Continental Meeting

OCTORE CONTRACTOR

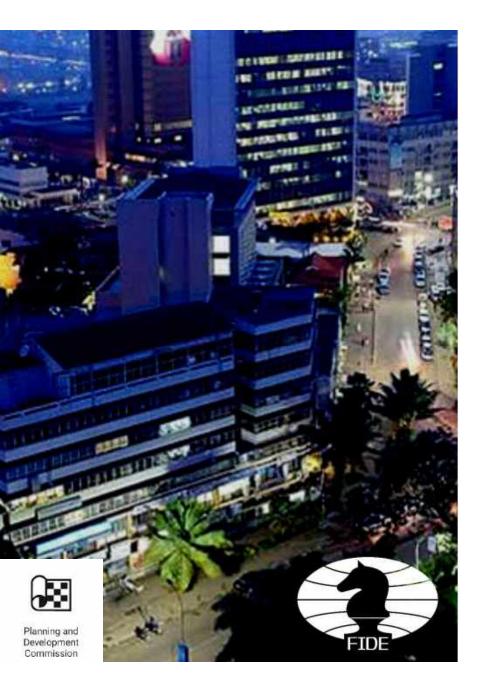
11 1203

Kampala 2022

THE REAL PROPERTY.

Children in







Mr. Emmanuel Mwaka, President Uganda Chess Federation.



01

OPENING REMARKS FIDE PRESIDENT

Mr. Arkady Dvorkovich.



REMARKS FROM CONTINENTAL PRESIDENT

Mr. Lewis Ncube.



PRESENTATION BY MANAGING DIRECTOR

Mrs. Dana Reizniece- Ozola.



PDC PRESENTATION

Mrs. Sonja Johnson (PDC Chair), Ms. Tshepiso Lopang (Continental Councillor).

PRESENTATION BY MANAGING DIRECTOR

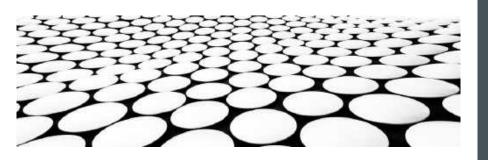
Mrs. Dana Reizniece- Ozola.











PDC CONTINENTAL MEETING

DANA REIZNIECE - OZOLA FIDE MANAGING DIRECTOR NAIROBI, 22.02.2022.

AGENDA



Key figures on Development Fund in Continent



CSR, KPIs, horizontal priority – social dimension



Key Projects from Commissions, support for Federations/zones

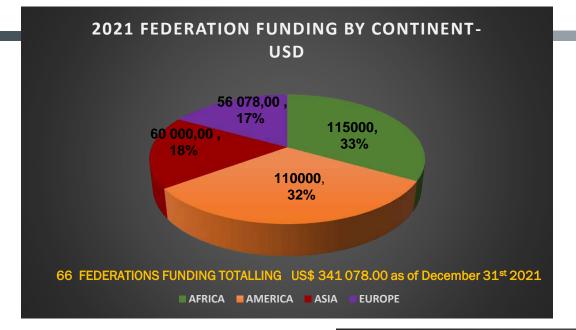


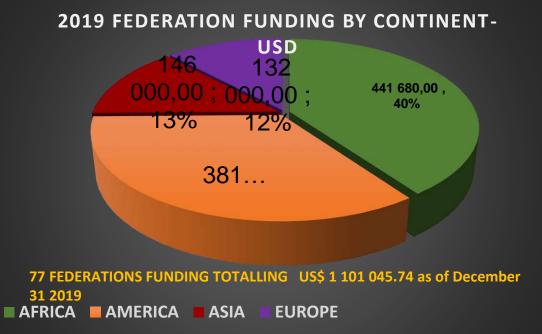
* KEY FIGURES ON DF&AFRICA

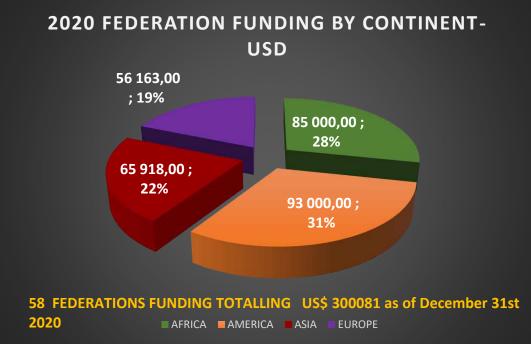
YEAR	DEVELOPMENT FUND EUR	FEDERATIONS EUR (up to 5000 USD each)	CONTINENTS EUR	OTHER Development Projects EUR
2019	3 000 000	1 500 000	1 200 000	
FACT	1 893 213	777 479	901 169	214 565
2020	1 000 000	600 000	400 000	
FACT	831 410	290 431	223 072	317 907
2021	1 000 000	400 000	400 000	200 000
FACT	800779	301240	333704	165835

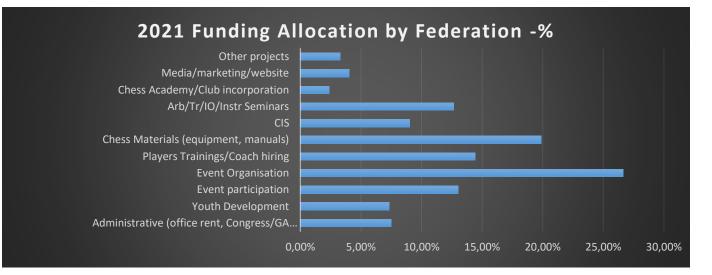
FUNDING ALLOCATION – FIDE DEVELOPMENT FUND: 2019-2021

YEAR	DEVELOPMENT FUND EUR	ASSOCIATIONS	ACTIVITIES
2019	20 000	AIDEF	Francophone Chess Championships Training Seminar
2020	3 000	Mediterranean Chess Association	Mediterranean Online Chess Championships
2021	71 163	AIDEF FIBDA ICCD ESNA Mediterranean	Online/Individual Individual Individual/Team Team Individual

