



AGENCY

MANAGEMENT | MARKETING

we deliver

360° PARTNER

When CKA was established in early 2000s it was one of the many sports marketing agencies. During this long journey we transformed from a sports marketing agency to an agency operating in most marketing and management sectors in all thematic. We followed the needs of our clients and we built on long standing bonds with top brands, organizations, media and talents

What drives us is passion and we transmit it to everyone working with us

We love sports, we love entertainment and we love what we do

We stand by our talents,
we stand by our brands
and we stand by our partner organizations and media



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TALENT

Katerina Stefanidi: Olympic gold medalist in pole vault

Anna Korakaki: Olympic gold medalist in shooting

Michaela Laki: World's top young tennis player

Evangelia Platanioti: World championship medalist in synchronized swimming

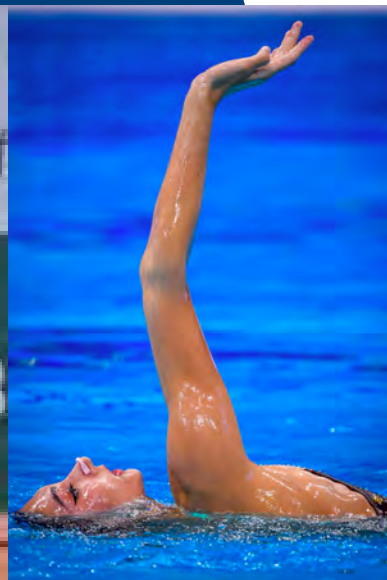
Dimitrios Papadimitriou: world and european champion in sailing (laser)

Yiannis Stankoglou: Actor

200+ Greek and foreign soccer players since 2007

100+ mega influencers across various subjects (culinary, theater, tv, lifestyle etc.)

CK Agency offered to 200+ top athletes and personalities services in contract negotiation, endorsements, image rights deals, PR and wealth management.



SPORTS

FOOTBALL:

FIFA: Bundesliga / DFB / Hoffenheim / Borussia Monchengladbach / Premier League / The FA / West Ham / Brighton / Hull City Celtic / Olympique de Marseille / Bologna / Genoa / Hellas Verona / Fiorentina / Atletico de Madrid / Ajax / PSV / Sporting Club Lisbon / Galatasaray / Club Brugge / APOEL / Partizan / Steaua Bucurest / Romanian football federation / Levski Sofia / Legia Warsaw Estraklasa / Hungarian Football Federation / Bate Borisov / LA Galaxy / Kansas Sporting / Colorado Rapids / San Jose Earthquakes

Greek Football Federation: Greek Superleague / Panathinaikos / AEK / PAOK / Aris / Panionios / Xanthi / Asteras Tripolis Pas Giannina / Atromitos / Panetolikos

BASKETBALL:

NBA: Chicago Bulls / New York Knicks / Denver Nuggets / Brooklyn Nets / Philadelphia 76ers / Houston Rockets

FIBA / Euroleague Basketball / VTB United League / Maccabi Tel Aviv

Greek Basketball League: PAO / ARIS / PAOK / AEK / Promitheas Patras / Peristeri

OTHER SPORTS:

ASO (Tour de France, Paris – Dakar, Schneider Electric Marathon etc) / **America's Cup** (sailing) / **ATP / WTA / PGA Tour** Dorna Sports (Moto GP) / Golazo / **MLB** - New York Yankees, Houston Astros, San Francisco Giants / **NHL** - Colorado Avalanche, New Jersey Devils, LA Kings / **Russian Hockey League KHL / Greek Volleyball Federation / Greek Swimming Federation** **Greek Ski Federation / Greek Motorsports Federation / Greek Tennis Federation / Gameathlon / Athens Authentic Marathon** "Alexander the Great" International Marathon / Night Semi Marathon of Thessaloniki / Rally Acropolis (motorsports) Aegean Rally (sailing) / Aegean 600 (sailing) / Thessaloniki Nautical Club / Vouliagmeni Yaghting Club / Hellenic Offshore Racing Club Glyfada Golf Club / 3-5 Pigadia and Parnasos Ski Resorts / Beach volleyball Championship

CK Agency offered to 100+ sporting organizations services in strategic management, content and creative, digital and social media, event management, insights and measurement, media rights, commercial deals, sponsorships, facilities management, communication strategy, sporting department management, players recruiting, training camps and friendlies staging.



