
BAR



ICE CREAM
KIOSK



OLYMPUS
RESTAURANT



ZEUS
PIZZERIA



FRUIT
KIOSK



FRIED FINGER
FOOD KIOSK



PICNIC
AREA

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CALYPSO BAR

Between one water slide and another: ice cream, drinks, quick snacks, and a café.
Seating capacity: 80

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FRUIT KIOSK

The freshest fruit enriched with the most delicious yogurt.

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ICE CREAM KIOSK

Ice Cream that makes clients smile.

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FRIED FINGER-FOOD KIOSK

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OLYMPUS RESTAURANT

Gods' Lunch

Ideal for those who want to enjoy a quick meal before returning to fun, but also for those who prefer to enjoy first and second courses of Calabrian tradition (and more). Order at the counter and bring your tray to the table to enjoy your lunch outdoors with friends and family.

Seating capacity: 300

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PICNIC AREA

Odissea2000 is equipped with a picnic area. You can have a pleasant day of fun by organizing your lunch independently. In the picnic area, there are tables for 10 people that you can use for a fee while consuming food brought from home. Seating capacity: 500

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ZEUS PIZZERIA

Wood-fired pizza made according to tradition.
Seating capacity: 300

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HAPPY HOUR

The art of the 'aperitivo' is all about attention to detail and exquisite taste. At Odissea2000, you'll discover the perfect inspiration to create your own aperitivo experience: recipes, creative ideas, and surprising blends. Whether you enjoy a great cocktail by yourself or with company, it's a moment of relaxation and conviviality not to be missed. Take the opportunity to delve into the flavors of your favorite cocktail; it will make the experience even more enjoyable and intense.

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SERVICES

In addition to attractions and restaurants, Odissea 2000 offers its visitors a series of additional services to fully enjoy entertainment in a complete and safe way:

PHOTO SERVICES



ATM



FIRST AID AREA



PHARMACY



NURSERY



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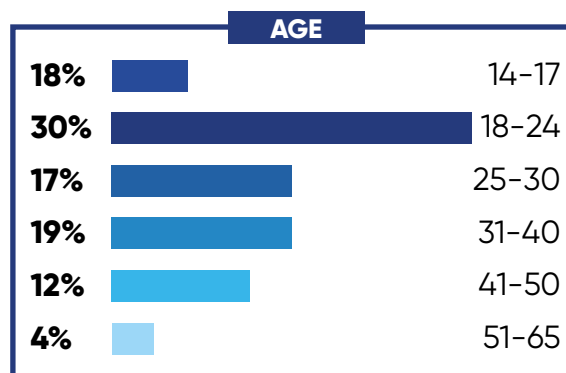
ODISSEA 2000 CUSTOMER PERSONA



DEMOGRAPHIC TARGET

The average age of the respondents is 29 years old. The various age groups are represented in the right proportion.

Below are the attendance data divided by age group.



ORIGIN

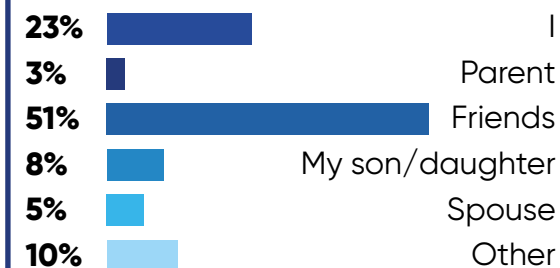
12% of the sample comes from Bari. Taranto, Naples, and Cosenza represent **18%** of the visitors.

10% of the visitors are citizens of Catanzaro and Crotone.

8% of the guests come from Brindisi and Lecce. Only **7%** consists of people from neighboring areas.

The remaining **45%** is divided among 277 Italian cities, including Reggio Calabria, Milan, Florence, and Rome. Apulia represents approximately **24%** of the total visitors to the Park (2010 survey).

HOW TOOK THE INITIATIVE TO COME VISIT THE WATER PARK



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ODISSEA 2000 CUSTOMER PERSONA



FREQUENCY

From a survey, 63% of respondents stated that they have visited the park more than three times over the years.