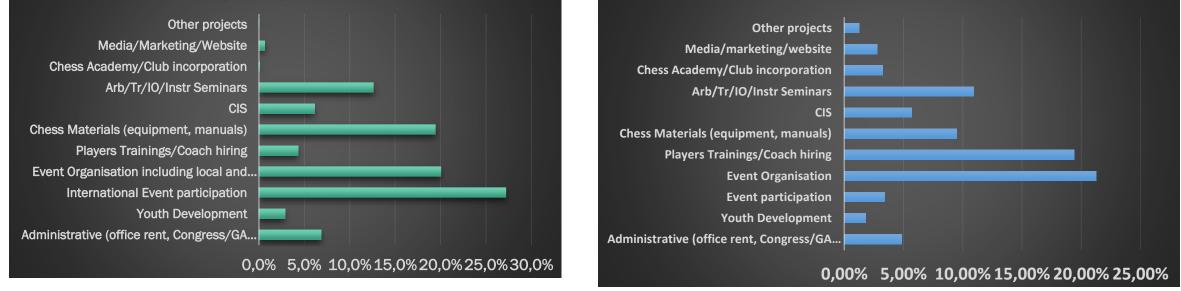






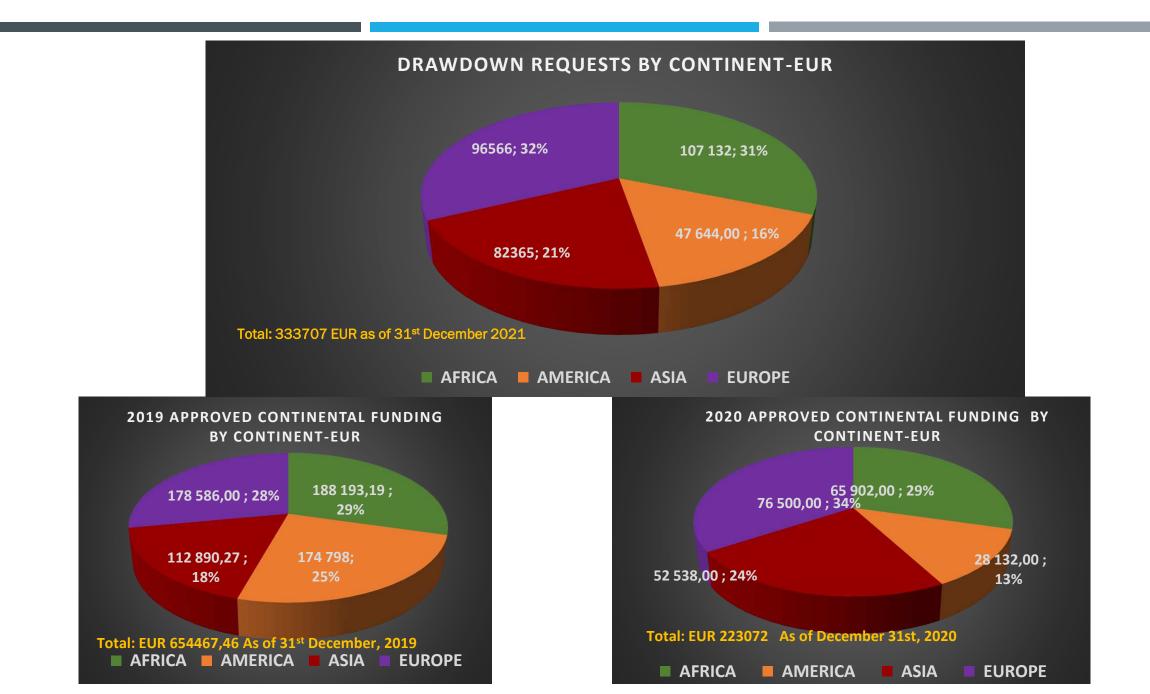


2019 Funding Usage by Federations-%



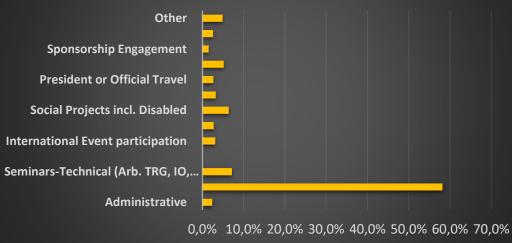
FUNDING USAGE - FEDERATIONS: 2019, 2020, 2021

2020 Funding Allocation by Federations-%

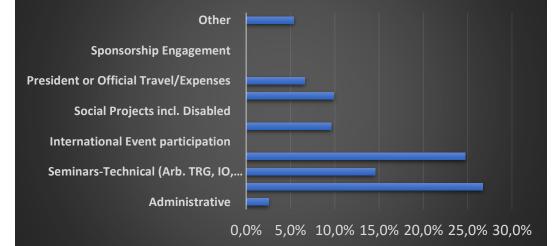




2019 Continental Funding Usage



2020 Continental Funding Usage



FUNDING USAGE - CONTINENTS 2019, 2020, 2021

DEVELOPMENT BUDGET 2022						
TOTAL (EUR)	2 000 000					
NATIONAL FEDERATIONS	400 000					
CONTINENTS	400 000					
ZONES/ SUPRA-NATIONA ASSOCIATIONS	150 000					
COMMISSION DEVELOPMENT AND SOCIAL PROJECTS, (incl.training programmes)	510 000					
OPEN TOURNAMENT SUPPORT PROGRAM (Africa – 7; Americas – 10; Asia – 8; Europe – 25)	180 000					
VETERAN'S SUPPORT (none from Africa)	100 000					
WOMEN CHESS DEVELOPMENT PROGRAMS	100 000					
YOUTH DEVELOPMEN PROGRAMS/FIDE Chessable Academy (369 nominations from 81 country)	150 000					
CHESS COMPOSITION SUPPORT PROGRAM	10 000					
OLYMPIAD TRAVEL SUPPORT PROGRAMME	TBD					

Fed	lerations Expressing Interest				
	for Training Support	Continent			
No.	Federation	Americas	Africa	Asia	Europe
5	Burundi				
6	Cameroon				
7	Chad				
	& Women Team				
9	Djibouti				
11	Equatorial Guinea				
	& Women Team				
12	Eswatini				
	& Women Team				
14	Gabon				
	& Women Team				
15	Gambia				
	& Women Team				
19	Kenya				
	& Women Team				
20	Lesotho				
	& Women Team				
22	Malawi				
25	Mauritania				
	& Women Team				
26	Mozambique				
	& Women Team				
28	Niger				
31	Sao Tome Principe				
32	Senegal				
	& Women Team				
33	Somalia				
35	Тодо				
	& Women Team				
		11	26	6	3



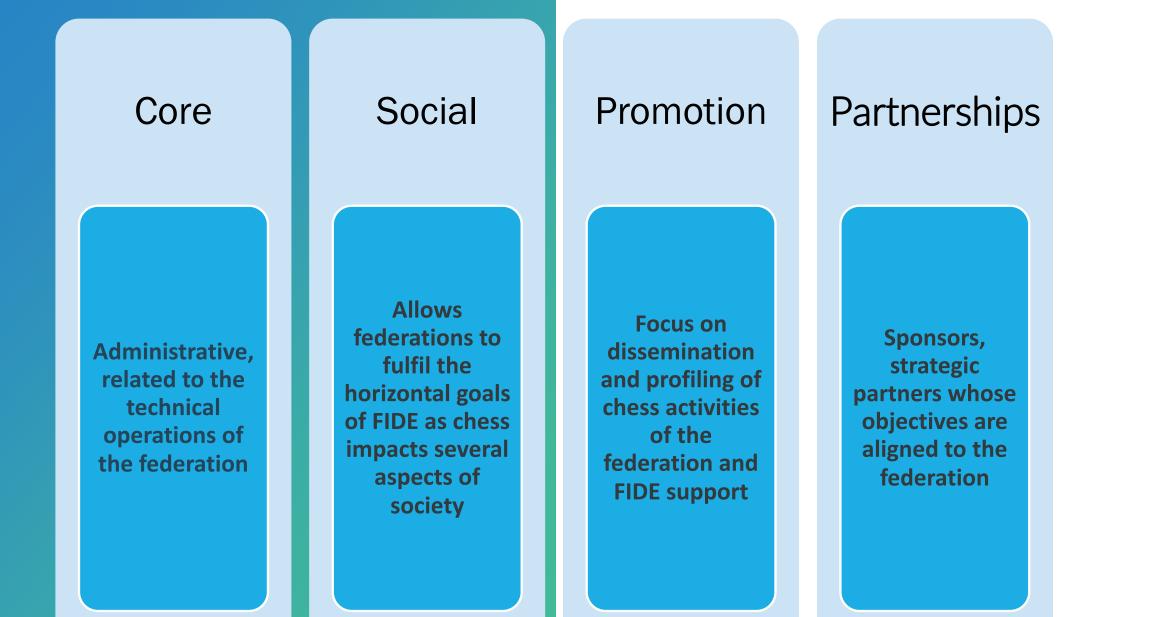
OLYMPIAD TRAINING PROGRAMME

CSR, KPIs, HORIZONTAL PRIORITY – SOCIAL DIMENSION

FIDE APPROVED CORPORATE SOCIAL RESPONSIBILITY GUIDELINES IN 2021







FIDE'S MISSION AND VALUES:



Organizing chess competitions is not FIDE's only mission. As in any other sport association, the competitive aspects are just a means to achieve a higher goal: to improve our society by promoting healthy habits and inspiring self-growth.

