

#spirit



International Socca Federation

ZTE

Strategic Global Partnership Presentation

ISF – The Organization

The International Socca Federation is the global governing body established to unite the largest and strongest small sided football league organisers from countries across the globe. Currently, ISF counts 80+ country - member Associations and more than 2,5 millions players.



How many people on the pitch?

5/6/7/8-a-side ♪♪♪♪♪

11-a-side ♪♪♪♪♪

Nature of competition?

Amateur

Professional

Which is the target group?

Everyday football player

Professional clubs players

Who are we reaching out to?



Everyday football player
+ football fan watching TV



Everyday football player
+ football fan watching TV

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real football

We believe that football has lost a lot of its **shine** because it has lost a lot of its **values**.

SOCCA brings back the neighborhood football, the football we loved, the football we all played.

It brings back the **#SPIRIT** we have missed; the joy of sport. This is the **REAL FOOTBALL**.

Anyone is a super star, when he ties his shoelaces and enters the pitch.

And any partner has one golden chance to “talk” to the millions of people who are engaged to real football.

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Socca – The Sport

Socca is the term which encompasses all of the different words used across the world for 5, 6, 7 & 8-a-side football; be that small-sided football, soccer 5, 6..., football 5s, 6s..., 5v5, 6v6..., minifootball etc. The 4 subcategories of the sport: Socca5, Socca6, Socca7 and Socca8. As the world's most popular sport, socca is already played by over 2 billion people worldwide, and the ISF provides more opportunities for individuals to play socca both through developing in virgin markets (bringing socca to third world countries where there is little or no provision for playing sports) and by developing the quality and regulation of the game in thriving markets, providing elite opportunities for players to progress to their national team.



The term “Socca” is also used to define the Federation too, as an alternative of ISF, since the sport is strongly connected to the umbrella Organization as one and compact brand name.



What Socca means to us?

"It's more than 30 matches per season, per team. Liters of sweat and fight till the end. Full sun? Snow? Heavy rain? We don't care. We just love to play soccer. SOCCA."

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The Players

We reach our players on the pitch.

We have direct connection with our target group.

MALE

WANTS TO SPEND TIME WITH FRIENDS ON THE PITCH

ACTIVE PLAYER

AGE 18-35

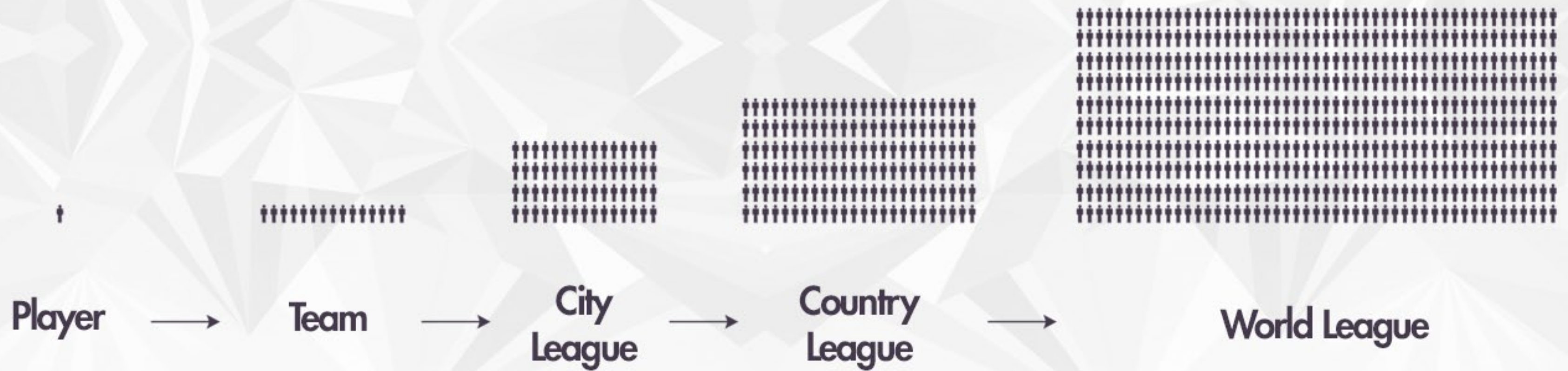
TRULY LOVES FOOTBALL

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The World Network

The structure is presented in the below levels:
Every next level increases the power of the previous level and
the World level is the highest possible opportunity.