Therefore, the newly acquired customers account for 37%. Newly acquired customers were 43%; in 2004, they were 53%.

This means that the Park has an excellent level of customer loyalty because it offers, at least every 2 years, new points of interest due to new attractions and animation and promotion initiatives.

The average turnover rate of new customers since the Aquapark opened is 55%.

More than 50% of visitors always come with friends or in groups.

Only 3% state that one of their parents decided on the visit.

Approximately 50% state that they visited the Park with first or second-degree relatives.

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ODISSEA 2000 CUSTOMER PERSONA

From the socio-demographic characteristics of the respondents, the following profile emerges:

- The target audience is young, with only 35% of visitors being over 45 years old.
- The interviewed visitors recognize Odissea 2000 as the leading water park in Southern Italy, comparing it with other competing facilities (68%).
- Spending availability is medium-low until mid-July, medium-high from July to late August, and low in September
- Visitors' lifestyles have little impact on the "purchase decision", meaning everyone is looking for a "simply fun" day, economically feasible and easily achievable.
- Customers tend to be loyal, indicating that the innovative policy pursued by the Management so far is successful because it offers visitors new reasons to return.
- Customers see advertising related to the Aquapark, indicating that communication has excellent coverage of the primary and secondary user base, despite being a vast and fragmented territory.
- For families, traditional animation is seen as a "minimum requirement".
- Visitors consider strong attractions, especially the Aquadance, guest appearances, and initiatives related to music, dancing, and fitness.

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ADVERTISING CAMPAIGN 2024

A multichannel promotional campaign that includes: outdoor billboards (in Campania, Puglia, Basilicata, and Calabria); broadcasting commercials; a digital campaign at Lamezia Terme International Airport; promotion on social media channels; and display campaigns on the network's news outlets.

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ADVERTISING CAMPAIGN 2024

Every year, the advertising campaign of Acquapark Odissea 2000 unfolds across a variety of communication channels to reinforce brand awareness on a territorial level and promote entries for the upcoming season.



TELEVISION

Telenorba
TeleSpazio Calabria
VideoCalabria
LaC TV



NATIONAL RADIO

Radio Kiss Kiss
Radio Norba



REGIONAL AND EXTRA-REGIONAL RADIO BROADCASTING

Radio Touring 104
RLB
Radio Cosenza Centrale
Radio Catanzaro
Centro Radio Crotone International
Jonica Radio

ADVERTISING CAMPAIGN 2024



BILLBOARDS
6X3 - 12x3

Posters in the provincial capital cities of Puglia, Basilicata, Campania, and Calabria.



BILLBOARDS
70X100

Posters in the provincial capital cities of Puglia, Basilicata, Campania, and Calabria.



NEWSPAPERS

La Repubblica
Gazzetta del Mezzogiorno
Gazzetta del Sud Nuovo
Quotidiano
di Puglia
Il Quotidiano della
Calabria
QDS
Leggo



DISTRIBUTION
OF BROCHURES
TO SCHOOLS

Direct distribution to primary and secondary schools in the provincial capital cities of Puglia, Basilicata, Campania, and Calabria.



INSTITUTIONAL
BROCHURE
DISTRIBUTION

Direct distribution in the provincial capital cities of Puglia, Basilicata, Campania, and Calabria.

OUTDOOR CAMPAIGN



An outdoor campaign with 14-day billboards (first half: June, July, and August – Regions: Calabria, Campania, Puglia, and Basilicata) for a total of over 350 billboards sized 6x3 and 12x3.