GREAT EXAMPLES



AJEDREZ EN TUBARRIO

Ecuador



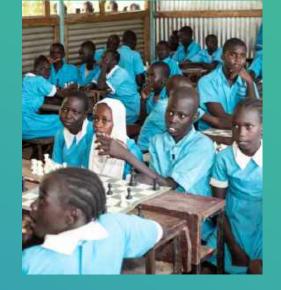
CHESS FOR SENIORS

Cuba



CHESS IN PRISONS

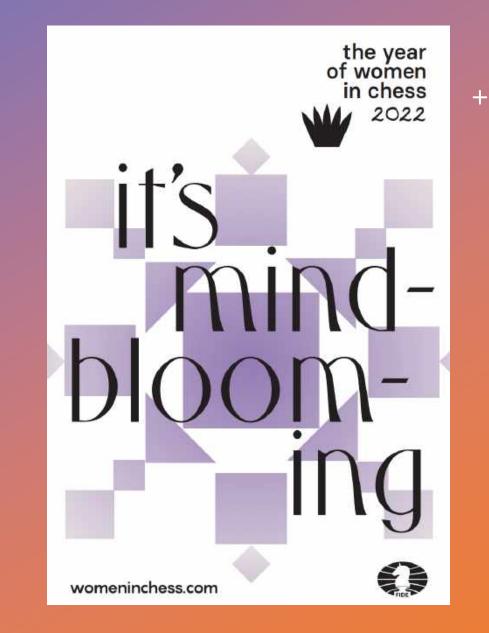
Zimbabwe



CHESS FOR REFUGEES

Kenya, Kakuma Camp

YEAR OF WOMAN IN CHESS 2022



0



FEMALE FEDERATION PRESIDENTS

Netherlands	De Jong-Muhren, Bianca
Turkey	Tulay, Gulkiz
Chile	Abarca Gonzalez, Damaris
US Virgin Islands	Murphy, Margaret
Saint Lucia	Richards, TrisAnn
Trinidad & Tobago	Johnson, Sonja
Fiji	Vukikomoala, Hilda
Japan	Hiebert, Yumiko
South Korea	Hyun, In Suk
Malawi	Namangale, Susan

The chess world helps women move forward. Women help the chess world move forward.

+ • SCOPE OF THE OF THE STORE OF THE STORE OF THE POSITIVE IMPACT THAT WOMEN MAKE IN THE POSITIVE IMPACT.

To create awareness of the contributions of various females in the promotion and development of chess

CHESS WORLD

To promote a better understanding of the cultural nuances of chess for <u>competition</u> and <u>societal</u> purposes across the globe through the lens of females from various federations and across all continents

To deliver an <u>unforgettable experience</u> that can motivate greater inclusion of women in chess



GENERAL AGENDA: POLICIES

SET-UP AND LAUNCH OF SAFEGUARDING PROCESS FOR WOMEN

GENDER BALANCE IN FIDE ACTIVITIES: PROMOTION OF WOMEN IN VARIOUS POSITIONS REACHING AT LEAST 25% OF WOMEN REPRESENTATION, IMPROVING FINANCIAL CONTRIBUTIONS ETC.

PROMOTION OF WOMEN COMMISSIONS & FUNDING IN CONTINENTS





CONTINENTAL & REGIONAL WOMEN TOURNAMENTS AND EVENTS SUPPORTED (BOTTOM-UP APPROACH), E.G.

- WOMEN GALA EVENT IN MONACO, EUROPE
- PROMOTION OF ACTIVITIES TO TRAIN AND ESTABLISH WOMEN TEAMS IN COUNTRIES WHERE THEY ARE NOT EXISTING, SMALL NATIONS, EUROPE
- WOMEN REFUGEE TRAINING PROGRAMME IN JORDAN, ASIA & KAKUMA, AFRICA
- ESTABLISHMENT OF A WOMEN IN CHESS SUPPORT FOUNDATION, KYRGYZSTAN, ASIA

COMMISSION PROJECTS:

• CAPACITY BUILDING SEMINARS FOR TRAINERS, EVENTS ORGANIZERS AND ARBITERS WITH A SCOPE OF RETURNING TO THE PROFESSIONS CURRENTLY INACTIVE WOMEN

REGULAR CAPACITY BUILDING AND SUPPORT **ACTIVIT**[†]ES

NETWORKING AND AWARENESS BUILDING

+

0

LAUNCH OF WOMEN GLOBAL CHESS
 NETWORK

• STORY-TELLING ACTIVITIES: PODCASTS AND VIDEOS WITH INSPIRATIONAL WOMEN IN/FOR CHESS, PUBLISHING DATA ON WOMEN IN CHESS

 INTRODUCTION OF AN ANNUAL WOMEN IN CHESS AWARD ON 8 MARCH – CONTINENTS&FEDERATIONS WELCOME TO NOMINATE WOMEN

• FLAG-SHIP EVENTS: ON-LINE QUEENS FESTIVAL & QUEENS PAVILION DURING WORLD CHESS OLYMPIAD

ONLINE QUEENS FESTIVAL

The Global Women's Online Chess Challenge "The Queens' Festival", a series of continental and global women's online chess tournaments and educative side events.



+

QUEENS PAVILION-WORLD CHESS OLYMPIAD 2022, MOSCOW

HALL OF QUEENS: Competitive chess; Societal contributions; Professions (arbiters, trainers, administration)

AROUND THE WORLD: 'Females are creating moves everywhere!'



 \cap

THANK YOU







PDC PRESENTATION





Commission

FEDERATION FUNDING

Overview 2019-2021



Group 1-3 years

Federation	Level	Approved Funding Received USD 2019-2021
Congo	5	20000
Gambia	4	24000
Ghana	4	25000
Kenya	4	25000
Madagascar	3	25000
Malawi	4	30000

Federation	Level	Approved Funding Received USD 2019-2021
Mauritania	4	18000
Mauritius	5	23000
Mozambique	4	27000
Senegal	5	24000
Sierra Leone	5	16000





Group 2-2 years

Federation	Level	Approved Funding Received USD 2019-2021	Federation	Level	Approved Funding Received USD 2019-2021
Angola	3	21000	Тодо	5	22000
Botswana	4	22000	Uganda	3	22000
Cape verde	5	22000	Zambia	2	24000
Djibouti	5	19000	Zimbabwe	3	10000
Liberia	4	10000			





Group 3-1 year

Federation	Level	Approved Funding Received USD 2019-2021
Burundi	5	9000
Cameroon	5	15000
Central African Republic	5	10000
Egypt	2	17000
Eritrea	5	5000
Ethiopia	4	9000

Federation	Level	Approved Funding Received USD 2019-2021
Gabon	5	12000
Lesotho	5	5000
Mali	4	9000
Morocco	2	24880
Namibia	4	18000