ENTERTAINMENT & OTHER

ENTERTAINMENT:

Louvre Museum / La Biennale / MSG (Madison Square Garden etc)
BSE (Barklays Center, NYCB Live, Webster Hall, etc) / HBSE (Prudential Center) / KSE (Pepsi Center)
Onasis Stegi Athens / Stavros Niarchos Foundation Cultural Center Athens / Thessaloniki Film Festival
Greek National Opera / Greek National Theater

MEDIA:

Sirius XM / Mediaset / Amaury Groupe (L' Equipe, la chaine L' Equipe, France Football) / DPG Media Grou
MBC / PRO TV Romania / Dias Media Group Cyprus / Sportal Media Group & Digital ID Bulgaria
Sport TV Portugal / ERT / Nova / Cosmote TV / OPEN TV / Ant1 / Mega / One Channel / SKAI / Alpha / Star
Action 24 / Kathimerini / 24 Media / DPG Media / Liquid Media

OTHER:

Region of Eastern Macedonia and Thrace / Region of Drama / Municipality of Drama / Municipality of Thassos
Tsomokos SA (congresses) / Forum SA, Helexpo (expos) / Athens Chamber of Commerce / Iasis, Arktouros
Archelon (NGOs) / Democritus University of Thrace Physical Education and Sport Department
University of Peloponnese Sports Administration Department / University of Nicosia / ALBA

CK Agency offered to 50+ organizations in the areas of entertainment, arts and media services in strategic management, content and creative, digital and social media, event management, insights and measurement, media rights, commercial deals, sponsorships, facilities management, communication strategy, technology tools and innovation.



filmfestival.gr



Transportation Sponsor

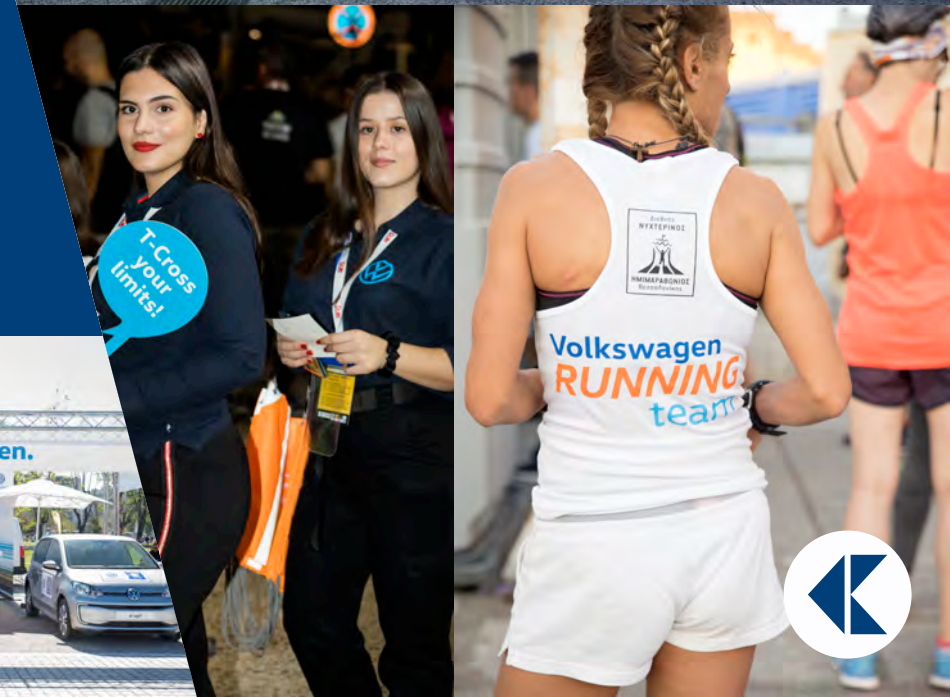
58th
Thessaloniki International
Film Festival
2-12.11.2017



Promo

Volkswagen promo in Thessaloniki Marathon & Semi Marathon sponsorship 2017-2021

- Negotiation, closing and implementation monitoring of the partnership
- 4 promo campaigns per event with stands in White Tower and Aristotelous Square (heavy infrastructure, cars, branding and promotional teams)
- Radio spots airing
- 500+ members VW running team creation (database, give aways, activations)
- Promo and branding materials creation (banners, backdrops, tshirts, give aways etc)
- PR event in Olympic Museum (catering, guests, promo, media coverage)
- Top athletes sponsorships for inclusion in the VW running team
- Press conference (set up, giveaways, branding)
- Press releases
- Operational issues handling
- Photo, video



CSR

Lidl Hellas Folklore Dancing Tournament, Thessaloniki, January 2019

- Event designing (550+ participants from Greece and 100+ from Cyprus and Portugal and 500+ spectators)
- Ioannis Vellidis Congress Center closing
- Organizational roster creation and coordination (50+ show hosts, committees members, organizational staff)
- Schedule formation and execution (contest form, groups formation, 5 halls, 6 time zones, regulations, awards, speeches etc)
- Operations issues handling



Social media

Lipton Ice Tea partnership with Anna Korakaki, 2021

- a. Instagram campaign (posts, stories, IG lives)
 - b. Image rights use for large super markets in June 2021 (branding)
 - c. 10" tag in global TV spot
- <https://www.youtube.com/watch?v=owjvOD5xv00>

Under Armour partnership with Anna Korakaki, 2021

- a. Instagram campaign (posts, stories, IG lives)
 - b. UA in-stores spot airing
- <https://www.youtube.com/watch?v=AKdGyrOCEWE>

Solgar partnership with Katerina Stefanidi, 2020-2022

- a. Facebook campaign
 - b. Instagram campaign (posts, stories, IG lives)
 - c. TV spot
- <https://www.youtube.com/watch?v=hD5YflU3ImA>



Άννα Κορακάκη
Χρυσή Ολυμπιονίκης Σκοποβολής

