

# THE 2nd EUROPEAN GAMES MINSK 2019



FOUNDATION "DIRECTORATE OF THE 2nd EUROPEAN GAMES 2019"  
Minsk, Belarus



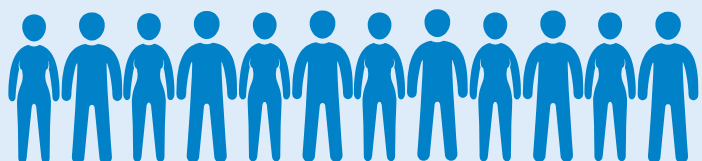
# THE 2nd EUROPEAN GAMES MINSK 2019

More than  
**50**  
European  
NOCs



More than  
**18000**

Official accredited Participants



**23**

Disciplines

**15**

Sports

**8**

Sports – Road  
to Tokyo 2020

**2**

Sports –  
European  
Championships

More than  
**4000**  
Competitors



**199**

Medal Events

**91**

Men's  
Events

**89**

Women's  
Events

**21**

Mixed  
Events

**21**

**22**

**23**

**24**

**25**

**26**

**27**

**28**

**29**

**30**

Opening  
Ceremony

June 2019

Closing  
Ceremony

# ABOUT US



# TICKETING SESSION SCHEDULE

- Opening and Closing Ceremonies
- Preliminaries
- Semifinals
- Finals

ARENA	KIND OF SPORT	21 JUNE Friday	22 JUNE Saturday	23 JUNE Sunday	24 JUNE Monday	25 JUNE Tuesday	26 JUNE Wednesday	27 JUNE Thursday	28 JUNE Friday	29 JUNE Saturday	30 JUNE Sunday
Dinamo Stadium	Ceremonies	20.00 – 01.00 (Opening)									20.00 – 00.30 (Closing)
Olympic Sport Complex	Archery		09.00 – 19.00	09.00 – 19.10	09.00 – 17.00	09.00 – 17.00	09.00 – 16.20	09.00 – 16.20			
Dinamo Stadium	Athletics (Dynamic New Athletics)			09.40 – 22.00 (full day)		09.40 – 14.00	17.40 – 22.00		18.00 – 20.00		
				15.20 – 22.00 (evening)		17.40 – 22.00					
Falcon Club	Badminton				09.00 – 22.00	09.00 – 22.00	09.00 – 21.00	10.00 – 15.20	10.00 – 22.00 (full day)	10.00 – 15.40	12.00 – 16.00
								17.00 – 19.40	18.00 – 22.00 (evening)	18.00 – 21.00	
Palova Arena	3x3 Basketball	09.00 – 12.30	11.00 – 14.30	11.00 – 14.30	13.00 – 16.30						
		14.00 – 17.30	16.00 – 19.30	16.00 – 19.30	18.00 – 21.55						
Olympic Sport Complex	Beach Soccer					14.00 – 16.45 18.00 – 20.45	14.00 – 16.45 18.00 – 20.45	14.00 – 16.45 18.00 – 20.45	14.00 – 16.45 18.00 – 20.45	13.00 – 15.45 17.00 – 20.15	
Uruchie Sports Palace	Boxing	14.00 – 17.30	14.00 – 17.00 18.30 – 21.30	14.00 – 21.45	14.00 – 17.00 18.30 – 20.30	14.00 – 17.00 18.30 – 20.30	14.00 – 17.00 18.30 – 21.30		14.00 – 22.30	16.00 – 18.55	12.00 – 15.20
Regatta Course Zaslavl	Canoe Sprint					09.00 – 10.30 14.00 – 17.35	10.00 – 11.50 14.00 – 16.40	10.00 – 11.30 14.00 – 17.35			
Minsk City, Oktyabrskaya Sq.	Cycling – Road		12.30 – 15.30	12.00 – 17.00							
Minsk Arena Velodrome Minsk Arena	Cycling – Track							16.00 – 20.40	16.00 – 20.50	10.00 – 14.20	09.00 – 18.25 (full day)
										16.00 – 20.50	14.00 – 18.25 (evening)
Minsk Arena	Gymnastics – Rhythmic and Acrobatic		14.00 – 19.10	14.00 – 19.00							
Minsk Arena	Trampoline				15.00 – 16.50	15.00 – 16.50					
Minsk Arena	Trampoline and Gymnastics – Acrobatic				19.00 – 21.00	19.00 – 21.00					
Minsk Arena	Gymnastics – Artistic							13.00 – 20.00		14.00 – 16.45	13.00 – 16.50
Chizhovka Arena	Judo		10.30 – 19.10 (full day)	10.30 – 19.00 (full day)	10.30 – 19.10 (full day)	10.30 – 18.15 (full day)					
			17.00 – 19.10 (evening)	17.00 – 19.00 (evening)	17.00 – 19.10 (evening)	16.00 – 18.15 (evening)					
Chizhovka Arena	Karate									09.00 – 13.50 15.30 – 19.05	09.00 – 13.25 15.00 – 18.15
Sports Palace	Sambo		10.00 – 14.00 17.00 – 20.30	10.00 – 14.00 17.00 – 20.30							
Shooting Centre and Sporting Club	Shooting – Rifle & Pistol, Shotgun		09.00 – 14.35 (2 venues)	09.00 – 18.30 (2 venues)	09.00 – 17.15 (2 venues)	09.00 – 14.45 Rifle & Pistol – Shooting Centre	09.00 – 16.40 (2 venues)	09.00 – 19.30 (2 venues)	09.00 – 16.15 (2 venues)		
Tennis Olympic Centre	Table Tennis		10.00 – 20.00	10.00 – 21.00	10.00 – 21.00	10.00 – 20.10	10.00 – 14.00	10.00 – 22.00	10.00 – 22.00	10.00 – 23.10 (full day)	
							16.00 – 20.20			17.00 – 23.10 (evening)	
Sports Palace	Wrestling					11.00 – 13.40 18.00 – 19.20	11.00 – 14.10 18.00 – 20.40	11.00 – 14.10 18.00 – 20.40	11.00 – 13.30 18.00 – 20.30	11.00 – 13.20 18.00 – 20.00	13.00 – 15.00

