



#feeltheHEAT

HEAT

INTERNATIONAL

HEATINTERNATIONAL.NET

Connecting brands with creative
entertainment marketing.

NOTHING IS

IMPOSSIBLE

**PROFESSIONAL SPORTS
ENTERTAINMENT WORLDWIDE**



WHY HEAT SPORTS ENTERTAINMENT?

CONNECTING BRANDS WITH CREATIVE ENTERTAINMENT MARKETING

Today's sporting events attract people of all ages and backgrounds who seek more than just action. Audiences at the largest events are increasingly valuing entertainment and enjoyment, prompting businesses to respond swiftly.

Event organizers globally are upgrading their entertainment offerings, not only to attract larger audiences but also to elevate the overall fan experience. The synergy between sports and entertainment has never been more pronounced.

Attendees of modern sporting events expect a full spectrum of entertainment. It's no longer sufficient to achieve victory on the field; **the demand for off-field entertainment is greater than ever.**

With over 30 years of global experience and a pioneering role in the evolution of sports entertainment, **HEAT** continues to lead the industry by **integrating innovative sponsorship opportunities** into our expanding and diverse portfolio.

"Some people want it to happen, some wish it would happen, others make it happen."

Michael Jordan



HEAT 360

YOUR FULL-SERVICE EVENT SOLUTION

At **HEAT 360**, we combine the magic of entertainment and technology to create unforgettable events. With #misterKRIS, a talented DJ/MC, experienced event producer, and expert talent coach, you get world-class entertainment and access to a complete package of technical solutions!

We provide the following event services:

- Professional light shows
- Crystal-clear sound systems
- High-quality screens and video displays
- Cutting-edge cameras for fan entertainment
- Spectacular special effects

Whether you're looking to rent or buy, we have tailored options to meet your needs.

With 30+ years of expertise, we've built trusted relationships with our partners, guaranteeing reliability and precision for every event. HEAT 360 delivers perfection in every detail, from intimate gatherings to large-scale productions.

No more juggling between multiple vendors, we handle it all with ease! Let us take your event to the next level!





HEAT T-Shirt Shoot

AFFORDABLE, HIGH-IMPACT PROMOTION!

Organize a one-of-a-kind T-Shirt Shoot with HEAT at sports games or events, featuring a powerful combination of CO2 effects and a T-shirt launcher.

This dynamic setup delivers an unforgettable experience for the crowd and offers an exciting sponsorship opportunity for your partners, maximizing brand visibility in an electrifying atmosphere.

Plus, take it to the next level by including a special prize for one lucky fan who catches a free T-shirt, courtesy of the sponsor. This not only amplifies the excitement but also provides an extra reason to share the moment on social media, boosting engagement and extending the sponsor's reach.

The HEAT T-shirt shoot package includes:

- T-shirt launcher with backpack setup
- CO2 bottle, enough for shooting approximately 15 T-shirts (T-shirts not included)
- Full guidance on operation and safety
- Creation of custom visuals for LED screens and/or boarding, if needed, to enhance visibility





VIDEO ENTERTAINMENT

Let your fans be part of the game!

HEAT offers an **all-inclusive package** of fan cams and creative video entertainment for your event.

From visuals to cameramen, producers, and all technical equipment, **nothing is impossible!**

Here's a taste of what we offer: engaging experiences like **Welcome Cam**, **Kiss Cam**, **Dance Cam**, **Filter Cams**, **Simba Cam**, **Bongo Cam**, and **Sleeping Cam**, along with **Sing-A-Long** and **Dance-A-Long** videos, **Mexican Wave** videos, interactive features like **Lights Up/Down** or **Left/Right**, and so much more!

Your Brand in the Spotlight:

With our creative approach, we seamlessly integrate your brand into our entertainment, making it less of a commercial message and more a part of the fun.

Your brand will be associated with memorable moments!

That's the magic of entertainment!

