

Continental Meeting

Mexico 2022



Planning and
Development
Commission

AGENDA



Planning and
Development
Commission

01

WELCOME BY ORGANISER

Mr. Mario Ramírez, President Mexico Chess Federation.

02

OPENING REMARKS FIDE PRESIDENT

Mr. Arkady Dvorkovich.

03

REMARKS FROM CONTINENTAL PRESIDENT

Mr. Jorge Vega Fernandez.

04

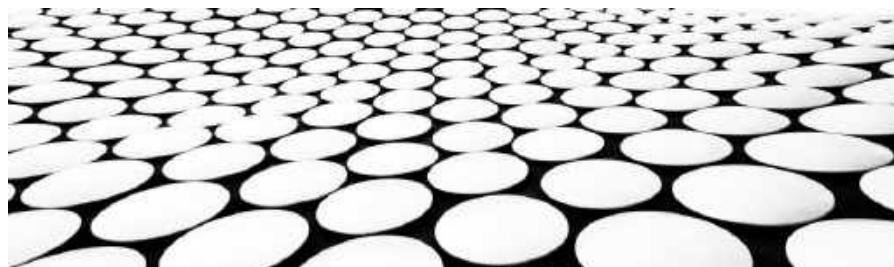
PRESENTATION BY MANAGING DIRECTOR

Mrs. Dana Reizniece- Ozola.

05

PDC PRESENTATION

Mrs. Sonja Johnson (PDC Chair), Mr. Fidel Gonzalez Chirinos (Continental Councillor) and Mrs. Carolina Munoz Solis (PDC Secretary).



PDC CONTINENTAL MEETING

DANA REIZNIECE – OZOLA

FIDE MANAGING DIRECTOR, DEPUTY CHAIR OF MANAGEMENT BOARD

MEXICO, 13.02.2022.

AGENDA

01

Key figures on Development Fund in Continent

02

CSR, KPIs, horizontal priority – social dimension

03

Key Projects from Commissions, support for Federations/zones





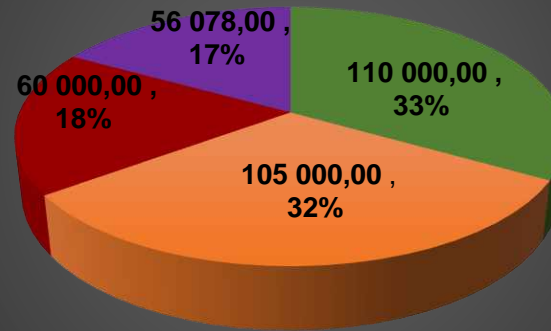
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○ **KEY FIGURES ON
DF&AMERICAS**

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	818 725	290 431	210 387	317 907
2021	1 000 000	400 000	400 000	200 000
FACT	TBC	TBC	TBC	TBC

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

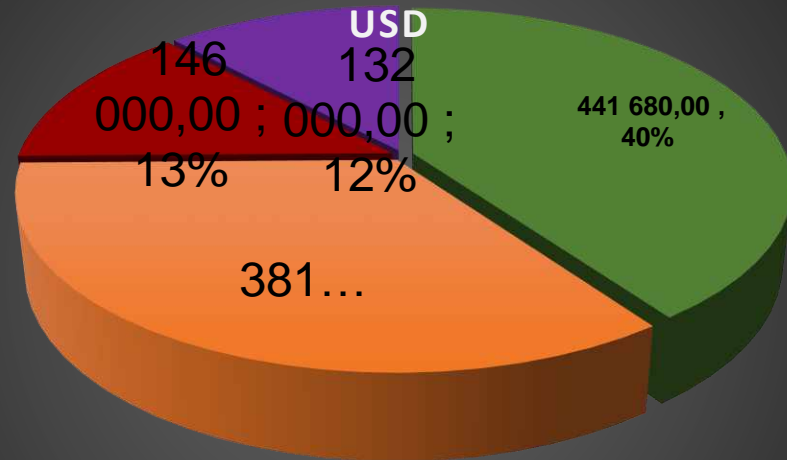
2021 FEDERATION FUNDING BY CONTINENT- USD



66 FEDERATIONS FUNDING TALLING US\$ 331 078.00 as of December 19 2021

■ AFRICA ■ AMERICA ■ ASIA ■ EUROPE

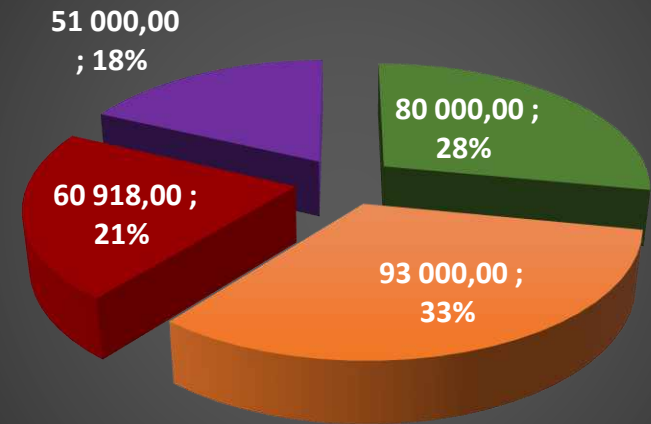
2019 FEDERATION FUNDING BY CONTINENT- USD



77 FEDERATIONS FUNDING TALLING US\$ 1 101 045.74 as at December 31 2019

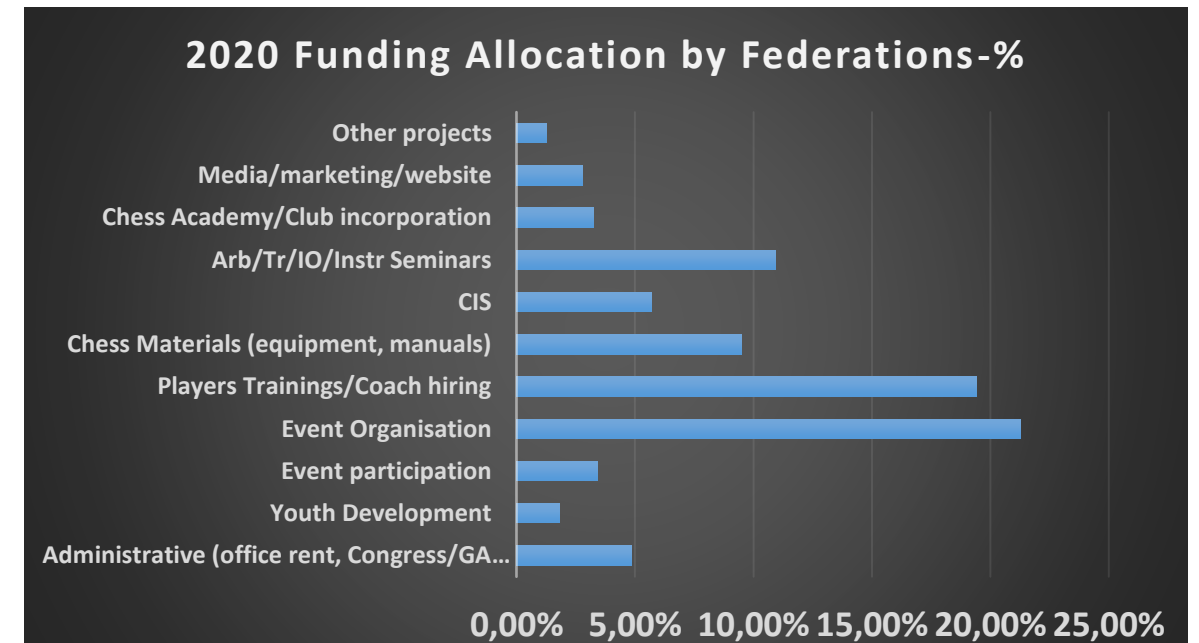
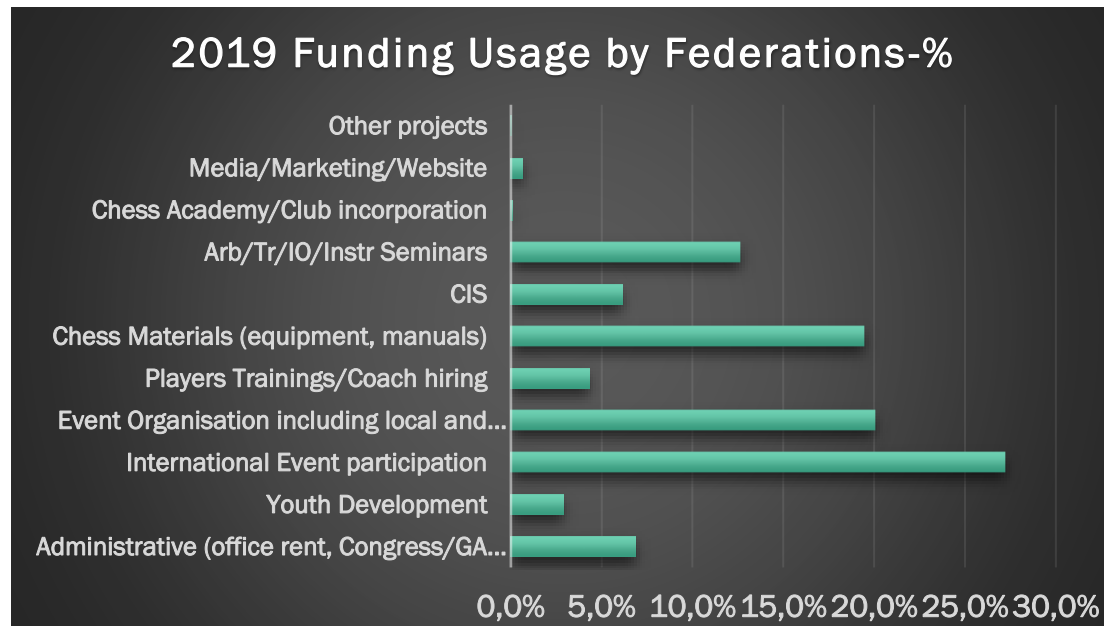
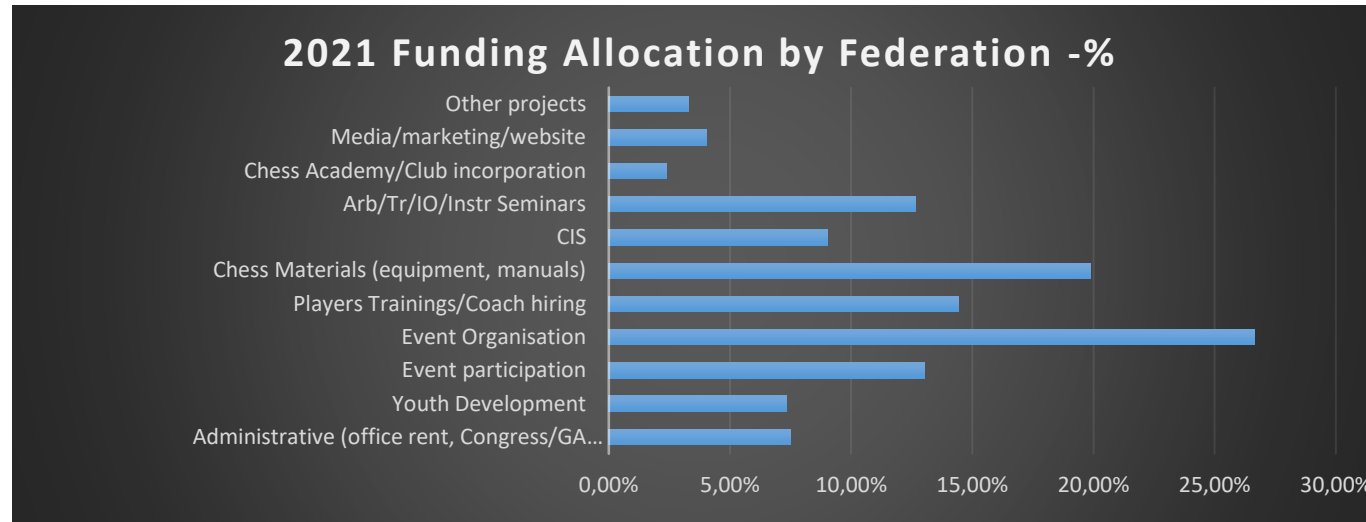
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2020 FEDERATION FUNDING BY CONTINENT- USD