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MARKETING MATERIALS

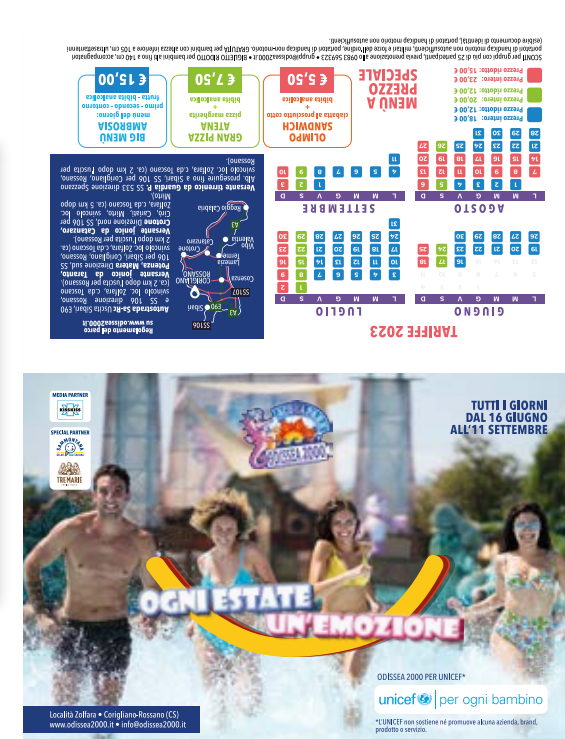
Direct distribution in the provincial capital cities of Puglia, Basilicata, Campania, and Calabria. + 500,000 Institutional Brochures and 20,000 Posters.



POSTER



DISPOSABLE PLACEMAT



BROCHURE

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NEWSPAPER CAMPAIGN

Newspaper campaign on principal publications, such as Gazzetta del Sud and Quotidiano del Sud.



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ONLINE COMMUNICATION

- Identification of a competitive web strategy (standard, viral, bottom-up, buzz, etc...).
- Digital PR management.
- Creation and sending of Digital Media News Releases.
- Production of multimedia content (audio, video).
- Monitoring and management of opinion leaders.



SOCIAL MEDIA CAMPAIGN

- Establishing a direct, conversational, and reciprocal relationship with the target group, with the possibility of further segmenting it by refining the transmitted content (by gender, age groups, interests, etc.).
- Communicating an image of the park, social media plays a fundamental role in creating bonds with visitors both before and after their visit to the park. Intriguing potential guests with captivating images and promotions.
- Giving visibility to informative and promotional actions by disseminating the calendar of scheduled events.
- Even marketing related to the world of amusement parks is increasingly digital, especially on social media: evidence of this trend is the numerous closed groups and Facebook pages of fans and subscribers that are spreading. Real communities of amusement park enthusiasts have emerged, sharing moments, experiences, and emotions.

Operationally, management will begin and work as follows:

- Drafting of editorial plans on social media profiles.
- Regular implementation of posts (in Italian only) for both the Facebook and Instagram profiles.
- Increasing user engagement before, during, and after the park visit. There are also other digital tools suitable for enhancing the on-site experience.



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PRESS OFFICE

Press office activities aim to ensure optimal visibility in the entertainment, tourism, and generalist media sectors.

The press office and media relations plan are aimed at creating a continuous dialogue with editorial teams through the promotion of products, events, and services.

The press office staff is tasked with generating content and media opportunities to develop a schedule of releases and a progressively more punctual presence of Odissea 2000 park in online, offline, TV, and radio media.

The press office staff, coordinated by a communication expert with over 15 years of experience, will explore every communication opportunity related to the promotion and information of Odissea 2000 Park activities.

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DailyMedia

Il quotidiano della comunicazione

anno XXXIII 109
venerdì 16 giugno 2023

p. 11

Radio
SPORTIVA
Raccontiamo Emozioni



LO SPORT È TUTTO QUI.

Aziende AcquaPark Odissea 2000 avvia la campagna 2023 con il claim "Ogni estate un'emozione": firma e pianifica Adv Maiora Comunicazione Integrata

Il media mix comprende televisione, stampa, OOH, radio e social e si concentra in Calabria, Campania, Puglia e Basilicata

Da oggi 16 giugno riapre l'AcquaPark Odissea 2000 di Corigliano - Rossano, il parco acquatico con il maggior numero di attrazioni in Italia, inserito nel complesso turistico Nausicaa con circa 300.000



Daniele Cipollina

presenze annue. Il Parco Acquatico Odissea 2000 è on air con una nuova campagna firmata e pianificata da Adv Maiora Comunicazione Integrata.

