



**WORLD  
CORPORATE GAMES**  
October the 4<sup>th</sup>-7<sup>th</sup> 2018

**SOCHI**

**WWW.CORPORATEGAMES.RU**  
**#CORPORATEGAMES2018**

# ABOUT WORLD CORPORATE GAMES

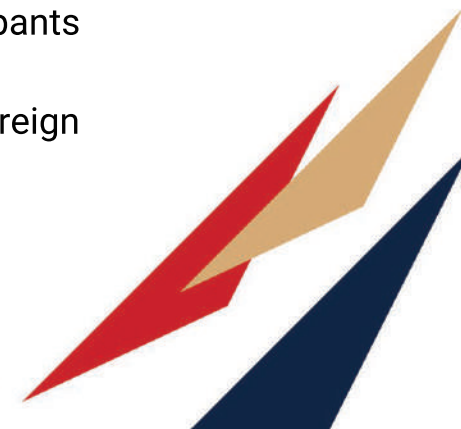


- Annual sport event of a worldwide level
- International networking
- Assistance at the federal level
- Wide media coverage



## ON THE SAME VENUE:

- > **1500** participants
- > **100** Russian and foreign companies
- > **30** sports disciplines



# IN THE PROGRAM OF THE EVENT:



- Opening ceremony
- Press conference
- Wide sports program
- Different kinds of fun activities on the central field
- The award ceremony of winners and prize winners
- Entertaining event in the evening



## WORLD CORPORATE GAMES UNITE:

- Companies' employees from around the world
- Governmental authorities
- Representatives of foreign companies in Russia
- Representatives of public organizations
- Members of participants' families



# UNIQUE LOCATION



## SOCHI TODAY:

### THE MAIN PLACE FOR A HOLIDAY

- Modern touristic infrastructure
- All-season resort
- Mild subtropical climate
- Unique combination of the Black Sea and mountain landscape

### SPORTS CAPITAL

- Modern sports infrastructure
- Centre of attraction of mass sports and the venue of the greatest international sports events:

**FIFA 2018, the 2014 Winter Olympics, FORMULA-1 2018 Russian Grand Prix, etc.**



# THE VENUE



**Southern Federal Center for Sports Training** - is the biggest on the south of the country sports center, where national and club teams are being prepared, also it is the venue of mass sports and physical culture events.



- |                                 |                 |                                |
|---------------------------------|-----------------|--------------------------------|
| 1 Registration                  | 8 Pull-ups      | 15 Corporate relays            |
| 2 Stage                         | 9 Athletics     | 16 Badminton                   |
| 3 Darts                         | 10 Long jump    | 17 Basketball                  |
| 4 Complex of physical exercises | 11 Tug-of-war   | 18 Volleyball                  |
| 5 Bench press                   | 12 Streetball   | 19 Draughts, chess, backgammon |
| 6 Arm wrestling                 | 13 Crossfit     | 20 Table tennis                |
| 7 Push-ups                      | 14 Drone racing |                                |

# PROGRAMME OF THE EVENT:



THE  
OCTOBER 5

## SPORT:

Registration of the participants for all kinds of sports  
Seeding in team kinds of sports

Competitions:

- Basketball
- Tennis
- Regatta
- Billiards

## FUN:

- Virtual games
- Air hockey
- Table hockey
- Table football
- Minigolf
- Giant jenga
- Racing t Racing track (remote control cars)
- Corporate relays
- Drone Racing show



# PROGRAMME OF THE EVENT:



## THE OCTOBER 6

### SPORT:

- Soccer (for 6 participants)
- Athletics
- Volleyball
- Complex of physical exercises
- Pull-ups
- Badminton
- Darts
- Draughts
- Chess
- Backgammon
- Arm wrestling
- Tug-of-war
- Streetball
- Table tennis
- Crossfit

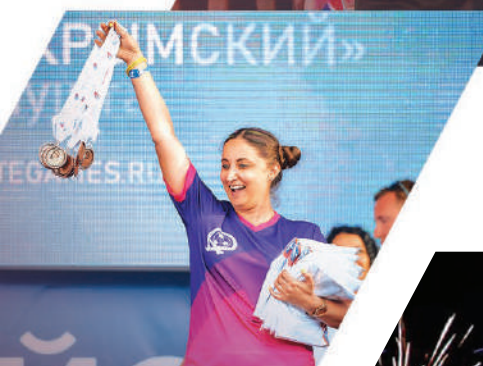
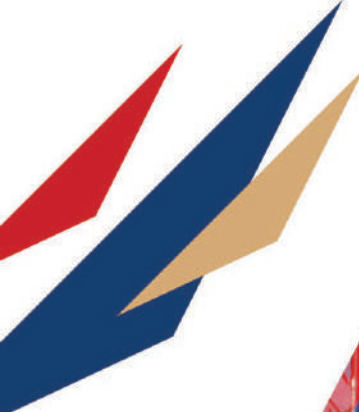
### FUN:

- Big races
- Inflatable shooting gallery
- Giant basketball
- Gorodki
- Bumper ball
- Inflatable kicker
- Corporate relays