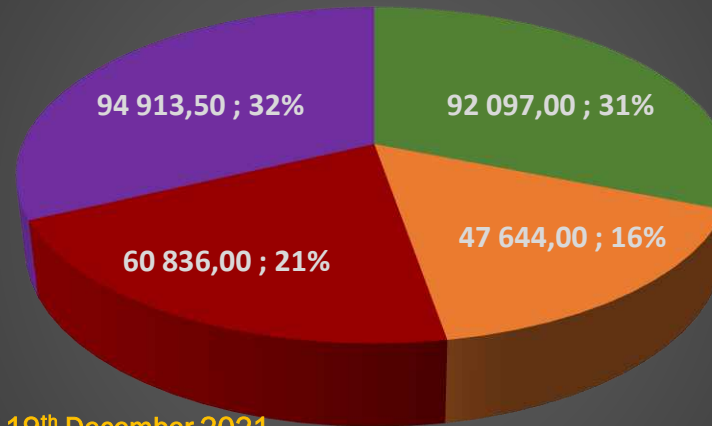
58 FEDERATIONS FUNDING TALLING US\$ 284 918.00 as at November 23 2020

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FUNDING USAGE – FEDERATIONS: 2019, 2020, 2021

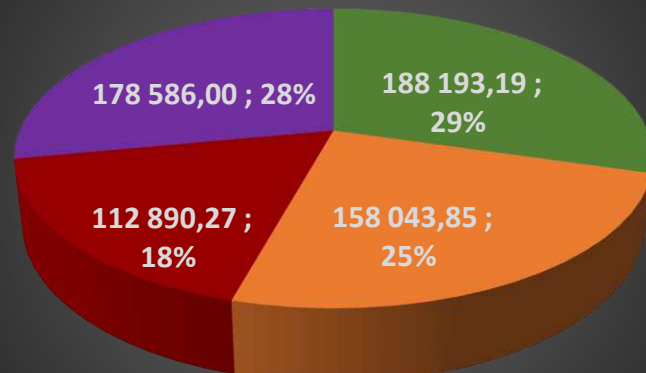
DRAWDOWN REQUESTS BY CONTINENT-EUR



Total: 295 490 EUR as of 19th December 2021

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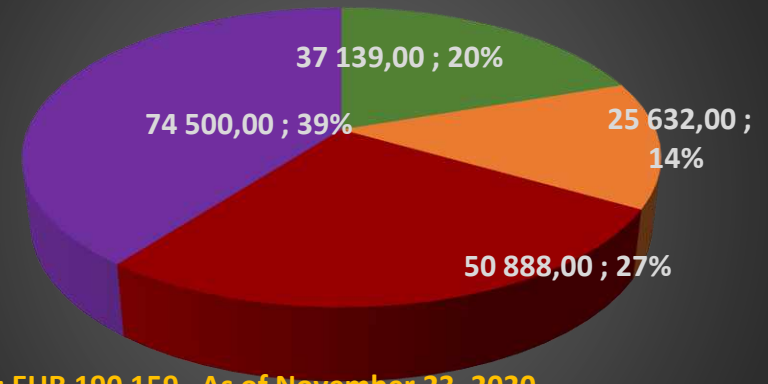
2019 APPROVED CONTINENTAL FUNDING BY CONTINENT-EUR



Total: EUR 637, 713.31 As of 31st December, 2019

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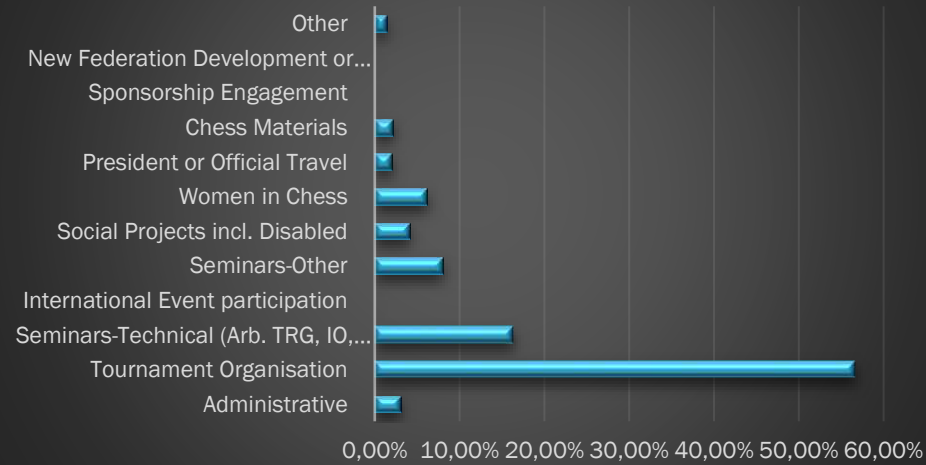
2020 APPROVED CONTINENTAL FUNDING BY CONTINENT-EUR



