

Kraków, 24th June, 2019

**Call for tender
for the naming rights sponsor of the sports and entertainment venue in Kraków**

Dear Sirs,

Over only five years of operating, TARUON Arena Kraków has become the sports and cultural showcase of Kraków and Małopolska. Our venue is appreciated by worldwide music and sport stars, promoters of the biggest tours and sport federations. Along with the growth of recognisability of the arena worldwide, grows the value of its name and image, watched over by Agencja Rozwoju Miasta S.A. (Municipal Development Agency).

We are convinced that the naming rights sponsorship of one of the most modern venues in Europe constitutes the unquestionable value. This is the ultimate way of building the company's image, giving the chance to create the growth of its recognition.

We invite you to participate in the competition for the naming rights sponsor of the venue and inform you that the title is possible to get in February 2020.

We ask you to submit the tenders in accordance with the attached Instruction till 22nd July 2019. Should you have any additional questions, our team will give you all required information (contact: Ewa Nowakowska, ph. +48 739 455 667 or e-mail konkurs@arm.krakow.pl).

Sincerely,

PREZES ZARZĄDU

Małgorzata Marcińska

WICEPREZES ZARZĄDU

Jacek Gryzłó