Il planning

Il media mix comprende televisione, stampa, OOH e radio e si concentra in Calabria, Campania, Puglia e Basilicata. Lo spot intitolato "Ogni estate un'emozione" coniuga in modo efficace elementi distintivi che fanno riferimento al divertimento regalando forti emozioni. La campagna è partita l'11 giugno e sarà presente per 2 settimane sulle reti Mediaset: Canale 5, Rete4, Italia 1, Italia 2, Cartunite, Mediaset 20, Boing Boing Plus, Focus. Il radio spot di Odissea 2000 coinvolge radio Kiss Kiss media partner del parco e le radio locali. Ogni anno, ▶

TOTEMS

Totems are free-standing, double-sided structures with modern design, specifically designed to capture the consumer's attention while walking inside the Water Park.

Totems can have a format tailored for the launch of certain products, for example, molded or with more than two faces. These tools create a real communication path inside the Water Park, intriguing and stimulating purchases.



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PARKING BANNERS

Outdoor advertising ON PVC or paper banners displayed in sequence on lampposts within the Water Park parking area provide widespread and high-frequency coverage.

Vertical advertising systems installed on lampposts in the external parking lots of Acquapark Odissea 2000 allow for increased visibility frequency.

Depending on the needs and availability, you can create a sequence of messages or repeat the same message on signs or banners visible along a road.

The visual impact of single or double-sided installations is also ensured by the quality of the materials used and printing on PVC, which is resistant over time, even in adverse weather conditions, with an unmatched impact on the road.



MEDIA STAND

The media stand is the ultimate below-the-line (BTL) tool, allowing direct contact with visitors to inform them about the features of the products/services being promoted. Direct interaction creates a relationship of trust and loyalty, also enabling the collection of sensitive data useful for future marketing actions.



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SPECIAL MEDIA

Special media are highly impactful formats both inside and outside the Water Park. Positions are always strategic and differ from other media because they are created specifically to enhance high-impact visibility. Available in various formats: air banners, giga-totems, maxi walls, bridges, signage, entrances, and many other types of supports.



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SPECIAL MEDIA

Posters



ADV MAIORA | MARKETING AND SPONSORING

SPECIAL MEDIA Bridges



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MEDIA PARTNER

Radio Kiss Kiss

RADIO KISS KISS is Odissea2000's official radio, broadcasting music, world curiosities, news, and live shows from Corigliano-Rossano. For 27 seasons, Odissea 2000 continues to represent the added value of the appeal, proposal, and tourism figures of this territory and the region.

Called "Mi Piace Summer Edition," the format aired every weekend in July and August. Giving voice to the radio incursions of the station, with offices in Milan and Rome, were the speakers Alfio and Ilaria, already co-hosts of the popular segment Kiss Kiss Week End.

RADIO KISS KISS broadcasted this year's summer hits directly from the record-breaking Water Park, from the console overlooking Atena Gioc'Onda, among the most appreciated mythological attractions by the Park's guests.



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CO-MARKETING

Several co-marketing activities have been implemented in collaborations with major brands such as Cisalfa, McDonald's, Granarolo, Centrali del Latte di Calabria, and Latte Perla.

MCDONALD'S

Promotion: by showing the McDonald's coupon at the cash desk of Acquapark Odissea 2000, enter with 3 people paying only for 2 tickets! This year, the promotion is also valid at fast-food restaurants in Puglia, Basilicata, Campania, and Calabria.

GRANAROLO, CENTRALI DEL LATTE DI CALABRIA, LATTE PERLA

But there's more, for example, those who purchase one of the milk packages branded Granarolo, Centrali del Latte di Calabria, or Latte Perla will receive a coupon for a complimentary entry to Odissea 2000: by simultaneously purchasing two full-price tickets at Odissea 2000 ticket offices, the consumer can redeem the coupon found on

the product packaging at the ticket offices and obtain the complimentary entry.