2.500.000 players
across the world

3.500 matches
every day

1.600 cities
hold soccca leagues

*It's a clean sport! Pure passion!
No professional players contracts.
People play because they love to play.*



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The Competitions

Local Level



1.600 local leagues

Played across the globe

National Level



National Finals & Selection Trials

Giving the chance to wear the National jersey, represent the country at the Socca World Cup

International Level



Socca World Cup

The pinnacle of amateur football, 48 nations competing every year with only one dream: Reach the **Top of the World**



Socca Champions League

The best socca teams of every National League take the "magic ticket" for the top World competition for clubs

Socca World Cup

The Socca6 World Cup is the pinnacle of the annual socca calendar and features the 48 best National 6-a-side socca teams taking part in an intense weeklong competition to be crowned World Cup winners. The 2020 Socca World Cup will be hosted in a specially designed, open-air temporary stadium in Mexico. The 2021 competition will be hosted in Poland and the 2022 in France. The hosting nations might change until May 30th.



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The last 2 World Cups



LISBON 2018



CRETE 2019

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World Cup, the TOP 6v6 EVENT in the World

The overview of the event (based on the metrics of the Socca World Cup 2019)

1. 9 days
2. 96 matches
3. Pop up arena / 4.000 seats / 6.000 sq.m.
4. Sponsors village, including fan zone & sponsors tents. More than 40.000 visitors
5. 48 National Teams, 1.000 team members
6. International, National, local private and public sponsors & customized marketing campaigns & tailor made actions to the event
7. 100.000 unique visitors / spectators
8. 15.000 students from schools during the morning zone / spectators
9. During host nation matches, more than 8.000 spectators inside & outside (LED matrix)
10. Big media networks broadcast & big numbers (next page)
11. 100 journalists & reporters (many famous)
12. 100.000 articles+ in web portals & sites globally
13. Fan happenings & actions (eg. mascot, cheerleaders, free style shows, official song & video clip etc)
14. International football stars / celebrities
15. 800+ VIPs
16. World class Opening Ceremony
17. 180 members of staff, workers, volunteers, production staff, security
18. Cooperation / coordination of 15+ local authorities

TV & web streaming numbers

70+ TV & web channels broadcast live the Socca World Cup (50+ TV channels / 20+ web channels)
Indicative channels: Sport1 Germany, L'Equipe France, Match TV Russia, PTV Pakistan, BeIN Turkey etc

60+ countries (32 European, 10 American, 4 African, 14 Asian)

25.000.000+ unique TV & web viewers (75% TV / 25% web)

75.000.000+ viewers (average 3 times per unique viewer)

40 minutes in total / unique viewer

For every match, 70% of TV and web channels includes at least 1 repeat (late time same day or post event)



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Socca Champions League

The Socca Champions League is the largest event in the world for regular teams / clubs. Every ISF country - member is represented by some of the best teams in a global socca event which is held every year in early autumn in many parallel socca fields in one city of Europe that is always chosen during the 1st quarter of the year



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Socca Unileague World

The Socca Unileague World is the largest event in the world for teams of university students. Unileague is an international small sided football competition that takes part under the umbrella of SOCCA and it combines national competitions in Germany, Greece and other countries and an international event. The promotion in 18-26 is very large.



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Socca Business League

The Socca Business League is the largest sports corporate event in the world where teams of employees of companies take part. Business League is an international small sided football competition that takes part under the umbrella of SOCCA and it combines national competitions in several countries and a big international event.



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Socca Regional Cups

The International Socca Federation organizes under its umbrella a number of regional cups, like the Baltic Cup, Iberica Cup etc where more club teams than only from the region are taking part. In some Regional Cups, apart from the club teams, there is also division for National Teams without ranking effect.



