PROPOSAL

SPONSORSHIP

PR AND
MARKETING



2027

JUNE 11 - 12

SCAFF CHAMP
Powered by Layher

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WHAT IS SCAFFCHAMP POWERED BY LAYHER?

ScaffChamp is the only international scaffolding competition of its kind in the World. Launched in 2019, it brings together professional scaffolding teams from across the world to compete in speed, precision, and safety.

But it's more than a competition.

ScaffChamp has grown into a real industry meeting point, a two-day event where scaffolders, contractors, safety specialists, engineers, and project managers gather in one place.

Here, companies present themselves. Partnerships are formed. Brands are seen and remembered. New ideas, tools, and services are introduced. And at the center of it all is the scaffolder - the one who makes everything possible.

In 2026, we welcomed over 700 guests onsite in Vilnius and more than 200,000 people joined us online through our live broadcast. The competition was streamed professionally, with sports-style commentary and full coverage of all rounds. Viewers came from over 120 countries, including the UK, USA, Australia, Germany, Poland, Canada, Brazil, and Sweden.

ScaffChamp 2027 returns to Vilnius on June 11-12
Two days of world-class scaffolding, international teams, and the spirit of competition. Join the industry community as we celebrate skill, safety, precision, and teamwork.



WHO IS THE SCAFFCHAMP AUDIENCE?

ScaffChamp is attended and followed by a very specific, valuable, and hard-to-reach audience:

- professional scaffolders and site teams
- project managers and technical supervisors
- construction and industrial safety experts
- decision makers from scaffolding contractors and service providers
- representatives from oil and gas, shipbuilding, energy, and infrastructure sectors
- suppliers and manufacturers of scaffolding tools, PPE, safety systems, and construction solutions



These are not general consumers. These are people who influence real purchasing decisions, set worksite standards, and choose who they want to partner with on projects.

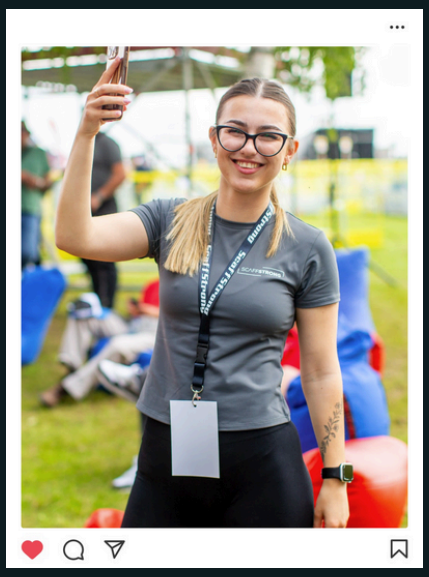
The ScaffChamp audience is niche - but it's the right niche.

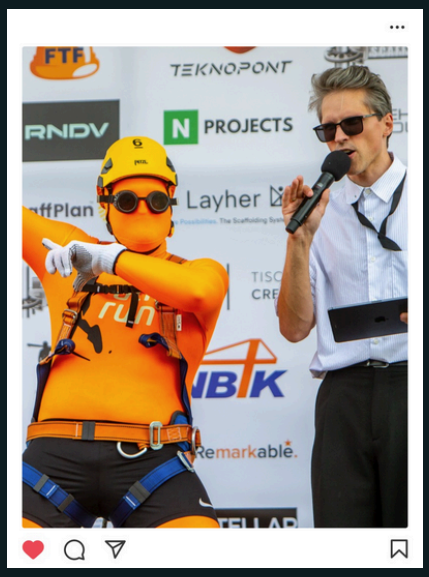
Where do they come from?
In 2026 guests came from over 40 countries including the UK, USA, Australia, Poland, Germany, Sweden, Norway, Mongolia, Chile and etc... The livestream had viewers from more than 120 countries worldwide.

Why do they care about ScaffChamp?
Because this is where the best in the industry meet. This is where real skills are tested, innovations are shown, and international industry standards are celebrated. It's not just a contest – it's the scaffolding industry's flagship event.
For a sponsor, this is an opportunity to be in front of your exact audience. In a context that matters to them.

EVENT ATMOSPHERE

This event serves as an excellent opportunity for teams to engage in meaningful team-building activities. It's a place where scaffolders and guests can immerse themselves in an environment that is both professional and familial. Participants find themselves in the company of like-minded individuals from different countries, creating a melting pot of cultures united by a common interest in scaffolding.