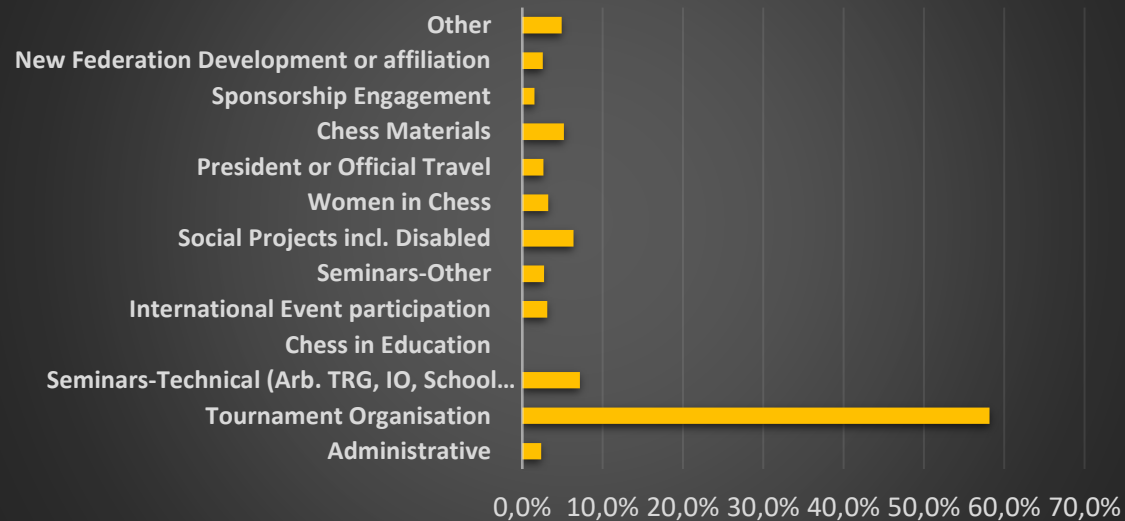
Total: EUR 190 159 As of November 23, 2020

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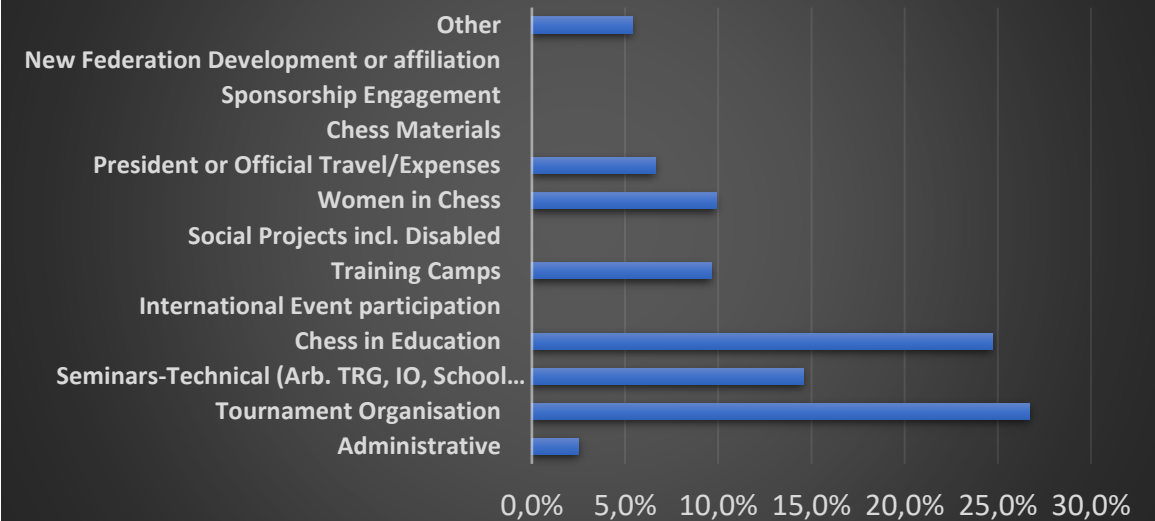
2021 Continental Funding Usage



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 Jay Bonin (USA), Reynaldo Vera (Cuba)	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

Federations Expressing Interest for Training Support		Continent			
No.	Federation	Americas	Africa	Asia	Europe
1	Bahamas				
	& Women Team				
2	Barbados				
	& Women Team				
3	Bermuda				
	& Women Team				
4	British Virgin Islands				
10	Dominica				
18	Guyana				
30	Saint Lucia				
34	St. Vincent and Grenadines				
35	Togo				
	& Women Team				
		11	26	6	3