Group 3-1 year

Federation	Level	Approved Funding Received USD 2019-2021	Federation	Level	Approved Funding Received USD 2019-2021
Nigeria	3	10000	South Sudan	4	5000
Rwanda	5	10000	Sudan	3	5000
Sao Tome Principe	5	5000	Swaziland/Eswatini	5	8800
Seychelles	5	14000	Tanzania	5	5000
Somalia	5	12000			





Group 4- Not funding request

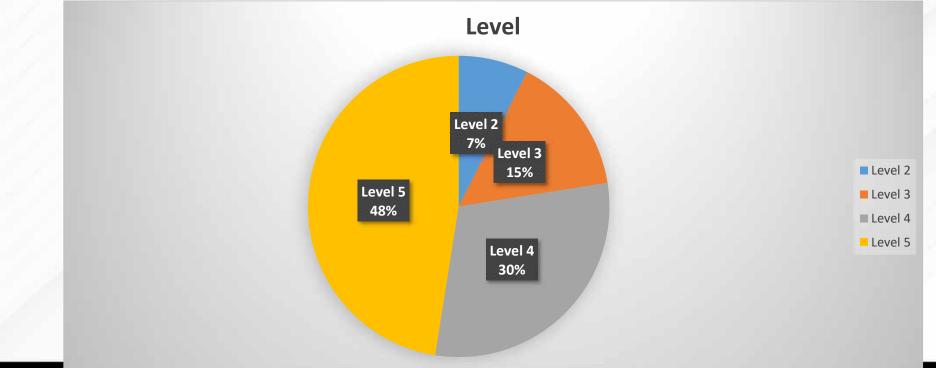
Federation	Level
Algeria	2
Burkina Faso	5
Chad	5
Comoros Islands	5
Cote d'Ivoire	4

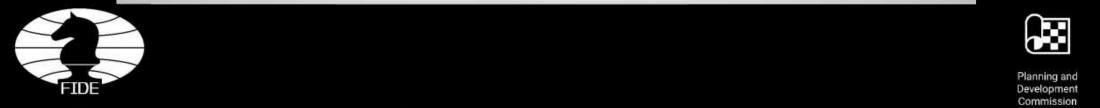
Federation	Level
Equatorial Guinea	5
Lybia	3
Niger	5
South Africa	2
Tunisia	2