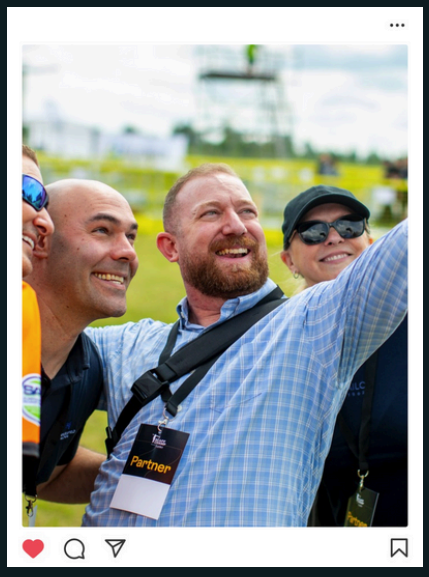






The essence of ScaffChamp lies in the seamless blend of these elements – the shared passion for scaffolding, the appreciation of physical strength, and the joy of community interaction. This combination sets the event apart, making it more than just a professional gathering. It's a venue where fun, camaraderie, and the thrill of competition create an unforgettable experience for all who attend. The fun factor, integral to the event, is evident in the laughter, cheers, and spirited exchanges that fill the air, making ScaffChamp a truly special and unique event in the scaffolding world.







VISIBILITY AND EXPOSURE FOR SPONSORS



On-site exposure

- Logo on banners, stage walls, info boards
- Placement in printed programs and event materials
- Your own branded tent in the main event zone
- Product demonstrations, info tables, giveaways
- Interaction with decision-makers, buyers, and professionals
- Opportunity to run live demos or workshops

Digital exposure

- Logo on the official ScaffChamp website
- Mentions and visuals in official social media posts (before, during, and after event)
- Option to be tagged in team presentation visuals or daily recaps
- Feature in recap videos and photography shared post-event





Livestream activation

The livestream is one of the strongest tools we offer, with over 200,000 unique viewers in 202 and an average view time of 28 minutes.
You can activate your brand during the stream in multiple ways:

- Pre-recorded video ads
- Visual logo placements during coverage
- Sponsor mentions by commentators
- Live interviews from your tent or zone

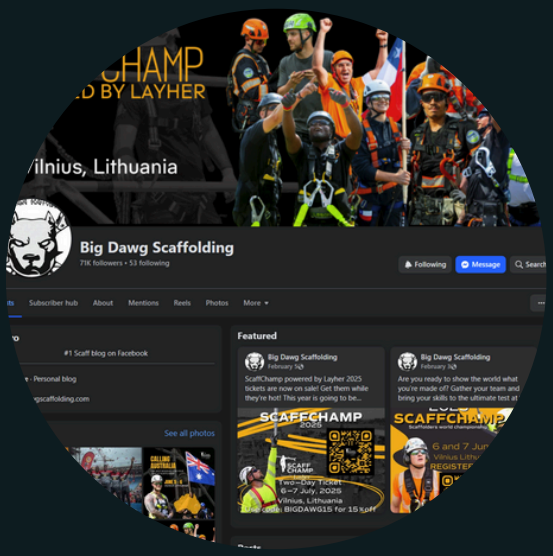
EXTENDED MEDIA EXPOSURE FOR SPONSORS



Podcast

ScaffChamp's official podcast has been running since 2023. It features:

- Team interviews
- Technical discussions
- Competition moments
- Sponsor guests and mentions



Social media, influencer reach

- Your brand will be visible in ScaffChamp's official content
- Dedicated pre-event and recap posts
- Sponsor tags in daily competition updates
- Collaboration with construction and scaffolding-related influencers (Instagram, TikTok, LinkedIn)
- Possibility to run giveaways, interviews, or custom content together with influencers on-site

Photo, video content

- Your brand shown in thousands of photos taken during the event
- Placement in highlight videos, behind-the-scenes clips, team presentations
- Materials shared not only by ScaffChamp, but also by teams and attendees globally



PARTNERS AWARDS

ScaffChamp offers partners the opportunity to establish their own special award within the championship program. This award can highlight values important to your company, such as safety, innovation, teamwork, precision, or leadership.

The award will be presented on stage during the official ceremony, together with the ScaffChamp MVP and Safety Awards, and will include your company name and branding in all related communication and media coverage.

It is a meaningful way for partners to connect their brand with the best professionals in the industry and to recognize excellence among international teams competing at ScaffChamp.