OLYMPIAD TRAINING PROGRAMME

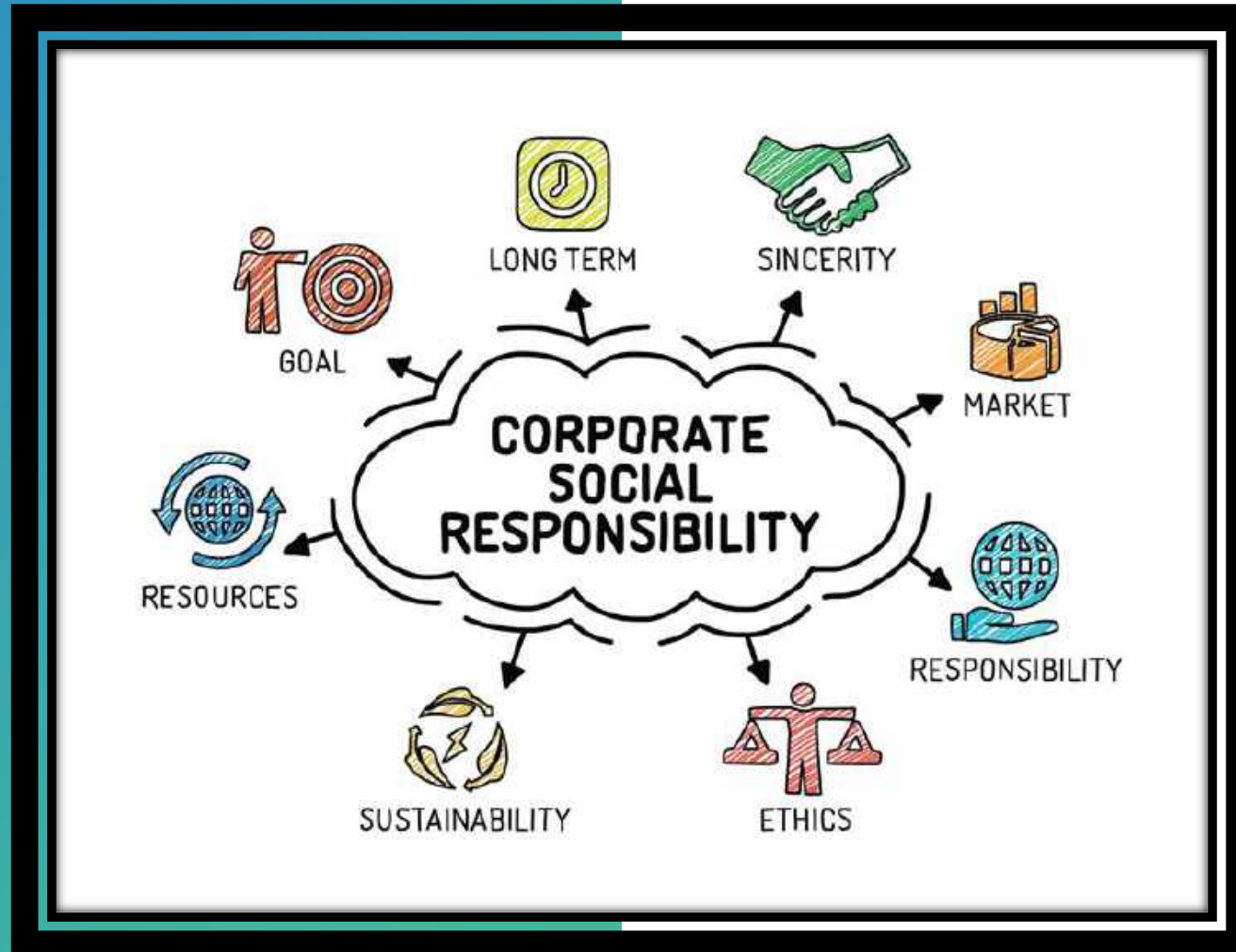


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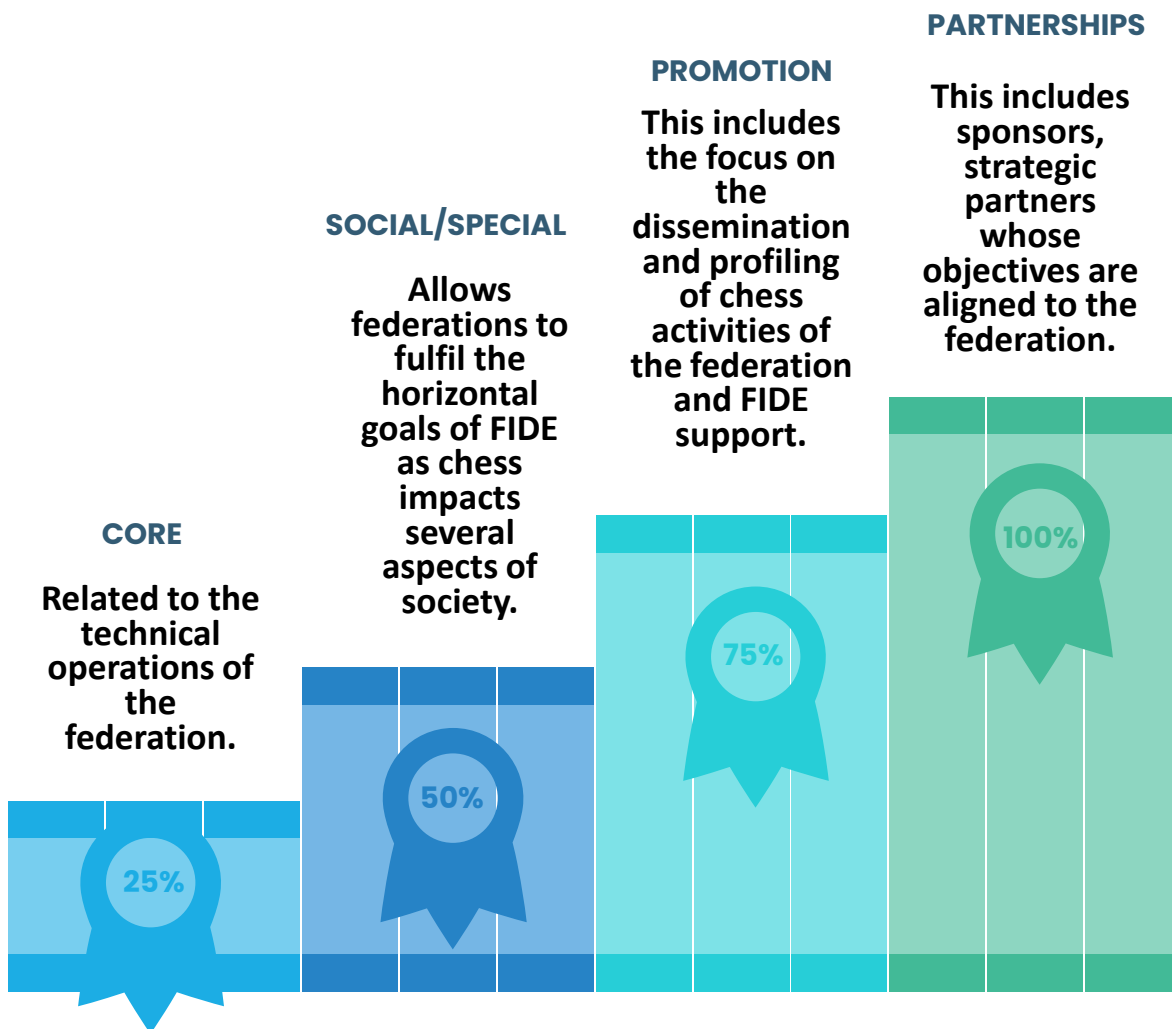
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CSR, KPIs, HORIZONTAL PRIORITY – SOCIAL DIMENSION



KPI FIDE STRUCTURE



Horizontal priority – social dimension



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



AJEDREZ EN
CASA DE LOS
ABUELOS

Cuba



A CHESS
SCHOOL UNDER
PATRONAGE OF
NOC

Mexico



REGIONAL AND
WORLD EVENTS
& SIDE-EVENTS

Panama

YEAR OF WOMAN IN CHESS 2022





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



SCOPE OF THE YEAR

TO ALLOW THE CHESS WORLD AND BEYOND IT TO GAIN A FIRM APPRECIATION OF THE POSITIVE IMPACT THAT WOMEN MAKE IN THE CHESS WORLD

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

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

To deliver an unforgettable experience that can motivate greater inclusion of women in chess



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GENERAL AGENDA: POLICIES

- SET-UP AND LAUNCH OF SAFEGUARDING PROCESS FOR WOMEN: MANIFESTO/ ANNOUNCEMENT OF CLEAR GUIDELINES TO SAFEGUARD WOMEN
- GENDER BALANCE IN FIDE ACTIVITIES: PROMOTION OF WOMEN IN VARIOUS POSITIONS REACHING AT LEAST 25% OF WOMEN REPRESENTATION, EQUALIZING 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
ACTIVITIES

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NETWORKING AND AWARENESS BUILDING

- LAUNCH OF WOMEN GLOBAL CHESS NETWORK: FINALIZING A GLOBAL CONTACT DATABASE OF INFLUENTIAL CHESS WOMEN, CREATION OF A NEWSLETTER, UPDATING WOM EVENTS CALENDAR
- 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
- FLAG-SHIP EVENTS: ON-LINE QUEENS FESTIVAL & QUEENS PAVILION DURING WORLD CHESS OLYMPIAD

ONLINE QUEENS FESTIVAL





CONNECTING WOMEN IN CHESS

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.



°INCLUSIVE APPROACH

Festival welcomes all women chess players from around the world of all ages and all rating groups, even unrated chess fans. Players from Africa, Asia, Europe and the Americas first able to participate in the Continental Online Blitz Qualification Tournaments.

Players will compete in four rating categories:

Category A: > 2100

Category B: 1800-2099

Category C: 1500-1799

Category D: < 1500, unrated



LIFE SKILLS BUILDING

A unique all-inclusive event with the aim to develop a strong global community of women in chess and enhance participation of women in all aspects of chess life.

Inspirational leaders, life-skills building, education and networking.



Date	Time	Speaker	Topic	Event
June 11	8:30 pm EAT GMT +3	Susan Namangale, WOM Chair Africa	Women in Chess in Africa	Africa
June 12	4:30 pm GST GMT +4	Irina Semenova	Women in Chess in Asia	Asia
June 12	11:00 am EAT GMT +3	Dr Gnounewou Fopa Seraphin	Chess and Mental Strength (French)	Africa
June 13	11:00 am GST GMT +4	Dinara Saduakassova, WGM/IM	Challenges of Professional Female Players	Asia
June 18	4:00 pm CEST GMT +2	Dana Reizniece-Ozola, WGM, FIDE Managing Director	Women in Chess in Leadership Positions	Europe
June 19	11:00 am CEST GMT +2	Regina Pokorna, WGM	Time Management	Europe
June 19	6:30 pm EDT GMT -4	Jennifer Shahade, WGM	How to Boost Female Participation in Chess	America
June 20	12:00 am EDT GMT -4	Martha Fierro, WGM/IM, WOM chair CCA	How Chess Helps Advance Your Professional Life	America
June 26	12:00 pm CEST GMT +2	Sarkhan Gashimov, ECU Adviser	Gender Equity	Final
June 27	12:00 pm CEST GMT +2	Adrian Mikhalechishin	How to become a FIDE Trainer	Final

*QUEENS PAVILION-
WORLD CHESS
OLYMPIAD 2022,
MOSCOW*





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

Description: A hall with the profiles of 'Queens' whose actions and roles have made an indelible impact on the sport of chess. Suggestion to use large screens for each Queen which will have an interactive component where persons can learn about their story via video or text. Other activities will include seminars, simuls, mini chess events, WOMEN IN CHESS AWARD&GALA.

Support instruments: AR/VR and chess; special Queens pavilion app for events, quizzes etc.



AROUND THE WORLD-

‘Females are creating moves everywhere!’

Description: Every day a certain group of federations will be featured from each continent from female ‘ambassadors’ from the FIDE family. Content will be video or via a presentation in pictures. Special inspirational guests will be invited on spot giving inspirational lectures, interviews.

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THANK YOU

Dana Reizniece-Ozola

Dana.Reizniece-Ozola@fide.com

+371 29258296



PDC PRESENTATION



Planning and
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Commission

01

FEDERATION FUNDING

Overview 2019- 2021
Overview 2019- 2021

05

APPENDIX B and C

Knowledge sharing session.

02

CONTINENTAL FUNDING

Overview 2019-2021

06

SPONSORSHIP PROPOSAL

Knowledge sharing session.

03

STATUS OF FUNDING REPORTS

07

DEVELOPMENT OF CONTINENT

Open discussions.

04

PDC Chair Remarks



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FEDERATION FUNDING

Overview 2019- 2021



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Group 1- 3 years

Federation	Level	Approved Funding Received USD 2019-2021
Antigua & Barbuda	5	27000
Bahamas	5	26000
Bolivia	3	27000
Colombia	2	28000
Costa Rica	2	28000
Cuba	1	29000
Guyana	5	26000

Federation	Level	Approved Funding Received USD 2019-2021
Honduras	3	27000
Jamaica	3	19000
Nicaragua	3	26000
Panama	3	26000
Paraguay	2	12700
Trinidad and Tobago	3	30000
Uruguay	2	19000



Group 2- 2 years

Federation	Level	Approved Funding Received USD 2019-2021
Aruba	4	14000
Barbados	4	10000
Chile	2	15000
El Salvador	3	21000
Haiti	4	23000

Federation	Level	Approved Funding Received USD 2019-2021
Puerto Rico	3	23000
Saint Kitts & Nevis	5	10000
Santa Lucia	5	10000
Venezuela	2	24665,74