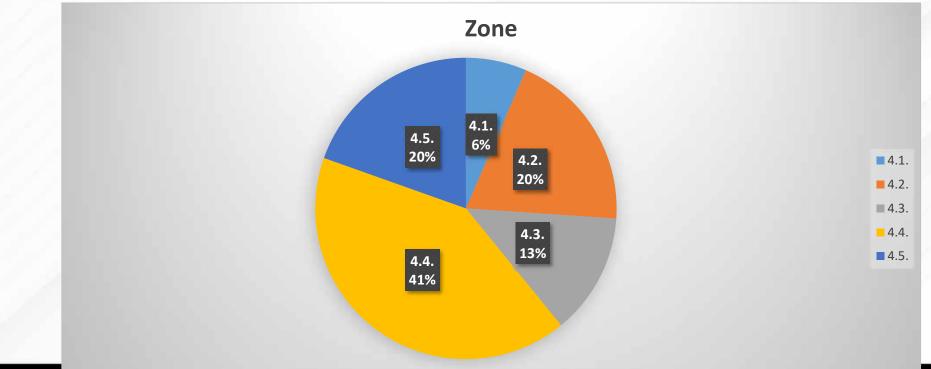


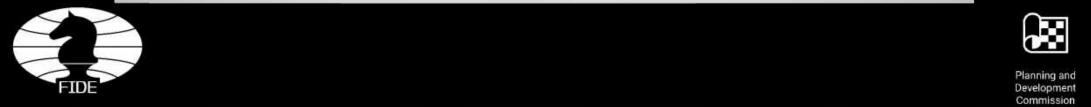
Funding requests by level



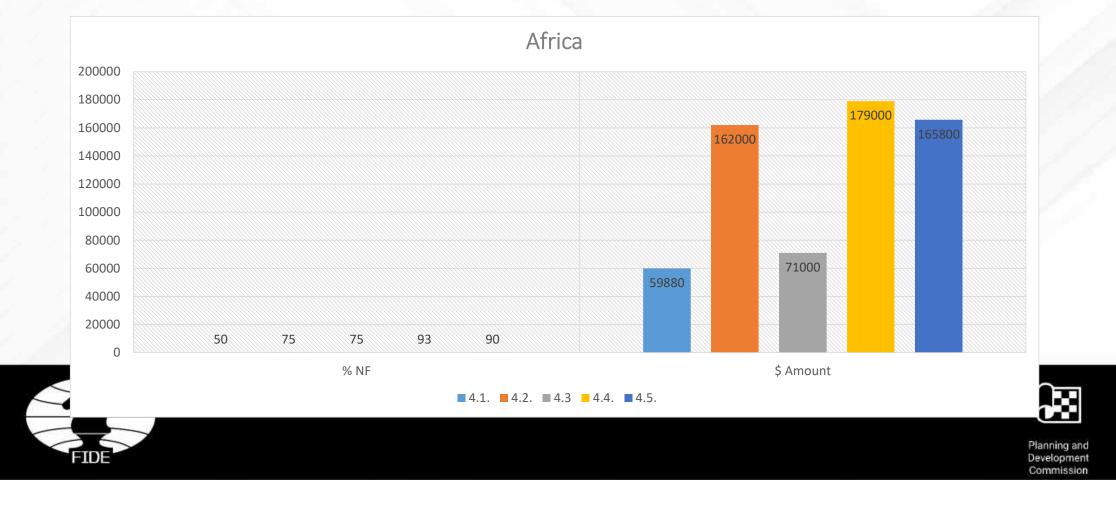


Funding requests by zones

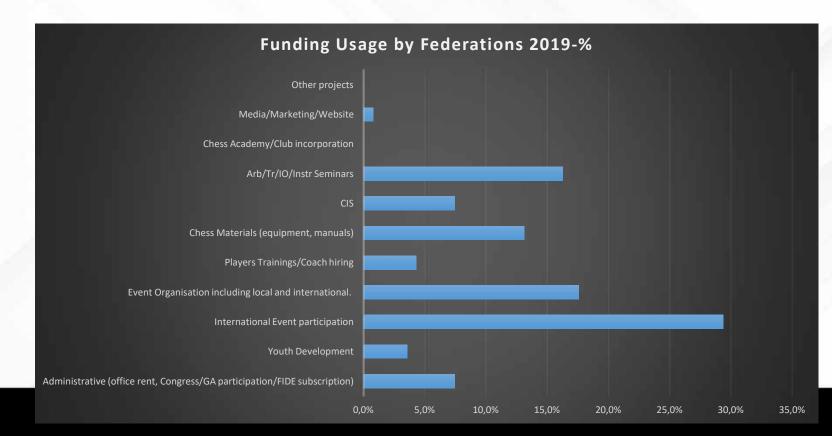




Funding requests by zones



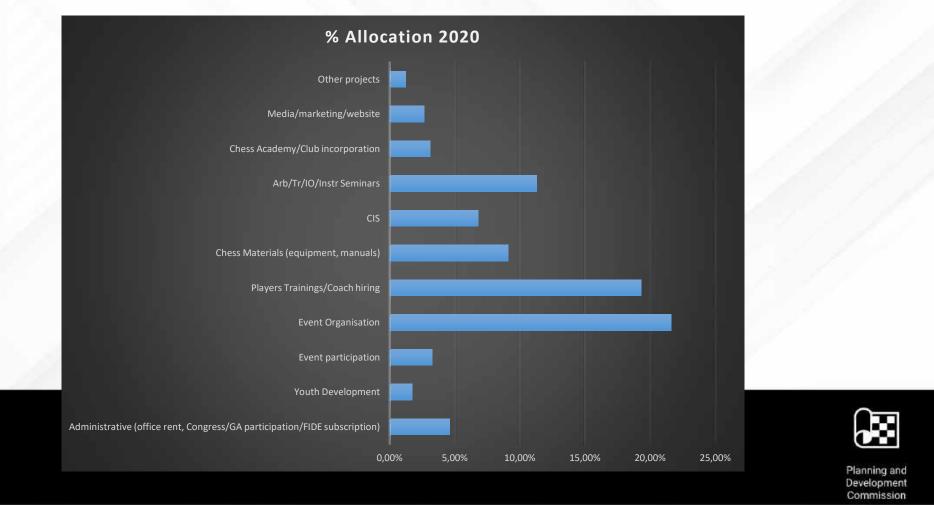
Funding allocation NF





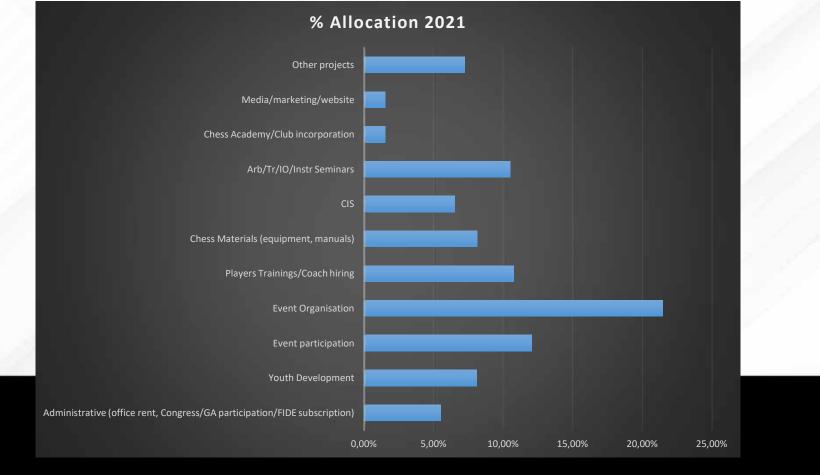


Funding allocation NF





Funding allocation NF





CONTINENTAL FUNDING

Overview 2019-2021



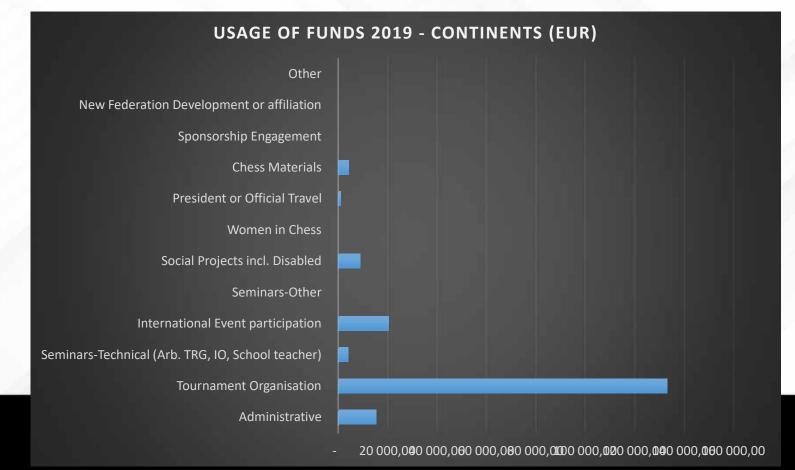
YEAR	FEDERATIONS USD	CONTINENTS EUR
2019	442680	188193,19
2020	85 000	65 902
2021	115 000	107 132



FUNDING ALLOCATION – FIDE DEVELOPMENT FUND: 2019, 2020,2021

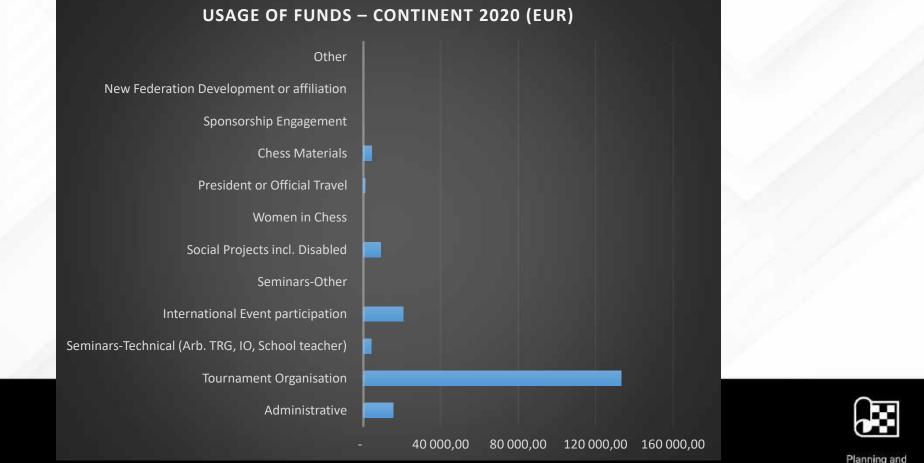


Funding allocation Continent

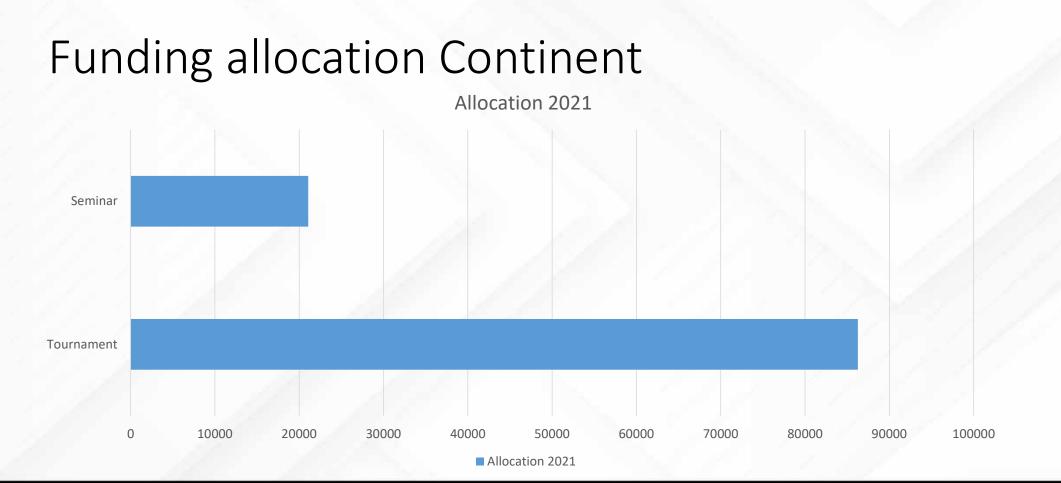




Funding allocation Continent











STATUS OF FUNDING REPORTS

2021



FUNDING REPORTS

YEAR	FERERATIONS FUNDED	REPORTS RECEIVED
2019	32	26
2020	18	16
2021	23	9





PDC Chair Remarks



- 1. 32 NF request fund in 2019, 18 in 2020 and 23 in 2021. The decrease in the number of requests may be due to the pandemic, due to lack of personnel.
- 2. Most of the NF (20) only applied one year for the fund.
- 3. Most of the NF who requested fund are from level 4 (12) and level 5 (19), which are the target group of the development fund.
- 4. The Continent of America used 63%-100% of Development funds available over the period.
- 5. Opportunities for the Continents: hybrid tournaments, social activities, rating and title events.
- 6. Besides tournaments, one other main activity is capacity building for arbiters, trainers and organizers: Possible events in coordination with Zones.
- 7. Also the federations use the fund in Chess Material and players participation events and players training.
- 8. The Fed Forum initiative continues to provide important information to FIDE to help inform its offerings. Participating federations always express their content by this level of engagement. Besides that, the attendance in PDC Fed Forum decreased in comparison with 2020. This seems to be linked to the contact information not being accurate/up to date which makes it difficult to facilitate more direct communication channels like whatsapp or similar, not only email.