SCAFFCHAMP SOCIAL MEDIA OPPORTUNITY

TOTAL FOLLOWERS

TikTok **13K+**

31K+

7K+

October 2026

POST / VIDEO VIEWS

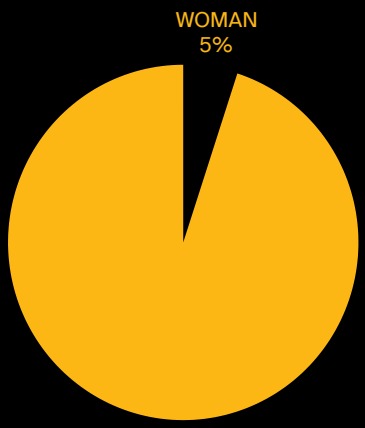
TikTok **4.2M+**

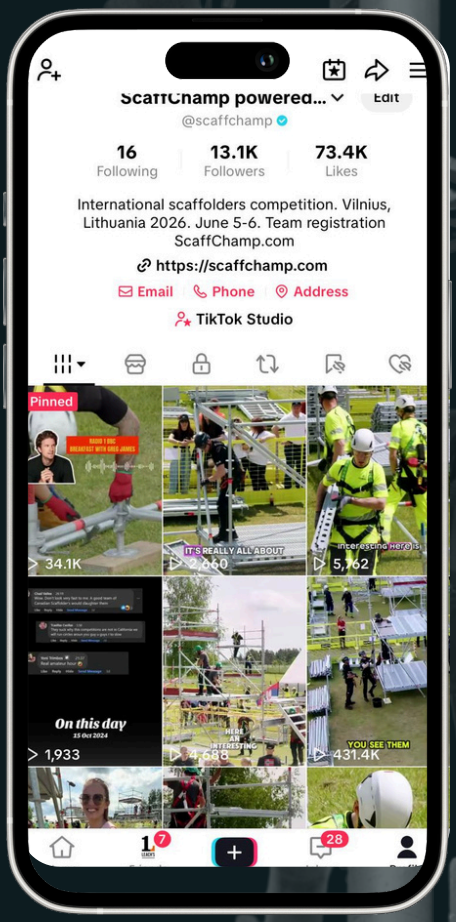
8.9M+

1.9M+

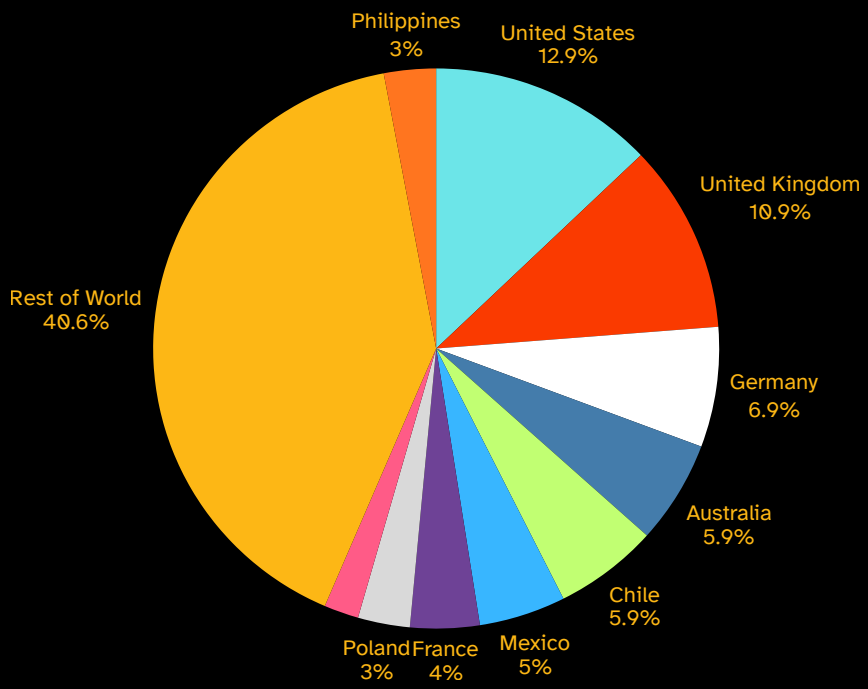
Time period: 2026 Jan - 2026 Sept

GENDER





DEMOGRAPHICS



BROADCAST STATS

TOP 10 audience by geography



275k

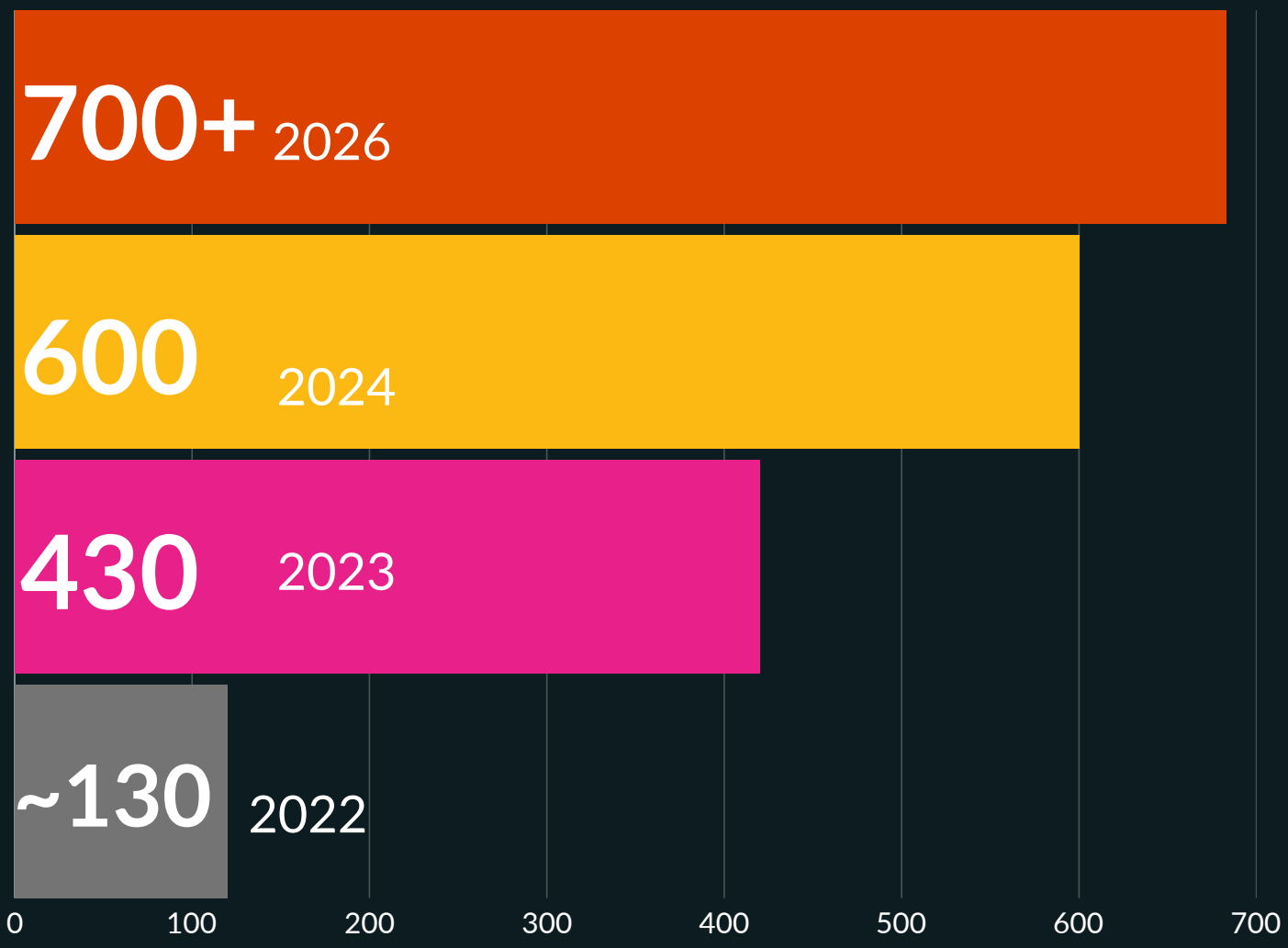
Total Views

29min

Average view time

OFFLINE EVENT STATS

The audience included a diverse mix of scaffolding professionals, industry experts, and enthusiasts from various countries, highlighting the event's international appeal. Our ticket sales reflected this interest, with a significant portion of attendees purchasing tickets well in advance. This diverse and engaged crowd contributed to a vibrant and dynamic atmosphere throughout the event.



SPONSORSHIP PACKAGES

Main Scaffold Sponsor

Best for: Brands seeking maximum exposure across all channels and event presence.