The schedule may be changed. Please check  
our website [www.minsk2019.by](http://www.minsk2019.by) for updates.

## TV BROADCAST



- ✓ Spanish International Sports Broadcasting company (ISB) will become the host broadcaster of the 2nd European Games 2019;
- ✓ ISB was involved in TV production of the Olympic Games, World and European Championships and other major sport events of the world;
- ✓ TV signal will be spread to 160 countries;
- ✓ The owner of the TV production rights at the territory of the Republic of Belarus is a channel "Belarus TVR" (tvr.by) (Belteleradiocompany), that will provide a live broadcast of a maximum number of sport disciplines on 4 TV channels;
- ✓ 600 hours of video content will be produced during the European Games;
- ✓ Special editions, daily TV magazines and press conferences are also included in the video content package.



## PREVIOUS ADDITION FIGURES

## MINSK 2019 PROJECTED FIGURES

Baku 2015	12 – 28 June 2015	21-30 June 2019	MINSK 2019
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### TV Broadcasts territories

European countries	45	50	European countries
Non-European countries	100	110	Non-European countries
Total	145	160 (115 to the date)	Total

### Media accreditation

Accredited Media	665 local 583 international	600 local 500 international	Expected Media
Total	1,248	1,100	Total

### Overall reach

TV	825,269,265	980,000,000	TV
Digital	300,000,000	300,000,000	Digital

## MINSK 2019 ALREADY REACHED AGREEMENTS

24
34 (Including China CCTV)
58



# DIGITAL

Multilevel platform with online statistics, media, social groups, news, blogs (currently under construction).

[www.minsk2019.by](http://www.minsk2019.by)

[www.facebook.com/officialminsk2019/](https://www.facebook.com/officialminsk2019/)

[www.instagram.com/minsk\\_2019/](https://www.instagram.com/minsk_2019/)

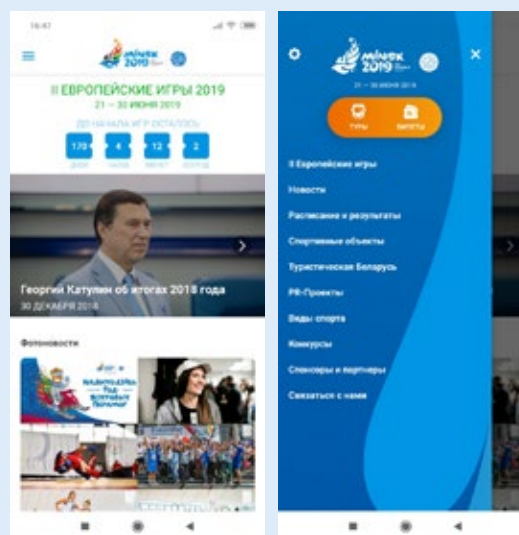
[www.twitter.com/eoceurogames](https://www.twitter.com/eoceurogames)