APPENDIX B and C

Knowledge sharing sesion.





NATIONAL CHESS FEDERATION (NCF): TRINIDAD AND TOBAGO CHESS ASSOCIATION

CONTINENT: AMERICA

AMOUNT REQUESTED: US\$5000

1. PROGRAMME/PROJECT TITLE & DESCRIPTION

Capacity Building of Technical Officials and Player enhancement. This is in the context of the TTCA's overall **Operational Plan, enclosed**. In summary, the TTCA is continuing its plan to raise its profile by engaging in activities that positively impacts the community while providing opportunities for additional media coverage. Therefore, the plan will involve some traditional elements of chess development while also seeking to expand the base through increased attention to social activities.

2. PROGRAMME/PROJECT/EVENT OBJECTIVES

- To increase the number of arbiters overall including their ability to administer hybrid/online events.
- To increase the number of trainers for Social programmes e.g. Libraries, Police Youth Clubs
- To deliver a training programme to the next tier of top players to enhance their playing ability.
- To organise and/ participate in events to support players' development

3. PROGRAMME/PROJECT PERIOD

June 2021-December 2021

4. PROGRAMME/PROJECT BUDGET

٠	Arbiter Training	\$ 700
٠	Train the Trainer	\$ 800
٠	Player Training	\$ 1000
•	National Championships/Events	\$ 2000
٠	Event participation	\$ 500



5. PROGRAMME/PROJECT OUTCOMES OR DELIVERABLES

- 8 new arbiters including those with training for online/hybrid events
- 12 trainers for various social programmes
- 15-20 players in next tier participating in training programme
- 40+ players participating in various national chess tournaments
- 20+ persons participating in other international online events

6. EVENT INFORMATION (If applicable)

Event Name:			
Dates:		City:	
Type of Event	Trainer Seminar	Arbiter Seminar	Tournament
	Trainers	Travel Grant	Organiser Seminar
	Chess Equipment, please specify:		
	Other, please specify:		
Expected No of participants:		Amount Requested USD:	

7. BANK INFORMATION

Beneficiary Account Number: 2016303

Beneficiary Name: Trinidad and Tobago Chess Association

Beneficiary Address: C/o 121 Abercromby Street, POS

Beneficiary Bank: First Citizens Bank Limited

Beneficiary Bank Address: One Woodbrook Place, POS

SWIFT CODE: FCTTTPS

IBAN (If applicable):

Intermediary Bank Name (If applicable): Wells Fargo Bank NA

Intermediary Bank Swift Code (If applicable): PNBPUS33PHL

Intermediary Bank Address (If applicable): Philadelphia, Pennsylvania 19101-3866

Jorga Johno

Authorised Signature TRINIDAD AND TOBAO CHESS ASSOCIATION



NATIONAL CHESS FEDERATION (NCF): CONTINENT: DEVELOPMENT LEVEL: PERIOD:

KEY PERFORMANCE INDICATORS (KPIs)¹ are the critical (key) indicators of progress toward an intended result.

The NCF is required to measure the effectiveness of its programmes using the KPIs listed below. At the beginning of the period, the NCF is expected to complete both the **Baseline** and **End of Period-target** values. It is possible that a Federation may not be able to report on a particular KPI and this will be taken into consideration at the end of the reporting period. NCFs can also make use of the '**Comments**' field as required. The NCF is also allowed to include any additional KPIs that it considers to be relevant for reporting purposes. When the NCF is preparing its final report for the end of the reporting period, the **Actual** values of the KPIs need to be completed for each KPI identified.

KPI STRUCTURE

The KPIs' shall be divided into 4 main categories as follows:

Core: These KPIs are related to the technical operations of the federation. It includes number of active players, number of tournaments, average player ratings as well as supporting 'infrastructure' e.g. number of arbiters, trainers ETC. Most of this information can be sourced from by FIDE via its website or from the Elista office. This KPI allows FIDE to ascertain the quality/quantity of the players, technical officials events, etc...

Social/Special: These examine the engagement in additional programmes related to the work of other FIDE Commissions and their priorities. These include: females, kids/chess in education, vulnerable groups (refugees, people with special needs, chess in prisons etc.). Federations are encouraged to engage in at least one such programme. This KPI allows federations to fulfil the horizontal goals of FIDE as chess impacts several aspects of society.

Promotion: This includes the focus on the dissemination and profiling of chess activities of the federation and FIDE support. This should include mainstream and social media. It is important that chess activites are highlighted so persons within the wider communities understand the value of chess and the role of FIDE which can increase the opportunities for support.

Partnerships: This includes sponsors, strategic partners whose objectives are aligned to the federation. Strategic partners can include other government agencies, NGOS, media outlets. This KPI tracks the efforts of federations to engage other partners in the support of their mandate so as to build increased sustainability.

Of course, Federations can also include any other KPIs they see as relevant to their operations. The KPIs are listed in the table below.

¹ https://kpi.org/KPI-Basics



Key Performance Indicators (KPIs)	Baseline- 2021 ²	End of Period	End of Period	Comments
		Target	Actual	
CORE				
Active FIDE-rated players				
• Female	16	16		
• All	114	116		Subject to COVID restrictions
Active players on FIDE List				
Female	125	130		
• All	660	670		
Certified Arbiters-Active				
Female	2	4		
• All	10	18		
Certified Trainers-Active				
Female	5	8		
• All	24	36		
Average rating of top 10 players				
Female	1442	1445		
• All	2178	2178		
FIDE-rated tournaments organised				
Classic	Д	4		
Hybrid	0	1		
BlitzRapid	0	1		Subject to COVID restrictions
	0	1		
Other tournaments-Participation				
Online/Hybrid events	1	3		
Local eventsInternational chess	2 3	2		
tournaments		, 		

 2 NCF to populate these fields with the current values of each KPI as at the beginning of the programme/project period.



1 20 6			
Affiliated clubs	15	15	
SOCIAL/SPECIAL			
Programmes (Females, Education, Prisons, refugees etc)	Police Youth clubs- 1	2	Subject to COVID restrictions
Participants in each programme	Police-20	Police-40 Library-20	
PROMOTION			
 Positive or neutral coverage in: Mainstream media Social Media/Websites Other 	6 6 0	8 10 0	
PARTNERSHIPS			
Chess sponsors	3	3	Limitations due to COVID
Other Strategic Partners e.g. NOC, Media, government organisations, NGOs		4	
OTHER			
Please feel free to specify any other KPI that may be important to the operations of the federation			

On behalf of FEDERATION

Jorga Johnon

President Trinidad and Tobago Chess Association Date: May 25, 2021

DEVELOPMENT OF CONTINENT

Open discussions.