Fans love seeing themselves, their friends, and their kids on screen - **it never gets old.**

As a **bonus**, your brand will be visible in all the photos and videos that people take of the screen and share online!





SPECTACULAR EFFECTS

Get ready to elevate your sports events to the next level with HEAT's spectacular effects!

From breathtaking pyrotechnics and dazzling light shows to immersive soundscapes and stunning visual displays, HEAT brings the energy and excitement that make every game unforgettable. Whether it's the thrill of a goal, the intensity of a match point, or the celebration of a victory, our cutting-edge effects transform every moment into a sensational experience for fans and athletes alike.

Ignite the passion, amplify the cheers, and create memories that last a lifetime with HEAT's extraordinary event enhancements.

Your sports events will never be the same again!

As specialists in sports entertainment, HEAT boasts the most extensive range of special effects:

Fire and smoke jets, Video mapping on court, Giant flags, Interactive LED wristbands for all fans, Light and laser shows,... you name it, we've got it!

We also provide all the expertise you need.

From helping you select the right equipment to provide full safety information and training, our experience supports you every step of the way!





CREATIVE SPONSORSHIP

CONNECTING SPONSORS AND FANS THROUGH CREATIVE AND INTERACTIVE ENTERTAINMENT.

Do you want your brand to be associated with fun and happiness?

Do you want people to remember your brand?

Then creative sponsorship is the way to go!

Make sure people can't ignore your brand. Take a different path and become an entertainment sponsor!

With our integrated event communication strategy, your promotion begins a week before the event and continues for a week after. That means we create buzz around your brand for a full two weeks!

Some examples of creative sponsorship and interactive entertainment powered by your brand:

- T-SHIRT SHOOT
 - FAN CAMS
- VIDEO ENTERTAINMENT
 - ON-COURT GAMES
 - GUEST ENTERTAINERS





HEAT GUEST ENTERTAINERS

Get ready to feel the energy with HEAT guest entertainers at your favorite sporting events!

Our **dynamic performers** are here to elevate the excitement and create an **unforgettable atmosphere**. From high-flying acrobats and dazzling dancers to electrifying musicians and engaging hosts, the HEAT team knows how to keep the crowd on their feet and the **adrenaline pumping**.

Whether it's halftime shows, pre-game hype, or in-game entertainment, our talented entertainers bring a burst of spectacular effects and vibrant performances that transform any sporting event into a **true spectacle**.

Don't miss out on the fun – catch the HEAT at your next game and experience the thrill like never before!

We offer an unparalleled variety of world-class sports entertainers who amaze both on and off the court:

Acro-gym shows ◦ Ball jugglers ◦ Dancers ◦ Circus acts
Marching bands ◦ Stunt teams ◦ Cheerleaders
Live music and more!





MASCOT ENTERTAINMENT

“Mascots are boring ... they just shake hands and don’t entertain...” FALSE!

With HEAT, your mascot becomes the ROCK STAR of the event!

If you’re looking for fantastic entertainment, you can book us for a variety of fun-filled performance packages! We provide high-quality, family-friendly mascot entertainment for events worldwide.

Need a dedicated performer for your mascot? HEAT can help! We can also coordinate and assist your local entertainment team.

Our mascot performers are the perfect addition to any event, and they will be integrated into the entertainment, fan cams, video productions, and social media promotions as much as possible.

Our international experience helps you build brand value, enhance audience engagement, and maximize your investment at every level.



★ ★ ★ HEAT BABY RACE

**THE FIRST INTERNATIONAL CHAMPIONSHIP
WHERE BABIES COMPETE TO BE CROWNED
THE FASTEST CRAWLER EVER!**

**Think your baby can crawl their way to victory?
Curious but not convinced yet?**

Under the guidance of their parents, babies will crawl as fast as they can to the finish line. It's a competition, so there are rules to follow, **but it's all about having fun!** Once a baby crosses the finish line, they are declared the winner of that edition and receive a trophy. Their **average speed** is also recorded :-)

At the end of the year, the fastest baby among all the winners will receive a grand prize and be crowned the **Fastest International Crawler!**

Even if your baby isn't the fastest, there are many other prizes to be won!