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WORLD RANKINGS



| | | | | | | | | | | | |
|-----|--|-----|----------|-----|--|-----|------------|-----|--|-----|------------|
| 1. | | ▲ | Russia | 16. | | ▲ | Kazakhstan | 31. | | ▲ | Egypt |
| 2. | | ◀▶ | Poland | 17. | | ▲ | Bulgaria | 32. | | NEW | Colombia |
| 3. | | ▲ | France | 18. | | ▼ | Latvia | 33. | | NEW | Morocco |
| 4. | | ▲ | England | 19. | | ▼ | Belgium | 34. | | NEW | Uruguay |
| 5. | | ▲ | Greece | 20. | | NEW | Lithuania | 35. | | NEW | Romania |
| 6. | | ▼ | Germany | 21. | | ▼ | Canada | 36. | | NEW | Chile |
| 7. | | ▲ | Moldova | 22. | | ◀▶ | Spain | 37. | | NEW | Argentina |
| 8. | | ▼ | USA | 23. | | ▼ | Slovakia | 38. | | NEW | Cyprus |
| 9. | | ▼ | Scotland | 24. | | ▲ | China | 39. | | NEW | Nigeria |
| 10. | | ▼ | Brazil | 25. | | ▼ | Wales | 40. | | NEW | Peru |
| 11. | | ▼ | Croatia | 26. | | ▼ | Oman | 41. | | ▼ | Angola |
| 12. | | ▲ | Slovenia | 27. | | ▲ | Pakistan | 42. | | ▼ | Paraguay |
| 13. | | NEW | Hungary | 28. | | ▼ | Turkey | 43. | | ▼ | Cape Verde |
| 14. | | ▼ | Portugal | 29. | | ▲ | India | 44. | | ▼ | Tunisia |
| 15. | | NEW | Mexico | 30. | | ▼ | Ireland | 45. | | NEW | Iraq |

The Ambassadors



Ronaldinho 

"This is exactly what is needed. Taking the game of 5,6, 7 and 8-a-side around the world will be a massive boost for players everywhere."



Cissé 

"Socca is the football of real people. Very happy to be ambassador & attend Socca World Cup."



Clattenburg 

"I've had the chance to referee the biggest matches in the world – and here I am at the Socca World Cup Final!"

And many more SOCCA ambassadors



Katsouranis



Lucescu



Big Ron



Verpakofskis



Madley



El Pony



Warzycha



**ISF is the top network of small sided football
in the world, where the leaders of all countries meet
and decide about the future of the sport**

PR, members and meetings



Shahzeb Mehmood Trunkwala (PAK)
Ishaq Shah (PAK)



Adam Thelwell (USA)



Chr. Köchy (GER), Th. Papadopoulos (GRE)
Gon. Oliveira (POR), J. Colter (GER)



Sergio Ibarra (MEX)



Igor Karasev (MOL), Stephanie Spacey (ENG)
Eugeniu Ciobu (NLD)



Tim Ollerenshaw (ENG)



Marc Dessenis (FRA)



Martin Cassidy (ENG)
Florian Pötter (GER)

Our Values & Vision

Our Values

-  Loyalty
-  Credibility
-  Innovation
-  Dignity
-  Cooperation
-  Friendship
-  Devotion
-  Teamwork

Our Vision

Remaining established as the number 1 international umbrella organization for 5v5, 6v6, 7v7 and 8v8 football. For SOCCA.



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Socca & Brands

Socca is a very attractive sport for sponsors. It is the football of the fans and this is why it becomes so commercial. The International Socca Federation has the authority to sign global sponsorship deals which include either all members, or some of them, or just one or more of its international competitions (eg. Socca World Cup, Champions League etc).

CASE STUDY

Companies that have been connected with various National Associations in **different countries** during the **previous years**.



Socca represents a smart vehicle for any brand

1. Innovation
2. Engagement
3. Content creation
4. TV, media & social media
5. Direct implementation
6. Targeting any audience
7. Brand Awareness



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THE PROPOSAL

**ZTE becomes big sponsor
& global partner of ISF for 3 years.**

ZTE will become the biggest partner of small sided football in the World and will be linked to the strongest networks.

ZTE gets direct engagement, branding and communication benefits in:

1. SOCCA WORLD CUP

which is the most important event in the world.

And in other 4 events per year:

2. SOCCA CHAMPIONS LEAGUE

3. SOCCA UNILEAGUE

4. SOCCA BUSINESS LEAGUE

5. SOCCA REGIONAL CUP / to be selected one



More detailed benefits analysis follows...

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The Sponsorship Benefits



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A. #Road_To_...



Host Country
announcement
(Press Conference)



Draw
Ceremony



Presentation
of the Trophy



Presentation
of the
official mascot



National Finals
of Greece



Captains'
Press Conference



Socca
World Cup



Post Event
Media Exposure

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ZTE will be presented among the great sponsors of all the SOCCA calendar events with logo integration, branding and custom social media campaign.