CRİK CROK

Dive into the mythical world of Odissea 2000: fun is guaranteed. And with Crik Crok, it's also discounted! Cut out the coupon and present it at the ticket office of Acquapark Odissea 2000. You will get a €1.00 discount on the entrance ticket!

TRENITALIA

Up to 20% reduction on the entrance ticket of Acquapark Odissea 2000 in Corigliano-Rossano for those who reach it by train, with Toscano station as the destination (from here, the free shuttle to the Water Park is also available). The agreement with Trenitalia Regional Passenger Division of Calabria provides for a 20% discount in the months of June, July, and September (until 10/09), and a 10% discount in August and Sundays.



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CO-MARKETING

Centrali del Latte di Calabria



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CO-MARKETING Latte Perla



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CO-MARKETING Crick Crock



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CO-MARKETING Cisalfa



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CO-MARKETING McDonald's



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CO-MARKETING Trenitalia



Prima valida dal 17 giugno all'11 settembre 2023

Sconto all'ingresso del
parco acquatico per i
clienti regionali.

Per maggiori informazioni
consultare il sito Trenitalia.com



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THE BENEFITS OF BECOMING OUR PARTNER

The world of Acquapark Odissea 2000 is a wonderful one, synonymous for years with summer fun, not only for the people of Calabria but also for visitors from neighboring regions.

As mentioned earlier, the facility records an average annual attendance of around **200,000 visitors**: a very high number, which makes this complex a for any brand.

Advertising your brand within Odissea 2000 represents a significant opportunity, capable of ensuring **great visibility** for any company – and its products and services.

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SPONSORSHIP OPTIONS

To allow potential investors to become partners according to their capabilities and objectives, we have devised 3 different sponsorship options:

CATEGORY KIT

Involves the sponsor's presence on one or more types of media.

ADVERTISING KIT

The sponsor can book the presence of their brand on the advertising spaces planned on various media as part of the 2023 campaign (for example, brochures, newspapers, etc.).

PR KIT

Involves the dissemination of advertising messages within the park and/or to specific target segments.

OPPORTUNITY KIT

Involves the dissemination of advertising messages within the park and/or to specific target segments.

CATEGORY KIT

**SPONSORSHIP
DURATION:**
from May to
September 2024.

COST: 40.000,00 +Iva



SPONSOR PROFILE

Businesses that operate in the same market segment as AcquaPark Odissea 2000. The company's distinctive brand will be prominently featured on all advertising materials, positioned immediately after the park's brand. The number of sponsors in this category is limited to 3 brands per sector.

ADVERTISING MEDIA LIST



Billboards: Sizes 6x3 and 12x3 – 3 flights. First half of June, July, and August.
Regions: Calabria, Campania, Puglia, and Basilicata.



Posters: Size 35x50 – 20,000 copies.



Brochures "School Campaign":
Folded – 500,000 copies.



Brochures "Institutional":
Folded – 500,000 copies.

In-Park Advertising (3 positions to be agreed upon):

- Customized bridges
- Posters 70x100
- Signage

One 6x3 position in the park's parking lot

Customized signage

Two freestanding totems

Parking sponsorship

ADVERTISING COVERAGE

Poster Planning:	May to August 2024
Brochure Distribution:	May to September 2024
Newspaper Planning:	June to September 2024
In-Park Communication:	June to September 2024

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ADVERTISING KIT

**SPONSORSHIP
DURATION:**
from June to
September 2024.

COST: 15.000,00 +Iva



SPONSOR PROFILE

Companies looking to invest smaller budgets by choosing individual "packages" of media.

BROCHURE PACKAGE

Sponsor's brand presence on:



School Campaign Brochure:
500,000 copies.



Institutional Brochure:
500,000 copies.