Group 3- 1 year

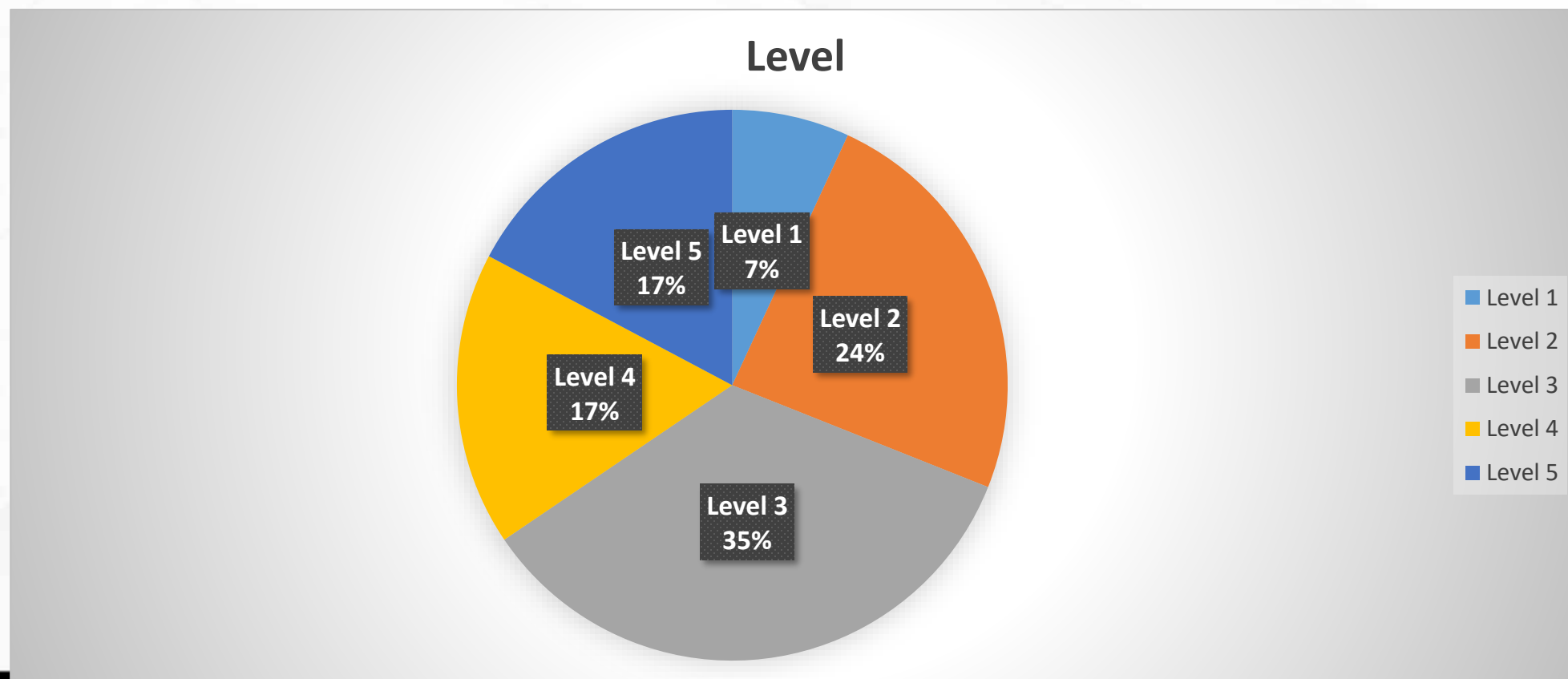
Federation	Level	Approved Funding Received USD 2019-2021
Bermuda	4	15000
Dominican Republic	3	16000
Guatemala	3	5000
Mexico	2	10000
Peru	1	20000
Suriname	4	17000

Group 4- Not funding request

Federation	Level
Argentina	1
Brazil	1
British Virgin Islands	5
Canada	1
Cayman Islands	5

Federation	Level
Ecuador	2
Grenada	5
Netherlands Antilles	4
United States of America	1
US Virgin Islands	5

Funding requests by level

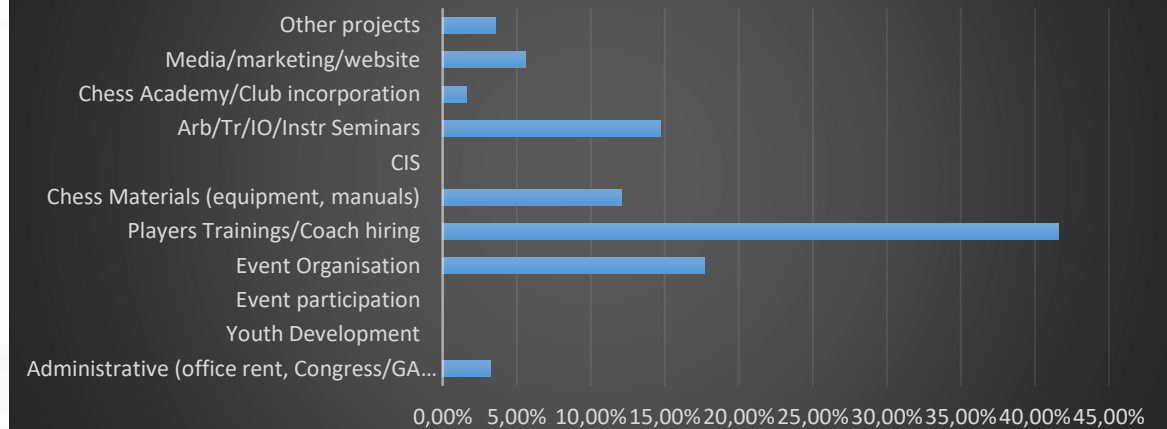


Funding allocation NF

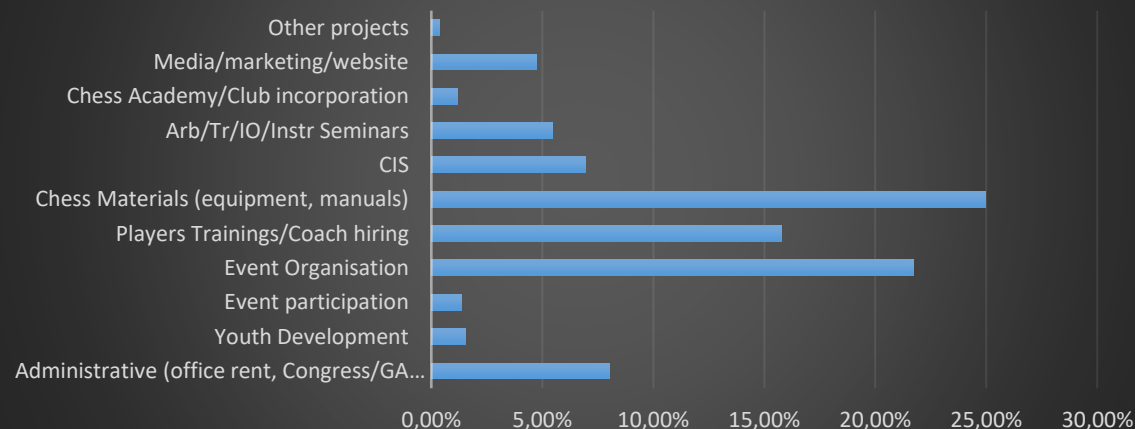
% Allocation 2019



% Allocation 2020



% Allocation 2021



CONTINENTAL FUNDING

Overview 2019- 2021



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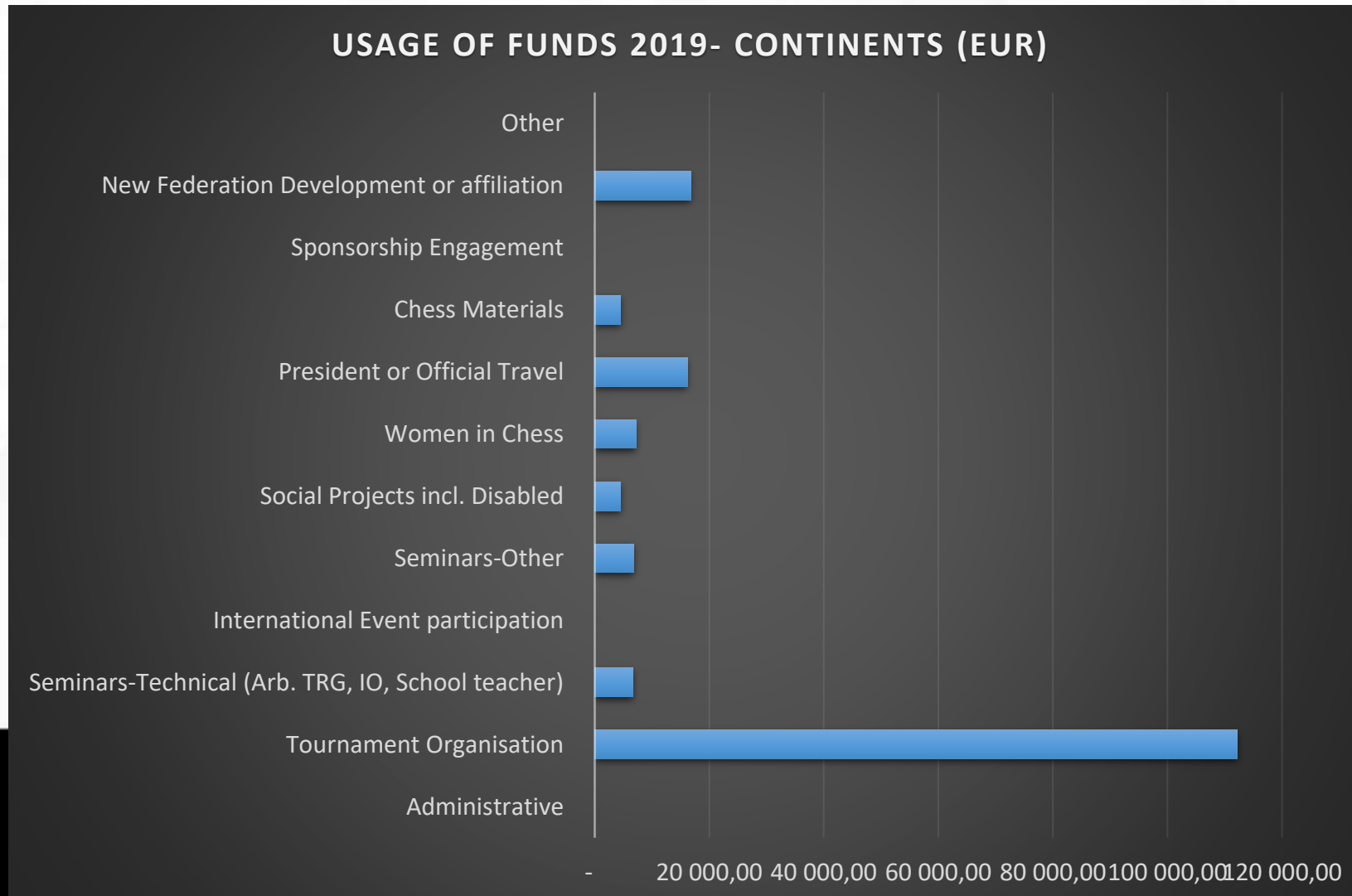
YEAR	FEDERATIONS USD	CONTINENTS EUR
2019	381 365,74	174 798,66
2020	93 000	29 482
2021	110 000	47644