Details and exact plan TBD at 2nd stage.

- > **Socca World Cup:** Promo campaign, promo and media events and social media for a period of **10 months**.
- > **Socca Champions League:** Promo campaign and social media for a period of **6 months**.
- > **Socca Unileague:** Promo campaign and social media for a period of **3 months**.
- > **Socca Business League:** Promo campaign and social media for a period of **3 months**.
- > **Socca Regional Cup:** Promo campaign and social media for a period of **2 months**.

B. Event Exposure



**ON-COURT
EXPOSURE**



**ON-SITE
ACTIVATIONS**



**CITY
BRANDING**



HOSPITALITY



**MEDIA
ZONE**



**SPONSORS
VILLAGE**

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B. #1 ON-COURT EXPOSURE



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B. #1 ON-COURT EXPOSURE

BENEFITS FOR
ZTE

- > **Socca World Cup:** LED boards: 20 spots x 10 secs / match x 96 matches - LIVE on all TV stations worldwide
- > **Socca Champions League:** LED boards in main field: 75 spots x 10 secs / match x 28 matches & 30 steady banners 2mx1m / web streaming LIVE
- > **Socca Unileague:** 30 steady banners 2mx1m in world finals and 100 steady banners 2mx1m in 25 facilities in Germany and Greece, in 25 different cities / web streaming LIVE in world finals
- > **Socca Business League:** 20 steady banners 2mx1m / web streaming LIVE
- > **Socca Regional Cup:** 20 steady banners 2mx1m / web streaming LIVE

B. #2 ON-SITE ACTIVATIONS



NEW AND INNOVATIVE WAYS TO ENGAGE WITH FANS AT THE EVENT

PROMOTIONAL FLAGS

**DISTRIBUTION OF FLYERS,
SAMPLES AND GIVE AWAYS**

**FAN PROMOTION STAND
AND POINT OF SALES**

**SIDE EVENTS/GAMES
TO ENTERTAIN THE FANS**

**SETTING CONTESTS/PRICE
WINNING COMPETITIONS**

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B. #2 ON-SITE ACTIVATIONS

NEW AND INNOVATIVE WAYS TO ENGAGE WITH FANS AT THE EVENT

BENEFITS FOR
ZTE

> Socca World Cup:

- possibility of 10 promotional beach flags around the stadium and the sponsors village
- possibility of flyers delivery to the audience / up to 100.000 pcs
- possibility of promotion stand or sponsor tent in sponsors village
- possibility of side events and happenings & fan zone activations in sponsors village / list of proposals available
- possibility of contests and competitions between the fans with prizes
- possibility of any idea proposed by ZTE, linked to fans engagement during the event