- Where do we see the American Continent as it relates to chess development in the next 3-5 years?
- How do we help developing Federations and even more so, new federations?
- Is there a roadmap for chess development? If not, can we create one? What would be some of the key elements?
- Is the continent well-structured for us to deliver on our plans?
- Opportunities to develop the social side of chess e.g.
 - Chess in prison
 - Chess for people with disabilities
 - Chess in school
 - Chess for seniors
 - Year of Women
 - Contact person
 - Awards





SPONSORSHIP PROPOSAL

Knowledge sharing sesion.



ANNUAL TOURNAMENT 2022

SPONSORSHIP PROPOSAL

INDEX

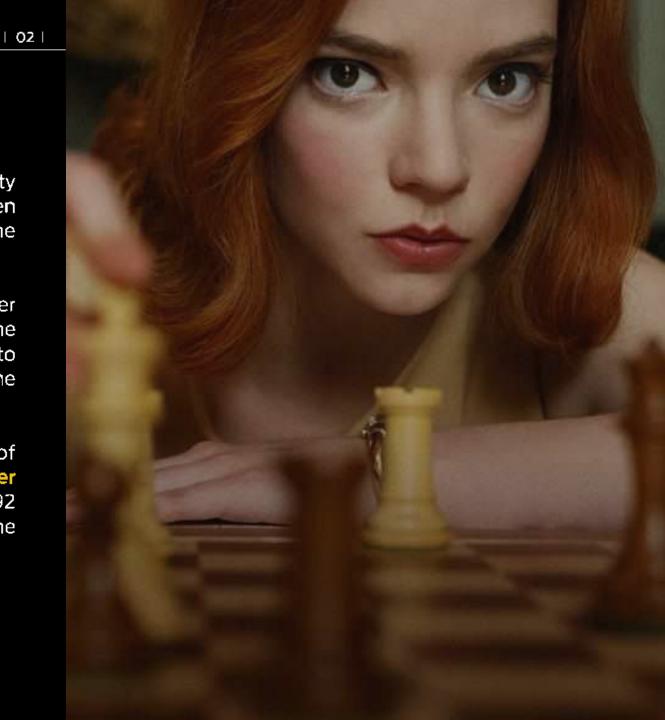
- 2 CHESS TODAY
- 4 NATIONAL CHESS FEDERATION
- 5 EVENT DESCRIPTION
- 6 AUDIENCE PROFILE
- 7 EVENT PICTURES
- 8 EVENT PROMOTION PLAN
- 9 SOCIAL MEDIA COVERAGE
- 10 SPONSORSHIP OPPORTUNITY
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- 13 SPONSORSHIP RIGHTS INVENTORY
- 16 SPONSORSHIP PROPOSAL SUMMARY
- 17 CONTACTS

CHESS TODAY

Chess was already experiencing an upsurge in popularity during 2019, thanks to streaming platforms like Twitch. When the pandemic hit, and people began to spend more time indoors, chess became one of the biggest global trends.

Those who were already fans were playing more than ever before; people who had played in their youth, took up the game again; and many others took the chance to learn, or to teach their kids how to play. Chess became a favorite pastime during the global lockdowns.

This trend was further fueled by the resounding success of 'The Queen's Gambit'. The Netflix series was watched by **over 200 million viewers,** ranked in the top-ten charts in 92 countries, and became the most popular production in the history of the streaming platform.



CHESS TODAY

What happened in 2020 and during the first half of 2021 has generated a new generation of chess enthusiasts who, not only play chess, but also watch chess videos and streams as a way to learn, improve, or simply enjoy the games of the Grandmasters.

Multiple content creators produce chess content that is consumed across YouTube channels, Twitch, and all social media platforms, with numbers of views of subscribers that are counted by the millions. This shows that there is a niche market for chess as a spectator sport with untapped potential. Steve Martin, CEO of M&C Saatchi Sports, described chess as **"the sleeping** giant of the sports/entertainment world".

This trend has attracted a huge interest towards chess competitions, of which the Annual Tournament is one the most prominent and established examples.



Hours of chess watched on Twitch in 2021: 139.3 million The National Chess Federation is the national governing body of the sport of chess, and it regulates all national competitions.

It was founded in 1948 and is a non-governmental institution recognized by the National Olympic Committee.

The National Chess Federation currently serve over 25,000 members and 400 affiliated chess clubs; as part of its role, the National Chess Federation sanctions and rates over 2,000 tournaments every year games.

The National Chess Federation hosts over 15 National Championships and award titles to both amateurs and professional chess players; the Annual Tournament represents the most established chess competition in the country, and in 2022 its 28th edition will be organized by the National Chess Federation.



EVENT DESCRIPTION

Next Annual Tournament will be held 21 - 26 October 2022

The final event at the end of the year

The winners are crowned Annual Tournament champions

High-level competition

The event attracts the 64 top players in the country, including multiple national champions

Followed by thousands of chess fans

The official live broadcast of the event will be available across multiple online streaming platforms

A diverse program of side events, lasting 6 days

On-site commentary, workshops with top Grandmasters, celebrities as special guests, amateur and school tournaments, Opening Ceremony, press conferences with the top players and Medal Awards Ceremony

Media exposure

There were over 80 publications by local and international media outlets from 14 different countries during the last edition of the Annual Tournament

Multiple exciting and dynamic rounds

6 days full of exciting action: knock-out tournament, six (6) rounds. All rounds are played with two (2) games matches

AUDIENCE PROFILE

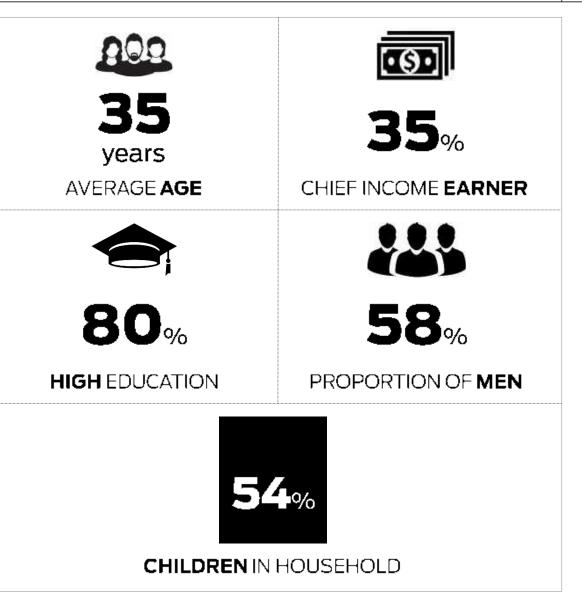
In the last five editions of the Annual Tournament, **the annual average attendance was 2,800 people**. Most of the attendees took part in specific surveys that allowed the National Chess Federation to obtain the event audience profile.