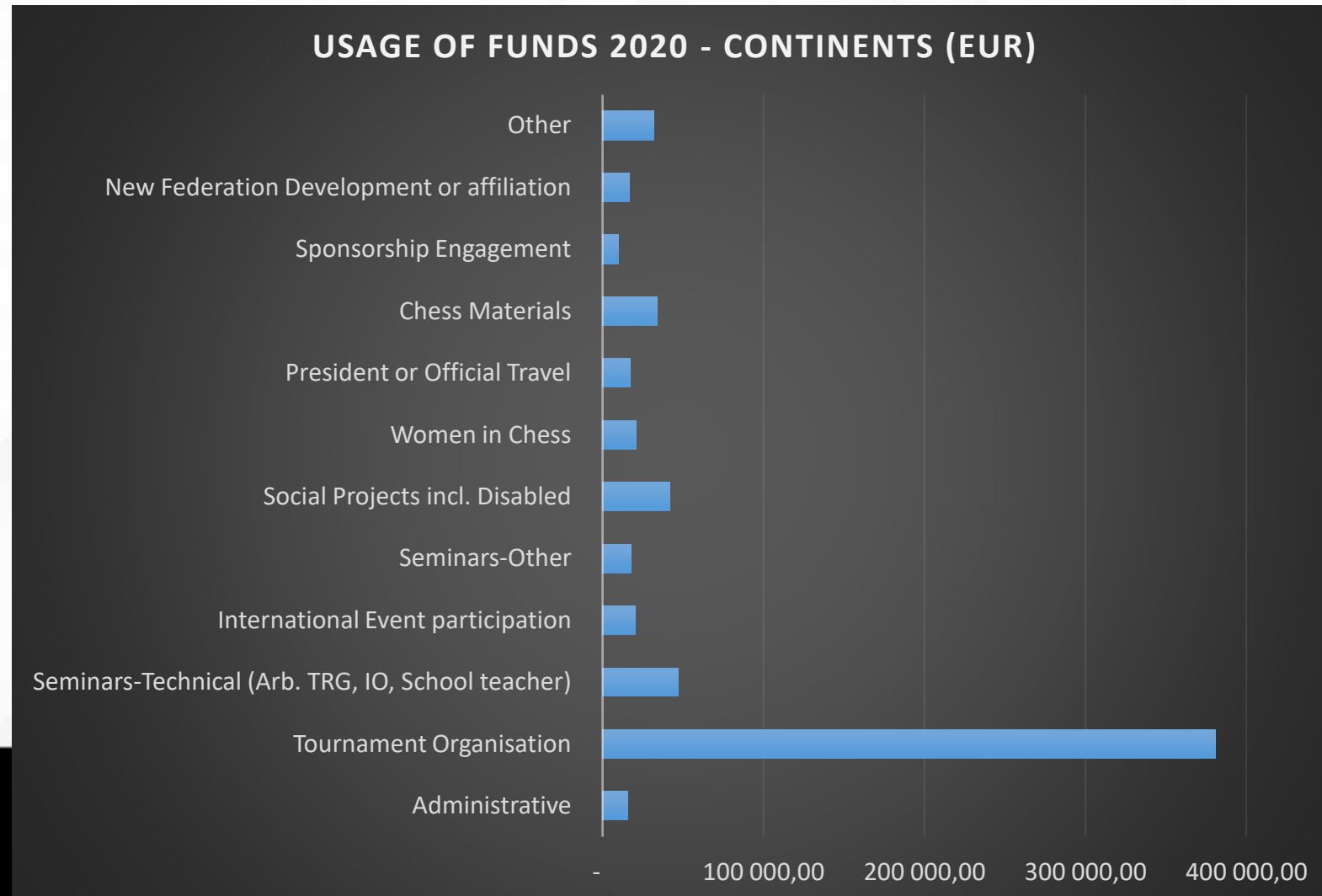
FUNDING ALLOCATION – FIDE DEVELOPMENT FUND: 2019, 2020,2021