B. #3 CITY BRANDING



POSTERS

FLYERS

BILLBOARDS

**WORLD CUP
CITY FLAGS**

**MATCH
PROGRAMS**

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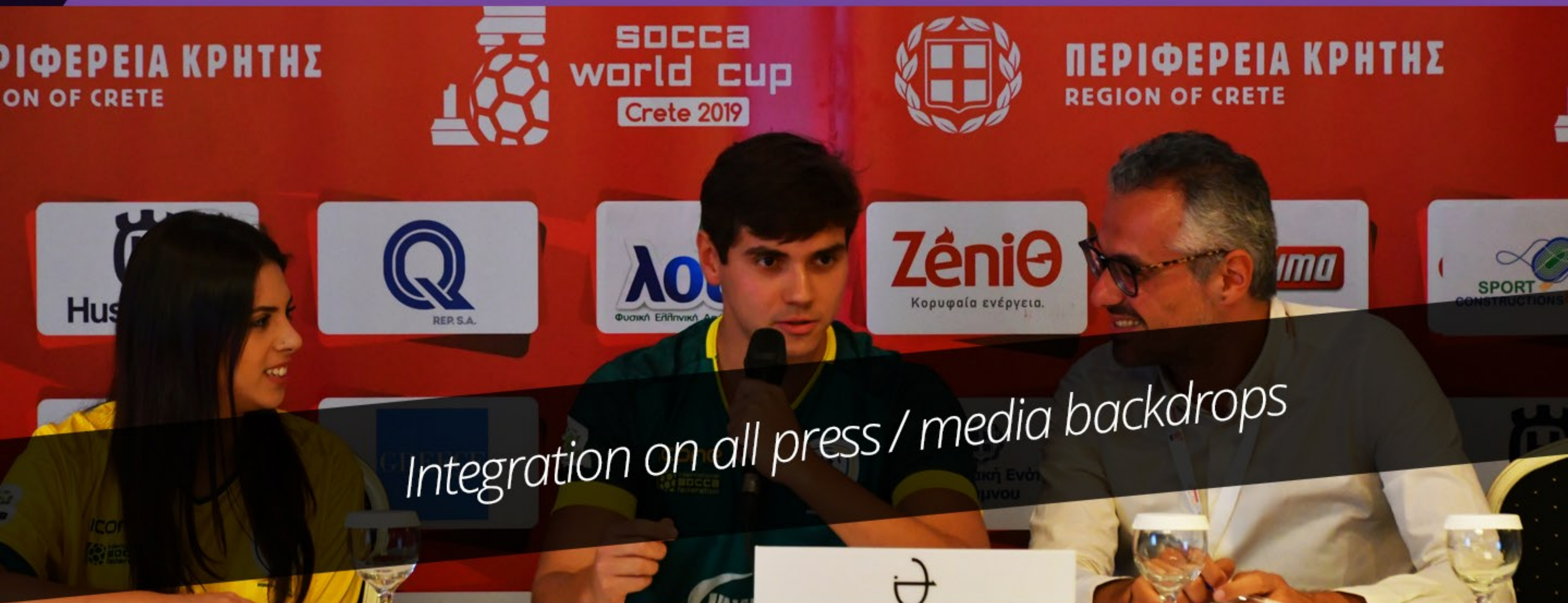


B. #3 CITY BRANDING

BENEFITS FOR
ZTE

- > **Socca World Cup:** logo in 100.000 posters, logo in 100.000 flyers, 1 full page advert in match program, logo on 15 city billboards, logo on 100 city flags
- > **Socca Champions League:** logo in 10.000 posters, logo in 10.000 flyers
- > **Socca Unileague:** logo in 5.000 posters, logo in 5.000 flyers
- > **Socca Business League:** logo in 5.000 posters, logo in 5.000 flyers
- > **Socca Regional Cup:** logo in 2.000 posters, logo in 2.000 flyers

B. #4 MEDIA ZONE



Integration on all press / media backdrops

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B. #4 MEDIA ZONE

BENEFITS FOR
ZTE

- > **Socca World Cup:** 20% of the logos at the sponsors backdrop of the official mixed zone, 15% of the logos at the sponsors backdrop of the official press conference of the event, 15% of the logos at the sponsors backdrop of the official press conference of players
- > **Socca Champions League:** 35% of the logos at the sponsors backdrop of the official mixed zone
- > **Socca Unileague:** 20% of the logos at the sponsors backdrop of the official mixed zone of the international event, 10% of the logos at the sponsors backdrop of the official mixed zone of the national events in Germany and Greece
- > **Socca Business League:** 20% of the logos at the sponsors backdrop of the official mixed zone
- > **Socca Regional Cup:** 20% of the logos at the sponsors backdrop of the official mixed zone

B. #5 HOSPITALITY



VIP tickets at each game
Travels costs, accommodation and catering at our own charge

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B. #5 HOSPITALITY

BENEFITS FOR
ZTE

> **Socca World Cup:**

- 2 VIP tickets available for the sponsor's executives, contests for fans of the sponsor and for top clients of the sponsor including access to the VIP tribune and lounge at the stadium, transportation cost, hotels and meals.
- 20 VIP tickets available for the sponsor's executives, contests for fans of the sponsor and for top clients of the sponsor including access to the VIP tribune and lounge at the stadium.

B. #6 SPONSORS' VILLAGE



Customized tent at the sponsors village

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B. #6 SPONSORS' VILLAGE

BENEFITS FOR
ZTE

> **Socca World Cup:** Possibility for sponsor's tent in sponsors village. Total area of 30 sq.m.
More than 40.000 visitors will visit it.

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C. VISIBILITY ACROSS ALL OUR CHANNELS

AMATEUR PLAYERS
HAVE THE HONOR TO
REPRESENT THEIR COUNTRIES.
IT CREATES ABSOLUTELY
UNIQUE EMOTIONS!