[www.youtube.com/channel/UC8XkAs1H3brYlhwWDnRDGhg](https://www.youtube.com/channel/UC8XkAs1H3brYlhwWDnRDGhg)

[www.vk.com/minsk\\_2019](https://www.vk.com/minsk_2019)



# ONLINE AND MOBILE PLATFORMS



[www.minsk2019.by](http://www.minsk2019.by)



# THE GAMES IN FIGURES

TOTAL AMOUNT OF  
TICKETS FOR SALE



**380 k**

with an opportunity to increase  
the amount up to

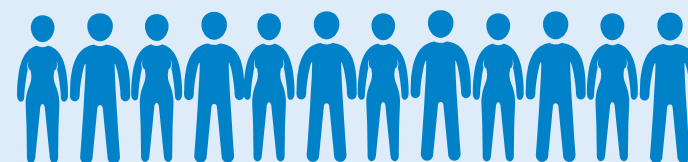
**530 k**

Fan-  
Zones

**4**

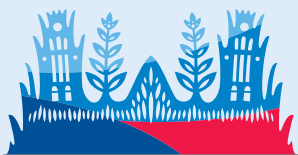
FAN-ZONES

AT LEAST



**1.5 mln**

OF VISITS





# SPONSORSHIP OPPORTUNITIES REVIEW

A conjoint marketing and communication campaign of European Olympic Committees and Minsk Organizing Committee will include the following sponsorship tiers:

- ✓ **Premium Partners**  
**focused on international exposure** - from 2,500,000 Euro and more (depending on category and VIK);
- ✓ **National Partners**  
**focused on National exposure** - from 400,000 Euro (depending on category and VIK);
- ✓ **Official Suppliers**  
**focused on suppliership opportunities** - from 200,000 to 400,000 Euro (depending on category and VIK);
- ✓ **Official Supporters**  
**focused on basic support with minimum exposure** - from 40,000 to 160,000 Euro;
- ✓ **Media Partners**  
**focused on media support.**

Further you may find the basic packages. They can be individualized in regards with the wishlist of an appropriate product category.



# SPONSORSHIP PRESTIGIOUS BENEFITS

- ✓ A unique case of participation in a large-scale international sport event organized by the leading Belarusian and foreign specialists;
- ✓ Interaction of your organization with the multimillion audience of the 2nd European Games 2019;
- ✓ Allocation of sponsors' advertisement only at the 2nd European Games 2019 venues and around them;
- ✓ Improving of position and reputation of your organization on the international or national level, depending on the sponsorship package you choose;
- ✓ Your organization's brand association with values of the Olympic movement and healthy lifestyle;
- ✓ Your organization's brand effective promotion among national and international audience of the 2nd European Games 2019;
- ✓ Chance to observe the 2nd European Games 2019 competitions and the best athletes in action from the VIP lounge;
- ✓ Individual concept development approach for your brand promotion during the preparation and delivery of the 2nd European Games 2019.



# 2019 / SPONSORSHIP STRATEGY : PACKAGING

Sponsorship packages include basic pillars of marketing and can be modified upon necessity

Sponsors brand promotion	Sponsors exclusive personalized advertisement	Corporate hospitality
<p><b>* Brand exposure and status announcement:</b></p> <ul style="list-style-type: none"><li>- static outdoor and indoor;</li><li>- media and video monitors;</li><li>- radio;</li><li>-digital and mobile.</li></ul>	<p><b>Sponsors advertisement:</b></p> <ul style="list-style-type: none"><li>- TV;</li><li>- digital streams;</li><li>- Social media activation;</li><li>- Fan-zones;</li><li>- product placement.</li></ul>	<ul style="list-style-type: none"><li>- Tickets for marketing;</li><li>- VIP tickets for partners engagement;</li><li>- First-hand-right to purchase limited amount of VIP Sky-boxes;</li><li>- Exclusive experience upon request.</li></ul>







# 2019 / SPONSORSHIP STRATEGY : STRUCTURE / PACKAGING

RIGHTS CATEGORY		PREMIUM	NATIONAL	SUPPLIER	SUPPORTER	MEDIA PARTNER
Category Exclusivity		YES - GLOBAL	NON EXCLUSIVE	NON EXCLUSIVE	NON EXCLUSIVE	NON EXCLUSIVE
Exploitation Rights		GLOBAL	NATIONAL	NATIONAL	NATIONAL	NATIONAL
Composite Logo		YES	YES	NO	NO	NO
Imagery and Footage		YES	YES	NO	NO	YES
TV Facing Venue Branding		100% split between all partners	NO	NO	NO	NO
Interview / Media Backdrop Branding		100% split between all partners	NO	NO	NO	NO
Other venue branding (Non TV Facing)		YES LOGO BLOCK	YES LOGO BLOCK	YES LOGO BLOCK	NO	NO