- Top logo placement on main event banners, livestream overlay, website
- Full-screen ad spot (up to 30 sec) during livestream, minimum 3x rotations
- Exclusive branded segment in livestream (e.g. "Presented by..." or "Safety Tip powered by...")
- Branded tent or activation zone in prime event area
- Live interview on stream from your tent or branded spot
- Featured in ScaffChamp podcast (1 dedicated episode or guest slot)
- Co-branded social media campaign pre-event
- Support with media content creation (e.g. social snippets, interviews)
- Short 2-3 video promotions on ScaffChamp social media before the event (Reels / TikTok)



SPONSORSHIP PACKAGES

Platform Partner

Best for: Brands who want strong on-site and online visibility without full media ownership.

- Logo on banners, website
- Mid-roll ad spot (up to 20 sec) during livestream, 2x rotations
- Shared "Partner Spotlight" livestream mention
- Branded tent space at event
- Mention in social media sponsor posts
- Logo featured in photo/video galleries
- Mention in podcast sponsor shoutouts
- Option to provide branded materials (lanyards, flags, etc.)
- Short 1-2 video promotions on ScaffChamp social media before the event (Reels / TikTok)



SPONSORSHIP PACKAGES

Structure Supporter

Best for: Companies who want to support the event and show presence in the scaffolding community.

- Logo placement on partners wall and website
- Mention in social media roundup post
- Basic livestream logo placement (corner)
- Shared tent space or option to display roll-up/banner
- Logo featured in photo gallery



SPONSORSHIP PACKAGES

Access Point Sponsor

Best for: Smaller businesses looking for affordable but visible entry into the event.

- Logo on website and printed list of sponsors
- Mention in one sponsor thank-you post
- Logo included in final recap video
- Option to display small banner or roll-up



SPONSORSHIP PACKAGES

Add-ons and Custom Opportunities (can be sold separately or added to any package)

- Livestream ad only
- Branded afterparty sponsor
- Workshop/demo tent
- Sponsored team support (e.g. "This team is supported by...")
- Media collaboration
- Influencer segment support
- Podcast guest feature



ROI AND BUSINESS VALUE FOR SPONSORS

Why sponsor ScaffChamp powered by Layher?
Sponsoring ScaffChamp is not about exposure for the sake of visibility. It's about placing your brand directly in front of the people who matter most — professionals who make decisions, build relationships, and influence the tools, services, and brands used on industrial sites across Europe and beyond.
This is a highly targeted audience:

- scaffolders and crew leaders
- site and safety managers
- industrial maintenance contractors
- HR and training specialists
- equipment suppliers and buyers
- technical supervisors and project leads



Your brand is shown:

- in a context of expertise and performance
- during a premium livestream broadcast watched by professionals
- in daily content shared by teams and industry influencers
- on-site where people ask questions, take photos, and network

This means:

- direct engagement with your target group
- increased brand recognition within the scaffolding and industrial sector
- long-term digital visibility from livestream replays, recap videos, and podcasts
- association with industry leadership, quality, and safety

HOW SPONSORSHIP WORKS IN PRACTICE

We know how busy companies are. So we keep the process clear and flexible.

Choose your package
We'll help you pick the right option based on your goals, team, and what visibility you want. Custom packages are always possible.

Confirm your involvement
Once agreed, we'll sign a simple confirmation form. If needed, we can issue proforma invoices or follow your internal purchase procedure.

Send us your materials
We'll guide you on what we need:

- logos in high resolution
- video files for livestream ads
- any print-ready visuals
- contact persons for coordination



Set up your presence
If you plan to be at the event:

- we'll reserve your tent or space
- help with electricity, logistics, deliveries
- assign you a local contact for all coordination

Visibility starts early
Once confirmed, your logo and company name will start appearing in pre-event content, social media announcements, and team profiles.

During the event
We take care of the rest. Your presence is coordinated, media is running, shout-outs and branding are integrated as promised.

After the event
You'll be included in recap posts, tagged in photo galleries, and featured in final video content and podcast mentions.

READY TO BE PART OF SCAFFCHAMP POWERED BY LAYHER?

This is your chance to put your brand right in the center of the scaffolding industry's most talked-about event.

Whether you're looking to increase visibility, connect with professionals, or show leadership in safety and innovation, ScaffChamp is where it happens.
There's no complicated process. No long forms.

Just reach out, and we'll build the right package for you.

CONTACT US

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