According to the surveys, event attendees:

- APPRECIATES THE ENGAGEMENT OF BRANDS IN SPORTS
- □ RESPONDS VERY WELL TO SPONSORSHIPS
- □ HAS HIGH DISPOSABLE INCOME

□ ARE MOSTLY:

- > WELL-EDUCATED
- > CHIEF INCOME EARNER
- > TECHNOLOGICALLY ADVANCED, INTERNET SAVVY AND CONNECTED INDIVIDUALS



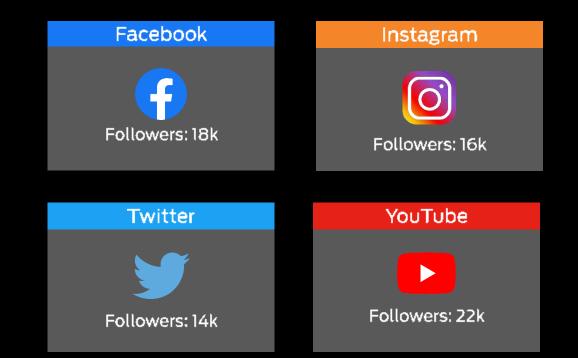




EVENT PROMOTION PLAN

The Annual Tournament 2022 will benefit from the below promotion plan:

- Event announcement and daily event reports distributed to over 100 media and news agencies, both nationally and internationally
- 4 to 6 social media posts published daily during the event on the National Chess Federation's Social Media channels (Facebook, Instagram, Twitter)
- Annual Tournament streamed live on National Chess Federation's YouTube channel, with commentary from two renowned Grandmasters
- Website dedicated to the Annual Tournament 2022, with a full section dedicated to the event sponsors



National Chess Federation's Social Media channels

SOCIAL MEDIA COVERAGE Annual Tournament 2021



The National Chess Federation's Social Media channels will have a prominent role in the promotion and coverage of the Annual Tournament 2022 prior and during the event. The constantly growing numbers of followers, impressions and reach across our Federation's Social Media channels is an additional evidence of the unprecedented popularity of chess.

SPONSORSHIP OPPORTUNITY

The Annual Tournament 2022 is an unprecedented sponsorship opportunity as it is the most prestigious chess competition in the country, as well as a platform to reach a different and wider audience, both at local and international level

In the last two years, chess has enormously flourished enjoying a massive surge in popularity and becoming one of the biggest global trends.

Chess is global, attracts very valuable demographics and can connect a sponsor to millions of passionate chess fans that share values such as excellence, perseverance and mastery.

Sponsoring chess events is an outstanding opportunity for a brand interested in being associated with an intellectual sport, traditional yet modern and having globally consistent demographics.



SPONSORSHIP OPPORTUNITY

Leveraging the available brand exposure options for the Annual Tournament 2022 (video ads included in the live streaming on YouTube, daily social media posts during the event, hospitality opportunity for guests in the VIP lounge, and more), an opportunity exists for the Sponsor to develop a meaningful story-telling around its brand and services for the entire duration of the Annual Tournament.

Benefiting from the massive surge in popularity that chess has experienced since 2020, the Annual Tournament 2022 represents a unique opportunity for the Sponsor to attract new customers and promote its brand to a diverse audience, represented by traditional chess fans and by the new generation of chess enthusiasts that approached chess following the success of The Queen's Gambit.



SPONSORSHIP PACKAGE

As agreed, the sponsorship package for the Annual Tournament is focused mostly on the following areas:

Brand exposure in full camera visibility

thanks to the on-site branding elements available in the playing area, as well as in other areas of the venue (e.g. interviews and TV commentators' areas).

Hospitality and customer engagement opportunities

with a dedicated VIP lounge and the possibility of inviting company's guests.

Reference to the Sponsor's brand on Social Media

through event dedicated posts (over 40,000 followers across Instagram, Twitter, Facebook), published daily during the Annual Tournament.

Dedicated brand exposure

integrated in the official live broadcast through advertising videos aired multiple times during each game day.



The full sponsorship rights inventory agreed for the Annual Tournament 2022 is available on slides 13 to 15.

SPONSORSHIP RIGHTS INVENTORY

Following our discussions, please find here the detailed sponsorship rights inventory, as agreed to integrate your brand in the 2022 Annual Tournament.

In alignment with your business objectives, the below inventory includes selected sponsorship options that define a package fully tailored to your strategy, as shaped together to comprise all most valuable activations and engagement opportunities for your company.

Event websites & Social Media

Official Official Right Right Sponsor Sponsor Logo presence with the main Advertising videos aired during the 5 videos (duration: 30 sec) information, contacts and link to official live broadcast of the each game day of the Annual Sponsor's website in the Partners' Yes Annual Tournament 2022 Tournament 2022 section of the Annual Tournament 2022 dedicated website Sponsor's name mentioned Logo presence on the main page of the Yes by host or commentators during the Annual Tournament 2022 website Yes official live broadcast of the Annual Tournament 2022 Exposure on Social Media: one reference to the Sponsor (e.g. logo, picture or name) included in at 3 Social Media Logo presence on the screen saver into Yes posts published by the National Chess the official live broadcast before the Yes Federations across its channels on each start of each game day (countdown) game day

Broadcast

SPONSORSHIP RIGHTS INVENTORY

Branding in the playing area*

Right	Official Sponsor
Logo presence on the brand wall in the playing area, behind the main players' tables	Approx. 15% of the available branding space, depending on the number of Sponsors of the same tier for the event

Outdoor branding

Right	Official Sponsor
Logo presence on event registration desks and walls in the general entrance area	Yes
Logo presence on VIP entrance and entrance for press	Yes
Logo presence on outdoor posters	Yes, 1 logo

Hospitality

Right	Official Sponsor
Everyday passes to the VIP lounge, with engagement opportunities with other sponsors and guests	Yes (3 per day)
Access to the Spectators' area	Yes

Branding in other areas in the venue*

Right	Official Sponsor	
Logo on the press conference and interviews walls, and TV commentators' studio walls		
Logo on brand walls in the VIP lounges and VIP areas		
Logo on the Opening Ceremony brand walls	Approx. 15% of the available space,	
Logo on brand walls in the entertainment area, in the café and in the common space (for visitors)	depending on the number of Sponsors o the same tier for the event	
Logo placement in the official merchandise store		
Logo presence on screens in the venue for the countdown before the start of each game day		
Advertising video on screens in the venue-before the game days start, during breaks and after the end of game days	One video (up to 30 sec) / shown 3 times every game day	

SPONSORSHIP RIGHTS INVENTORY

Marketing rights

Right	Official Sponsor
Right to have a promotional booth in an area adjacent to the playing area (costs borne by the Sponsor)	Yes
Right to distribute leaflets and promotional materials about the Sponsor's products/services (costs borne by the Sponsor)	Yes

Printed materials

Right	Official Sponsor
Logo presence on badges and accreditations, including press and VIP accreditations	Yes
Logo presence on standard category tickets (if available)	Yes
Brand presence in official promotional materials of the tournaments (e.g. event programme)	Yes

Additional rights

Right	Official Sponsor
Right to use photographs and videos of Annual Tournament 2022 for Sponsor's advertising and marketing purposes	Yes
Right to organize a promotional gala event for all players (costs borne by the Sponsor)	Yes
Opportunity to take part and give a welcome speech in the Opening & Closing Ceremonies	Yes

Media Relations

Right	Official Sponsor
Announcement of the sponsorship distributed to selected media outlets and news agencies (domestic and abroad)	Yes
Mentions in daily press-releases related to the event	Yes

SPONSORSHIP PROPOSAL SUMMARY

OFFICIAL SPONSOR

Official Sponsor of the Annual Tournament 2022, benefiting from the sponsorship rights outlined on slides 13 to 15 of this presentation.

\$30,000

CONTACTS

FOR FURTHER INFORMATION, PLEASE CONTACT:

XXXXXX XXXXXX

Managing Director National Chess Federation

Email: <u>xxxxx.xxxx@nationalchessfederation.com</u>