# 2019 / SPONSORSHIP STRATEGY : STRUCTURE / PACKAGING

RIGHTS CATEGORY		PREMIUM	NATIONAL	SUPPLIER	SUPPORTER	MEDIA PARTNER
Pack Shots – Subway, Central Bus Station, Business Centres, Airport, Cinema	 / Packshot	YES – INDIVIDUAL 500 per month	YES – INDIVIDUAL 250 per month	LOGO BLOCK 100 per month	NO	YES 50 per month
Radio Advertising		YES Individual 25 per month	YES Split with partners 15 per month	YES Split with partners 10 per month	NO	YES If available
Outdoor Advertising		YES INDIVIDUAL LOGO 6 billboards	YES LOGO BLOCK 10 billboards	YES LOGO BLOCK 7 billboards	YES LOGO BLOCK 5 billboards	YES LOGO BLOCK 5 billboards
Minsk2019.by		YES LOGOBLOCK	YES LOGOBLOCK	YES LOGOBLOCK	YES LOGOBLOCK	YES LOGOBLOCK



# 2019 / SPONSORSHIP STRATEGY : STRUCTURE / PACKAGING

RIGHTS CATEGORY	PREMIUM	NATIONAL	SUPPLIER	SUPPORTER	MEDIA PARTNER
National TV broadcaster advertising 	YES INDIVIDUAL +right to buy ≈90 ads, 20 sec each	YES INDIVIDUAL +right to buy ≈50 ads, 20 sec each	YES INDIVIDUAL +right to buy ≈25 ads, 20 sec each	YES IF AVAILABLE ≈12 ads, 20 sec each	NO
National Internet Broadcaster advertising 	YES INDIVIDUAL +right to buy ≈50,000 ads.	YES INDIVIDUAL +right to buy ≈25,000 ads.	YES INDIVIDUAL +right to buy ≈12,000 ads.	YES IF AVAILABLE	NO
Videos at Fanzones and in arenas cubes (where applicable) 	YES INDIVIDUAL ≈400 ads.	YES INDIVIDUAL ≈240 ads.	YES INDIVIDUAL ≈120 ads.	NO	NO
Logos on printed materials (tickets, accreditations) 	YES LOGO BLOCK	NO	NO	NO	NO
Logo in spectator guides 	YES + individual web-page	YES LOGO BLOCK	YES LOGO BLOCK	NO	NO
International TV broadcaster advertisement 	YES Right to buy	NO	NO	NO	NO
Right to buy tickets (opening/closing ceremony, competitions) 	YES	YES	YES	YES	YES



# 2019 / SPONSORSHIP STRATEGY : STRUCTURE / PACKAGING

RIGHTS CATEGORY		PREMIUM	NATIONAL	SUPPLIER	SUPPORTER	MEDIA PARTNER
Tickets		400 TICKETS TOP	400 TICKETS	200 TICKETS	100 TICKETS	50 TICKETS
Opening / Closing Ceremony Tickets		10 TICKETS	10 TICKETS	6 TICKETS	2 TICKETS	2 TICKETS
In Venue Hospitality (VIP)	<b>VIP</b>	200 + RIGHT TO BUY	200 + RIGHT TO BUY	100 + RIGHT TO BUY	20 + RIGHT TO BUY	10 + RIGHT TO BUY
VIP EOC Hospitality house	<b>EOK</b>	YES QUANTITY TBD	YES QUANTITY TBD	YES QUANTITY TBD	NO	NO
Activation Space		YES premium places	YES	YES	YES If available	YES If available
Right to supply with products		YES	YES	YES	NO	NO
Medal Presentations		YES	YES	NO	NO	NO
Sole & Exclusive Experiences	<b>Experience</b>	YES	NO	NO	NO	NO
Social Media		Advertisement in social and digital channels	Advertisement in social and digital channels	Advertisement in social and digital channels	NO	NO



# THANK YOU FOR YOUR ATTENTION!

Maxim KOSHKALDA

Head of Marketing

+375 29 647 79 10

[marketing@minsk2019.by](mailto:marketing@minsk2019.by)