**We reach more than
3 million** people in **Host Nation** &
100 million people **worldwide**.



C. #1 NATIONAL HOST BROADCASTERS



TV and web channels broadcast live the action from the field of play

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C. #1 NATIONAL HOST BROADCASTERS

BENEFITS FOR
ZTE

> **Socca World Cup:** It is broadcasted in 70+ TV and web channels around the world. The TV and web channels broadcast live minimum the matches of the related nation and most of them broadcast many more important and commercial matches. Some of the cable TV channels and more web channels broadcast all the event.
ZTE is strongly advertised via the LED banners and rest of branding during all matches of the Socca World Cup.

** numbers of viewers and other metrics are presented in previous pages*

C. **#2 LIVE WEB STREAMING** – all matches available



We reach out to our young audience
and we follow the trend of 2nd screen users

video spot advert during the live streaming and on-court promotion

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C. **#2 LIVE WEB STREAMING** – all matches available

BENEFITS FOR
ZTE

- live streaming of all matches through ISF platforms (social media and sites).

This coverage refers to all the events

(World Cup, Champions League, Unileague, Business League, regional cup)

We include a video spot of 30 secs advertisement before the kickoff, in the break and at the end of every match.

At the same time ZTE is promoted through all on-court branding and LED spots at the LED boards.

C. #3 OFFICIAL SOCCA WEBSITE



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C. #3 OFFICIAL SOCCA WEBSITE

BENEFITS FOR
ZTE

- Logo integration in sponsors section
- Steady banner in home page
- 5 articles during the season only for ZTE and our partnership
- Logo integration in the LIVE results and statistics of all the events
(World Cup, Champions League, Unileague, Business League, regional cup)

C. #4 SOCIAL MEDIA CHANNELS



Logo integration & customized campaigns

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C. #4 SOCIAL MEDIA CHANNELS

BENEFITS FOR
ZTE

- 20 posts in fb and 20 in insta during the season only for ZTE.
Every post will be sponsored to reach about 200.000 people/ targeted audience
- 150 posts (fb and insta) during the season will include ZTE hashtags
- 3 big prize campaigns with some gifts from ZTE.
Every campaign will have a reach of about 3.000.000 people / targeted audience
- We will organize during Socca World Cup a fans campaign where people will need to share certain fun posts in order to win VIP tickets and other prizes.

Also:

- *all photos, videos and content will anyway include all on-court promotion for ZTE*
- *video spot adverts during all live streamed matches / check in following pages*
- *every post has a significant number of shares from the fans. This is an ongoing extra organic promotion.*

C. #5 LOCAL HOST & NATIONAL PATRONAGE



LOCAL MEDIA PARTNERS

RADIO

Local radio stations that cover the event with live connections, interviews etc

WEB

Websites following the event.
All local web press will publish numerous articles

PRINT MEDIA

Newspapers following the event.
All local print press will publish numerous articles

NATIONAL TEAMS

Local media in every country follow the event thanks to the current agreements with the National Teams and to the significant sport interest of the event

C. #5 LOCAL HOST & NATIONAL PATRONAGE

BENEFITS FOR
ZTE

Media cover the events anyway because they are big interbational events. This publicity has direct positive effect to the awareness of the big sponsors (like ZTE) because of the branding, the interviews of the executives, the press conferences etc. Media coverage is based on:

- TV rights / presented on a separate page
- local media engagement and need to present the news
- international media that follow the news of their national teams

Socca World Cup covers the 75% of the media pie / total media exposure of ISF.

Local media in every country follow the Socca World Cup thanks to the current agreements with the national teams and to the significant sport interest of the event.

D. CONTENT CREATION & IMAGE RIGHTS

ZTE will be able:

- 1. to use all materials of ISF (photos, videos) etc as own materials.**
- 2. to use the campaign #realfootball & #spirit as own campaign**
- 3. to make customized adverts, recordings etc with any player of ISF ***

** Image rights for the SOCCA ambassadors can be also agreed but with an additional tailor made agreement*

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E. VISIONARY BENEFITS / communication strategy

Privileged access to a community of 2,5 million football players

Offering the opportunity to amateur football players to live their dream and wear the national team jersey

Sharing the values of amateur football and develop football at grassroots level

Sponsorship targeting the best of amateur football

Global sponsorship covering 80 countries

Visibility across 96 matches and across all of our distribution channels

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