WATER PARK PACKAGE

Three customizable positions within the park:

- Bridge personalization
- Posters (70x100)
- Signage

Signage personalization

One freestanding totem

ADVERTISING COVERAGE

Brochure Package:	From May to September 2024
Newspaper Package:	From June to September 2024
Park Package:	From June to September 2024

Poster Planning:	From June 14 to August 17, 2024
Brochure Distribution:	From June 14 to September 10, 2024
Newspaper Planning:	From June 14 to August 17, 2024

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PR KIT

**SPONSORSHIP
DURATION:**
from June to
September 2024.

COST: 8.000,00 +Iva



SPONSOR PROFILE

These companies are interested in the existing customer base of AcquaPark Odissea 2000 (matching the target demographics outlined in the park's presentation). Their investment is focused solely on advertising media present within the park and the surrounding areas. It's important to note that the park is a transit area for residents of Villaggio Nausicaa and other tourists staying in nearby large hotel-village structures. The number of sponsors in this category is limited to five brands.

LIST OF AVAILABLE AREAS

Entrance Area

Welcome sign with a message like
"Sponsor wishes you a fun day."
Placed on a freestanding structure.

Other Areas

To be defined, for the setup of
personalized perimeter zones with flags,
deck chairs, umbrellas, etc.

Restaurant Area

Welcome sign with a message like
"Sponsor wishes you a good meal."
Placed on a freestanding structure.

Accessories

Customizable items include: placemats,
chip bags, napkins, cushions, etc.

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OPPORTUNITY KIT



SPONSORSHIP DURATION:

From June 20th to
September 6th 2024.

COST: TDB



SPONSOR PROFILE

These companies aim to conduct promotional operations, exhibitions, and public relations activities within the park.

SPONSORSHIP TYPES FOR 2024

The park layout is divided into three sectors:

Service Area: Located at the entrance, this area includes the ticket office, ATM, perfumery, bazaar, newsstand, tobacconist, bar, inflatable rental, restrooms, showers, and changing rooms. This area is frequented by all park visitors.

Lot 1: Located to the left upon entering the park, it includes the self-service restaurant, children's animation area, Gorgona Twist, Black Omero, wave pool, Ulisse Splash, Toboga Eolo, Kamikaze Apollo, baby area (Mikro-Splash, Mikro-Toboga, Casa di Penelope), wellness area, and solarium.

Lot 2: Located to the right upon entering the park, it includes the Acqua-Gym area, Acqua-Dance, Big Olimpo, Black Polifemo, Kronos Kamikaze, Poseidon, Argo River, Penta Color, Titano Roller, and Chimera. In these areas, besides the regular use of slides, there are animation activities organized by the AcquaPark Odissea 2000 staff. Specific areas can also be designated for initiatives planned with sponsors.

Possible Sponsorship Areas with Promotional Material:

- a)** Children's animation area.
- b)** Youth and adult animation area.
- c)** AcquaGym, where park visitors gather for fitness lessons.
- d)** AcquaDance, an outdoor daytime disco with water jets.
- e)** Park entrance (covered corridor) for setting up demonstration and tasting stands.
- f)** Park entrance (open corridor and side corridors leading to lots 1 and 2).
- g)** Other areas to be identified for social and humanitarian initiatives.