# CLOSING CEREMONY OF WORLD CORPORATE GAMES



- Awarding of winners and prizewinners
- Lottery with prizes from our partners
- Official closing ceremony
- Entertaining program in the evening
- Fireworks



# HOW TO TAKE PART



- 1 To assemble a team
- 2 To make an application
- 3 To pay an entrance fee

The cost  
of corporate  
participation

**7000**  
**RUBLES**  
per person



Teams are formed by international and Russian enterprises regardless of the type of ownership

Games unite: both staff members and top-managers of companies can be in one team

Number of participants is not limited (one person in one kind of sport can represent the company or the company can sign up the participants for all kinds of sports)

Competitions in sports disciplines are divided into age categories: till 35 y.o. and 35+

Participation of family members in entertaining fun program is encouraged



## GROUP COORDINATOR



## TOURIST ASSISTANCE

Assistance in the issues of accommodation, transfer, excursions will be provided



## INTERPRETERS



## VISA SUPPORT

Participants from the countries which need visa for entry to the Russian Federation, must apply to embassy of the Russian Federation not less than 1 month and a half before the competitions. Organizations which need a help in registration of visas, should contact Fund «Sport», providing the whole list of delegations of participants with color copies of passports.



# FORMS OF PARTNERSHIP



## SPONSORSHIP (COMMERCIAL):

General sponsor -

**3 000 000 rubles**

Official sponsor

**1 000 000 rubles**

Sponsor of the event -

**500 000 rubles**

## Technical partnership:

- Logistics and transfer: transport company/air carrier
- Tourist assistance
- Health insurance and medical assistance
- Food&beverages: providence of catering and water
- Sports and equipment: production of uniform for participants
- Shuttles

## Media partnership:

- Informational partnership
- Media and advertisement support

\* terms of partnerships about the abovementioned positions are discussed individually

# SPONSORSHIP OPPORTUNITIES



## BRAND INTEGRATION IN THE OFFICIAL PROGRAMME:

- Participation of a company's representative in the press-conference
- Participation of a company's representative in the official closing ceremony
- Participation of a sponsor in sport and entertaining program of the Games



## COMMUNICATION STRATEGY



- Urban advertising**
  - Announcing banners  
Banners on the territory of Southern Federal Center for Sports Training
  - Distribution of flyers
  - Cross-promo campaign with local partners

- SMM-promotion**
  - #hashtags and @tags
  - Likes and reposts
  - Online-challenges and flash mobs
  - Promotional campaign



- PR campaign**
  - Informational partners
  - Press conference
  - Federal media
  - Local media
  - Digital campaigns

# SPONSORSHIP OPPORTUNITIES:



## BANNERS ON THE TERRITORY AND SPORTS OBJECTS:

More than **100** surfaces for logo placement



## POLIGRAPHY, SOUVENIERS AND HANDOUTS



# PROFITS FOR YOUR ORGANIZATION



- contacts with target audience
- smart integration in the event
- wide ADV and PR value
- strong brand positioning
- where there is sports, there is a reputation of a winner

- battle of brands and strongest teams
- non-formal competitive environment and motivation for victory
- new contacts and acquaintances
- consolidation of partnership

- company's participation in federal sports events
- support of government structures
- cooperation with government structures



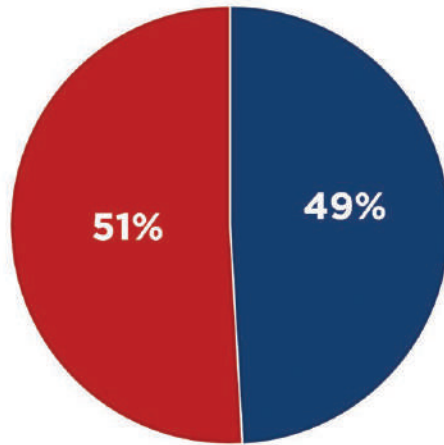
- team building
- development of healthy competition
- health strengthening
- improvement of physical condition and employees' stamina
- development of purposefulness and concentration of attention
- formation of loyalty to employers
- increasing of attractiveness

- corporate social responsibility
- opportunity to battle with the strongest teams
- sports image is a very important part of reputation
- sport is a key platform for business development
- corporate sports is obligatory for a successful company