Funding allocation Continent

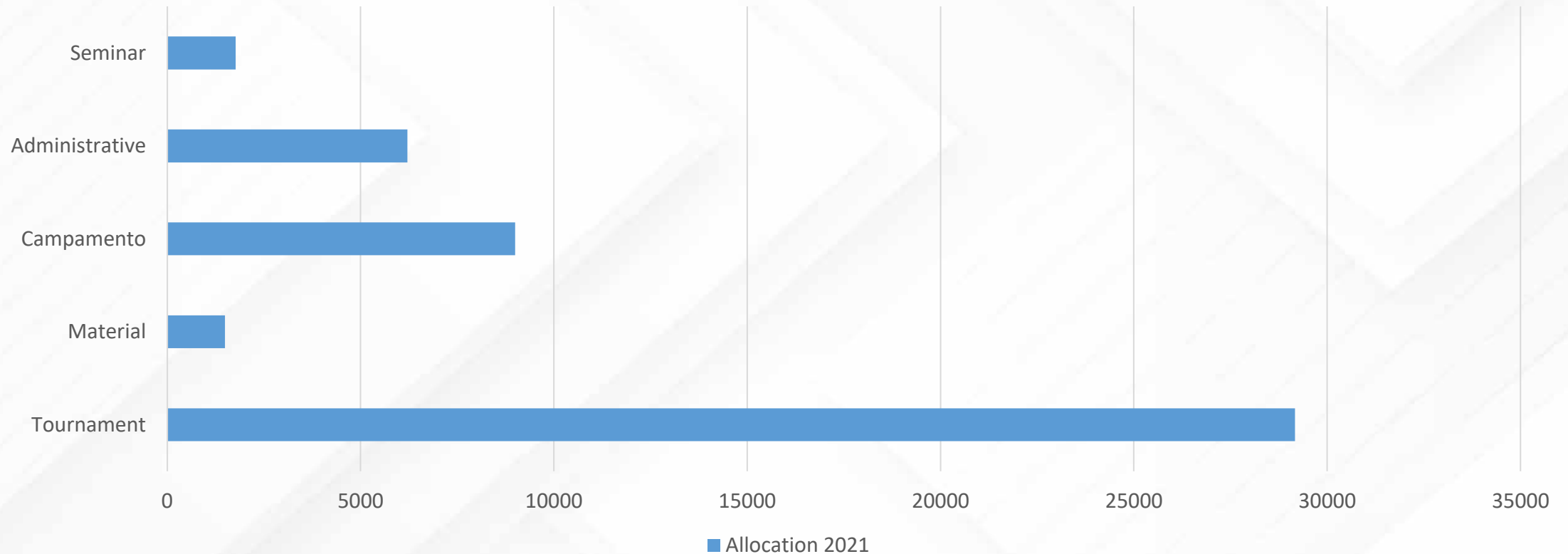


Funding allocation Continent



Funding allocation Continent

Allocation 2021



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Commission

STATUS OF FUNDING REPORTS

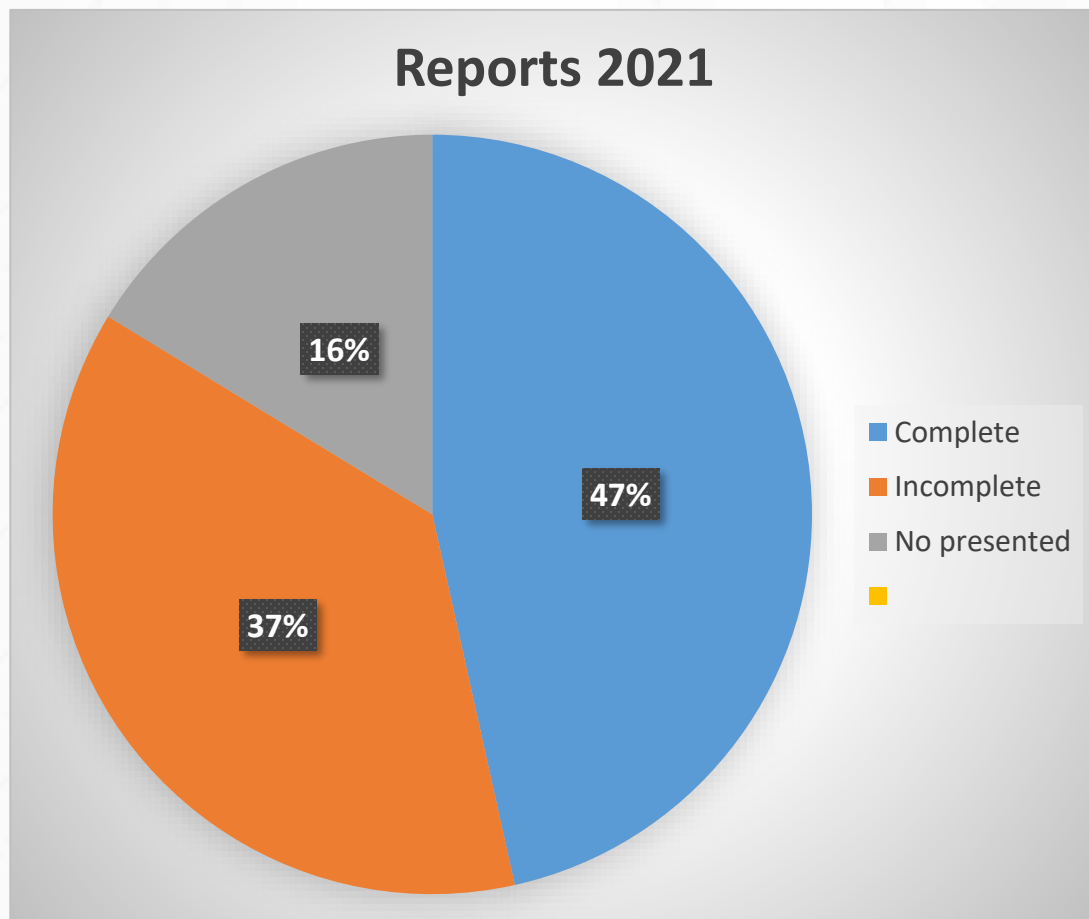
2021



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FUNDING REPORTS

YEAR	FERERATIONS FUNDED	REPORTS RECEIVED
2019	23	23
2020	18	18
2021	23	4 (+2 partial)



- Reports complete: Guyana, Panama, Santa Lucia, Trinidad and Tobago
- Reports partially complete: Antigua & Barbuda, Uruguay

PDC Chair Remarks



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Commission



1. All the NF level 3 request fund during 2019-2021
2. % of Level 4 and 5 is less than level 2 (more developed), so part of the target group is not requesting funds. Probably they need more support in administrative structure.
3. The Continent of America used 30%- 50% of Development funds available over the period.
4. Opportunities for the Continents: hybrid tournaments, social activities, rating and title events.
5. Besides tournaments, the other main activity is capacity building for arbiters, trainers and organizers: Possible events in coordination with Zones.
6. 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 session.



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APPENDIX B- REQUEST FOR FUNDING/ASSISTANCE

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

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



APPENDIX B- REQUEST FOR FUNDING/ASSISTANCE

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	<input type="checkbox"/> Trainer Seminar	<input type="checkbox"/> Arbiter Seminar	<input type="checkbox"/> Tournament
	<input type="checkbox"/> Trainers	<input type="checkbox"/> Travel Grant	<input type="checkbox"/> Organiser Seminar
	<input type="checkbox"/> Chess Equipment, please specify:		
	<input type="checkbox"/> 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: FCTTTTPS
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

Authorised Signature

TRINIDAD AND TOBAGO CHESS ASSOCIATION



APPENDIX C - KEY PERFORMANCE INDICATORS

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 activities 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>



APPENDIX C - KEY PERFORMANCE INDICATORS

Key Performance Indicators (KPIs)	Baseline-2021 ²	End of Period Target	End of Period Actual	Comments
CORE				
Active FIDE-rated players				
<ul style="list-style-type: none"> Female All 	16 114	16 116		Subject to COVID restrictions
Active players on FIDE List				
<ul style="list-style-type: none"> Female All 	125 660	130 670		
Certified Arbiters-Active				
<ul style="list-style-type: none"> Female All 	2 10	4 18		
Certified Trainers-Active				
<ul style="list-style-type: none"> Female All 	5 24	8 36		
Average rating of top 10 players				
<ul style="list-style-type: none"> Female All 	1442 2178	1445 2178		
FIDE-rated tournaments organised				
<ul style="list-style-type: none"> Classic Hybrid Blitz Rapid 	4 0 0 0	4 1 1 1		Subject to COVID restrictions
Other tournaments-Participation				
<ul style="list-style-type: none"> Online/Hybrid events Local events International chess tournaments 	1 2 3	3 2 3		

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



APPENDIX C - KEY PERFORMANCE INDICATORS

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: <ul style="list-style-type: none"> 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	4		
OTHER				
Please feel free to specify any other KPI that may be important to the operations of the federation				

On behalf of FEDERATION

President

Trinidad and Tobago Chess Association

Date: May 25, 2021

DEVELOPMENT OF CONTINENT

Open discussions.



Planning and
Development
Commission



- 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.



Planning and
Development
Commission

Guidelines on sponsorship sales and management

The purpose of this document is to provide some guidelines regarding the event sponsorship sales and management process, covering 5 key steps and complementing the guidelines with:

- Recommendations based on previous sponsorship sales and management experiences;
- Sponsorship proposal template; and
- Sponsorship proposal example.

Please note that the sponsorship proposal example is provided as a concrete example of sponsorship package: it is fictional, yet it's modelled against a real sponsorship package developed by the FIDE Marketing team, and it includes all content mentioned in Step 4 of these guidelines. For the avoidance of any doubt: all references, information and data included in the sponsorship proposal example are fictional and for illustrative purpose only.

Here's the 5 steps covered in this document:

- Step 1: Define your sponsorship assets
- Step 2: Create a target list
- Step 3: Contact the decision makers of potential sponsors on your target list
- Step 4: Draft your sponsorship proposal
- Step 5: Management and activation

Step 1: Define your sponsorship assets

☐ What direct benefits can a sponsor realistically obtain by partnering with you and your event?

Any sponsorship proposal should try answer the following questions:

- 1) What's in it for them? (where 'them' is the potential sponsors).
- 2) Why should they invest some of their marketing budget on your events and/or activities?

Some examples below:

- More visibility for their brand, products and services in your country/region/area to increase business results.
- Exposure of their brand, products and services to your audience (local chess players, wider chess community, chess clubs, arbiters, trainers, etc.) and to your other existing sponsors/commercial partners.
- Association of their brand with specific social/educational activities promoted or organized by your Federation, possibly aligned with and relevant for the potential sponsors' CSR policies.
- Opportunity to connect with local communities.
- Opportunity to engage employees and/or executives of the company.

To clearly define your sponsorship offer:

- Identify each event, program and activity as "properties" to sell
- Take each property and break it down further into individual items (logo placement, speaking opportunities, free tickets, guest hospitality in VIP lounge, social media exposure, etc.)
- Create a new chart listing each asset and the value you've assigned to it as a starting point. For valuing your assets, it might be useful to collect information about sponsorships of local events of similar size and an analysis on the market value of similar media exposure options.
- Brainstorm with key staff and wider network to identify non-traditional opportunities for sponsors (e.g. simultaneous chess exhibition with the winner of the relevant tournament, sponsor's guests participating in VIPs + GMs tournament to be held as a side event of the sponsored tournament, and more).
- Contact sponsors, past and present, and ask them what they would like to see as part of their package or what they wish they had more of.

All in all, your sponsorship proposal should demonstrate how it would generate value to your potential sponsors. If you look at your event through their eyes, you can quickly figure out which elements are the most appealing for their needs and goals.

Step 2: Create a target list

☐ There are three main criteria you may use when considering a potential sponsor:

- 1) **Industry:** is the company and their products/services a good fit with your organization? Your goal is to find a sponsor with a significant audience cross-over, strong alignment with your values and principles, and appeal for the attendees of your event.
- 2) **Location:** depending on your events or activities this might not be that important. But location is a factor worth considering if you expect a partner to send executives to the event or directly contribute in running the event.
- 3) **Past sponsorship history:** the best sponsors already know the value of this type of partnership because they've done it before and have had positive results.