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ADVERTISING CAMPAIGN ON MEDIASET CHANNELS



VIDEO MEDIASET CAMPAIGN

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SPOT



<https://fb.watch/pGj3cmwlmH/>

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SPOT



<https://fb.watch/pGj2uUZ3CB/>

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SPOT



SORGENTE DI PUGLIA

<https://fb.watch/pGiZ4XdTti/>

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SPOT



Caffè
SAN VINCENZO
dal 1978 alla scoperta del gusto

<https://fb.watch/pGi-h7oYpl/>

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SPOT



SPANINO
NON IL SOLITO PANINO

<https://fb.watch/pGj6iwBIWP/>

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SPOT



emideia®

<https://fb.watch/pGj0yxliFd/>

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SPOT



https://fb.watch/pGiXJ5_b47/

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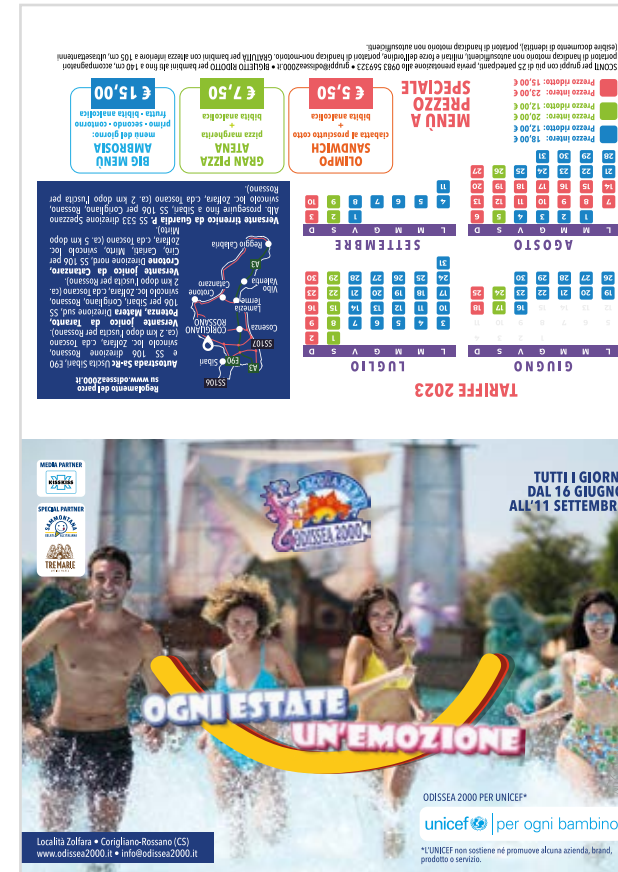
ODISSEA 2000 X

AquaPark Odissea2000 and UNICEF Together to Bring Smiles to Children in Syria and Turkey Affected by the Earthquake.

The solidarity initiative aims to provide relief in the face of a true humanitarian crisis.

The 29th season of AcquaPark Odissea2000 kicked off with a special initiative: a portion of the proceeds from ticket sales was allocated to the earthquake emergency in Syria and Turkey. This collaboration with UNICEF seeks to offer concrete assistance to the affected communities, representing a tangible commitment to addressing this humanitarian crisis.

AcquaPark Odissea2000 has always placed great importance on its social responsibilities, both locally and globally. With nearly 30 years of entrepreneurial, tourism, and social experience, Acquapark Odissea 2000 has consistently aimed to combine valuable messages and content with high-quality and often innovative commercial offerings. Thanks to this unwavering commitment, AcquaPark Odissea2000 has become a point of reference for the local community and beyond.



OGNI ESTATE UN'EMOZIONE

TARIFE 2023

GIUGNO
L M G V S D
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

LUGLIO
L M G V S D
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

AGOSTO
L M G V S D
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

PREZZI

PREZZO A PERSONA
Prezzo intero: 25,00 €
Prezzo ridotto: 12,00 €
Prezzo intero: 20,00 €
Prezzo ridotto: 10,00 €
Prezzo intero: 18,00 €
Prezzo ridotto: 9,00 €



MENÙ A PERSONA
Prezzo intero: 15,00 €
Prezzo ridotto: 7,50 €

GRAN PIZZA
Prezzo intero: 7,50 €
Prezzo ridotto: 3,75 €

SOLIMPO
Prezzo intero: 5,50 €
Prezzo ridotto: 2,75 €

BIG MENU
Prezzo intero: 15,00 €
Prezzo ridotto: 7,50 €

MAPPA
AcquaPark Odissea2000
Località Zolfara • Corigliano-Rossano (CS)
www.odissea2000.it • info@odissea2000.it

SPONSORI E PARTNER
MAGGIOR PARTNER: 
SPECIAL PARTNER: 
TREMARE

TUTTI I GIORNI DAL 16 GIUGNO ALL'11 SETTEMBRE

ODISSEA 2000 PER UNICEF
unicef | per ogni bambino

*L'UNICEF non sostiene né promuove alcuna azienda, brand, prodotto o servizio.

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OUR SPONSORS



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