# TARGET AUDIENCE OF THE PROJECT

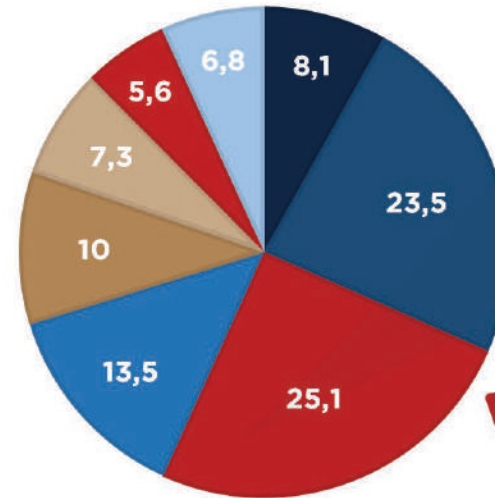
## Gender

- men
- women



## Age

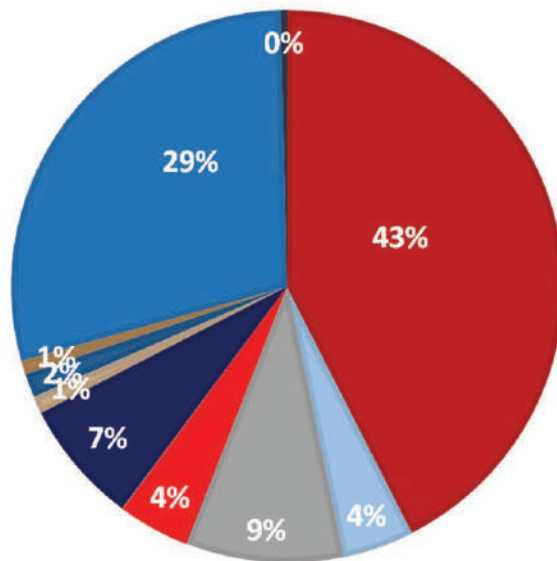
- 18-24
- 25-29
- 30-34
- 35-39
- 40-44
- 45-49
- 50-54
- 55+



**CORE AUDIENCE**

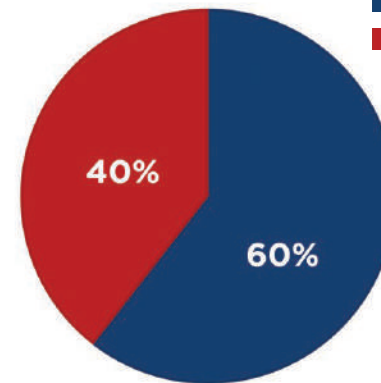
## Geography

- Moscow and Moscow Oblast
- Saint Petersburg and Leningrad Oblast
- Central Federal District
- Northwest Federal District
- Ural Federal District
- South Federal District
- North Federal District
- Far East Federal District
- Volga Federal District
- North Caucasus Federal District



## Family status

- Married/civil marriage
- Not married



\* According to the statistics of Summer Corporate games 2018



# ABOUT THE ORGANIZER



ALL-RUSSIAN PHYSICAL CULTURE  
AND SPORTS SOCIETY

## «LABOR RESERVES»



### HISTORICAL REFERENCE:

On the 21st of July 1943 Voluntary Sports Society «Labor reserves» was created for the first time by the Council of People's Commissars

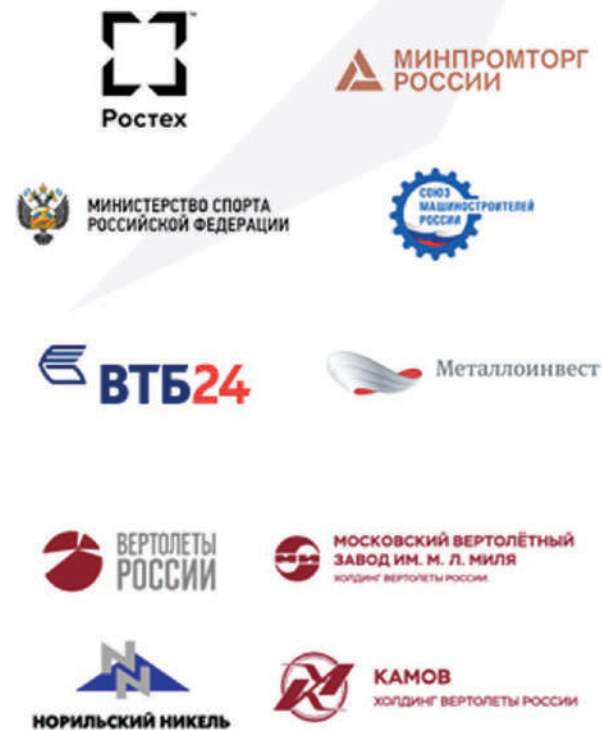
In 1992 the activity of VSS «Labor reserves» was terminated and the organization was abolished

On the 13th of March 2018 it was revived by the assignment of the President of the Russian Federation V.V. Putin and was called All-Russian Physical culture and Sports Society «Labor Reserves»

**On the 21st of July – Labor Reserves celebrated the 75th anniversary**

The main mission of the society is the development of corporate, amateur and professional mass sports on the basis of enterprises of the defense industry and energetic complex of Russia in all the regions of the country

# OTHER COMPANIES TRUST US



# CONTACT INFORMATION



## PARTICIPATION:

**Valerie Romanova**

 **+7 903 272 07 00**

 **v.romanova@fondsport.org**

**Nikita Sokolov**

 **+7 999 200 94 94**

 **n.sokolov@fondsport.org**

## COLLABORATION:

**Natalia Andreeva**

 **+7 906 708 31 80**

 **n.andreeva@fondsport.org**

**Fund «Sport»**

 **+7 495 691 98 88**

 **fond@fondsport.org**

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