Dress your baby in a standout outfit for a chance to win the **MFB** (Most Funny Baby) award. Even if you don't win, you'll be part of a **unique event** with your family. What are you waiting for? Register now!





PINK GAME

TEAMING UP AGAINST BREAST CANCER

Step onto the field, court, or rink and make a difference with **PINK GAME**, a powerful initiative that combines the spirit of sports with the **fight against breast cancer**. This vibrant event empowers sports teams and federations to turn their games pink, raising awareness and funds for a cause that touches countless lives.

Adopt Pink Ducks and Help Us Fight Breast Cancer!

Fans and sponsors can join the cause by adopting Pink Ducks for the iconic Pink Duck Race at pinkduckrace.com. And here's the twist: The owner of the first adopted Pink Duck to cross the finish line will win an exclusive Golden Duck! It's fun, exciting, and impactful.

A Win-Win for Social Responsibility

Organizing a **PINK GAME** is not just a feel-good initiative—it's a powerful way to show your team's commitment to social responsibility. Engage fans, rally the community, and create a lasting impact.

Together, we can turn the power of sports into the power of change. Visit pinkduckrace.com to adopt your Pink Duck and join the movement today!





REFERENCES

SELECTION

Harlem Globetrotters Executive Producer
Tour USA (East & West Coast)

Harlem Globetrotters
Tour BELGIUM HOLLAND UK SCOTLAND IRELAND

UEFA Futsal Euro BELGIUM ° SLOVENIA

CEV Eurovolley Championship
TURKEY BELGIUM SLOVENIA FRANCE

CEV Super Finals Champions League Volley
GERMANY SLOVENIA

FIBA Women's Olympic Qualifying Tournament BELGIUM

FIVB Volleyball Women's World Championship NETHERLANDS

FIVB Volleyball Nations League BELGIUM

FIH Hockey World League Finals INDIA

EHF Eurohockey In/Outdoor Championship BELGIUM

FIG Artistic Gymnastics Challenge Cup QUATAR

FIG World Championship Artistic Gymnastics BELGIUM

ATP World Tour Tennis & European Open BELGIUM

ITF Davis & Fed Cup Tournaments BELGIUM

IKF World Korfbal Championship BELGIUM

UMB World Cup 3-Cushion BELGIUM

PROUD ENTERTAINMENT PARTNER @

Topvolley Belgium ° Basketball Belgium ° Antwerp Giants





OUR PARTNERS

SELECTION



We Are Basketball





ABOUT US

HEAT INTERNATIONAL

Connecting brands with
creative entertainment marketing

HEAT MISSION

Since our founding in 1991, our primary mission has been to connect brands and events through the production of top-level entertainment and the creation of One-of-a-Kind Experiences!

HEAT VALUES

Our company values guide our daily behaviors, support our decisions, and shape our collaboration.

RESPECT

We treat everyone with respect.

PASSION

We are passionate about creating and achieving the best as we work towards common goals.

COMMITMENT

We dedicate ourselves to giving maximum effort to achieve success.

HEAT CARES

Our global social responsibility program builds upon our mission to address significant social issues around the world.

HEAT CARES is founded on strong partnerships with internationally-recognized community organizations.

POWERED BY



From high-energy entertainment to innovative marketing solutions, #misterKRIS delivers creativity, professionalism, and international expertise for sports and corporate events.

LET'S MAKE MAGIC HAPPEN
TOGETHER!

EVENT PRODUCER

DJ/MC WORLDWIDE

ENTERTAINMENT MANAGER

TALENT COACH

MISTERKRIS.NET





GET IN TOUCH

Feel free to contact us.

We are always open to discussing new projects, creative ideas, and opportunities to contribute to your vision.

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