Investigating which events and/or initiatives they've sponsored in the past will also be another clue into the compatibility of your event and those potential sponsors, it would give you some insights on how those sponsorships were activated, and how in your event you may possibly provide them with some different and innovative ways to activate their sponsorship.

Combining that information with the key arguments regarding your event/activity will allow you to identify some of the key selling points for each target sponsor.

☐ Determine sponsor compatibility

There are some questions you should answer to use when considering a potential sponsorship compatibility:

- About how many events, and which events, have they sponsored in the past?
- Do their key brand elements and values closely match ours?
- Which sponsors provide the most relevant opportunity for us to achieve our event objectives?

☐ Sponsorship prospecting and pipeline building

- Make a sales chart in Excel (or use your database) with the following headings:
Prospects, Contact Made, Meetings Booked, Proposal Submitted, Follow-up Meeting, Outcome
- Check out other local sports organizations to see who is sponsoring them.
- Identify an initial list of prospects as a starting point and enter them as a "Prospect".
- Brainstorm with key staff and with your wider network about what companies you should be talking to and who can introduce you to those prospects.
- Begin to move them through the pipeline.
- Focus on moving prospects from one step to the next, not on closing the sponsorship sale in the first meeting.

Step 3: Contact the decision makers of potential sponsors on your target list

❑ When you contact a potential sponsor, make sure you keep the following tips in mind:

- **Try to contact someone you've met in person:** If that's not an option, try cold contacting a marketing manager, director, or VP in charge of sponsorships.
LinkedIn.com is a great platform for your search of contacts. You can identify the most promising contact persons /decision makers in the company by role, by business area, by geography, etc. You may also contact those people directly from LinkedIn, in case you have no other contact details.
- Warm up every cold call: introduction from a common friend, referral from another sponsor or send a SHORT introductory e-mail **where to briefly mention 3 key compatibility metrics to highlight** - the strongest, most compelling reasons why your event/activity would be a good fit, according to your research. Phrase them in an actionable way that shows how you intend to generate value.

Keep it short: one of the most common mistakes made during sponsorship sales is sending 10-page e-mails with a 30-slide proposal attached in hopes that the recipient will open, read and respond by purchasing a pre-packaged sponsorship opportunity. Unfortunately, that approach doesn't work and it is strongly not recommended.

- **In following up, always remember that the communications is all about them, not you:** connect your value proposition regarding the potential sponsorship to the information gathered during the first interaction, and possibly with a recent initiative or piece of company news they've put out: this would show them that you listened to their pain points and conducted some proper research on their activities, as well as would illustrate your ability to identify possible synergies.
- **Follow simple communications etiquette:** When approaching the company decision makers, avoid salesy language, keep everything short, sweet, and to the point. And, when in doubt, a friendly, casual approach is usually better than a super serious one.
 - Ask for an advice visit about your event/activity, never a sales call.
 - Keep in mind the goal of the first meeting: to gather information, and get a second meeting.
 - Never go in with a proposal at your first meeting.
 - Ask lots of questions, and spend more time listening than talking.
 - Never submit a sponsorship proposal without asking for permission to do so.
 - Think of your meetings as discussions between partners and not about convincing your prospect to buy an off the shelf proposal.

First Meeting Sample Questions

The suggestion is not to bring anything to your first meeting with a potential sponsor. Not a one pager, not a leave behind and definitely not a pre-packaged proposal. Instead, the main suggestion is to focus on the below questions, asking them in the same order or, even better, commit them to memory and work them into the conversation casually. Try these questions for your next meeting to help you build a custom sponsorship proposal:

- Could you please describe your target audience?
- How do you normally engage in sponsorship?
- Which elements of your previous sponsorship experiences worked better, and which ones didn't work?
- What can you tell me about your business goals for the coming year?
- What would you consider to be the most important elements of a sponsorship package?
- Would you mind having a look at a draft proposal and offering some feedback

Step 4: Draft your sponsorship proposal (see template)

- Create one sponsorship inventory per property (event, initiative, program, etc.)
- Identify your audience, event attendees and any relevant demographic information
- Define your event promotion plan
- List all of your assets from the inventory and the associated value/price of each
- Think about a 'menu' approach, not focus on "Gold, Silver, Bronze" levels and let your sponsors choose what works best for them
- Mark your proposal DRAFT and connect with existing sponsors (if any) and prospects, ask them for their advice on what you are missing
- Create a custom package based on each sponsor's interest
- Tell your sponsors in person and in the package itself that you want to build something tailored to their needs and everything in the package is negotiable

☐ List of content:

- **Introduction about chess today** (please see the template), as it would help contextualize why sponsoring chess is a very valuable option for a brand.

The text provided in the sponsorship proposal template should ideally be integrated with some relevant data from the local chess community.

- **About your organization**
- **Event description**
- **Insight into your event experience** including past analytics, event survey data, and what event goals you have already achieved.
- **Your primary online and offline audience data** (a simple Google Analytics check can help you gather the number of people visiting your website, number of views of your website, etc.) and offline, including demographic information about your audience (e.g. players, arbiters, trainers, chess club members, size and age split of each group, etc.), as well as surveys from past events and initiatives which are especially helpful when crafting your proposal.

Any quantitative and qualitative information you may have about your audience and about people participating in your events or activities, both online and offline, would be of great help to shape your sponsorship proposal. Potential sponsors may request such information to understand how big and relevant your audience is for them.

- **Event promotion plan - marketing strategy:** How do you plan to maximize your event Return on Investment? A solid plan shows your potential for success and helps them feel confident in their decision.

Marketing in this context refers to how you're planning to give visibility and communicate around your event/activity, which channels you would use to give exposure to the potential sponsors (e.g. Will your event have a dedicated website and social media posts? Which social media? How many posts per day or during the event? Would those posts include photo or video content? How many followers do you have across those social media? What's the social media reach and engagement across your platform for previous and/or events? Are you planning to issue some press releases? How many journalists/media will receive your press releases? Can sponsors' brands be somehow

integrated in those press releases? Will your event be streamed online? On which platform(s)? How many viewers do you have on those streaming platforms?, etc.).

- **Sponsorship rights inventory and additional activation opportunities** that will be used to provide the sponsor's brand exposure at the event.

Some examples below:

Offline:

- Branding in the playing hall, in other areas of the playing venue, press area, commentators' area, common area for visitors, Opening Ceremony, etc. Placing backdrops/logo walls carrying the sponsors' logos across the playing venue is one of the most traditional sponsorship activation opportunities at events.
- Branding on event materials (badges, lanyards, event program, tickets, posters, etc.).
- Advertising video from the sponsors displayed on screens placed around the playing hall.
- Hospitality (including possibly a VIP lounge to host the sponsors' guest, with dedicated catering options). The VIP lounge could be named after a sponsor.
- On-site activations: here the options could be various, depending on the available resources (e.g. Sponsors' guests could participate in a simul and/or in a VIPs – GM tournaments, masterclasses could be given by renowned GM to the sponsors' guests, etc.).
- Participation in the Opening Ceremony and Closing Ceremony, with the opportunity of giving a welcome speech.
- Possibility to award prizes to the winners.
- Possibility to introduce a dedicated prize (e.g. most brilliant game of the tournament) named after the sponsor.
- Participation in the First Move Ceremony of one of the games.
- Joint press conference to announce the partnership.
- Participation in official press conferences with the players.
- Sponsor's booth placed in the playing venue, to allow the promotion of the sponsor's products and services to the players and the public visiting the event (e.g. distributing leaflets or samples, etc.).
- Product placed in the playing hall/venue,
- VIP and standard tickets for the playing hall.

Online:

- Logo and company description on the event website.
- Social media posts (Twitter, Facebook, Instagram, YouTube, LinkedIn, Discord, Tik Tok, etc.) with reference to the sponsors.
- Contest on social media, awarding prizes offered by the sponsors.
- Sponsors' logo and/or mention about sponsors on event reports and press releases distributed to local/international media.
- Sponsors' logo and/or mention about sponsors on newsletters distributed to your network.
- Sponsors' logo and video advertisements included in the event online streaming.

The above list is not exhaustive, additional/alternative activation opportunities can be identified and included in the inventory.

- **A clear explanation of sponsorship benefits** - back up each statement with your plan for making sure these results are achieved based on any relevant data you have at your disposal.
- **A list of specific contributions** that you're looking to obtain from sponsor relationships:

- Financial contribution of various levels, depending on the sponsorship visibility/exposure associated to the list of items included.
- Value-in-kind: in this case, you may approach a potential sponsor active in a business area that could be relevant for your own event (e.g. playing hall rental, accommodation, travel, logistics, insurance, catering, etc.), and, instead of a financial contribution, you may request to receive the relevant service you need from them for your event, in return for an agreed level of sponsorship visibility/exposure.
- Mix of financial contribution and value-in-kind, depending on the overall value of the sponsorship package and of their in-kind contribution.

This section may be completed only once the sponsorship discussion is at an advanced stage and the actual sponsorship package is being shaped together with the sponsor.

- **Any additional perks or extras** not mentioned elsewhere in the proposal, including things like reimbursed accommodations for sponsors or social events like gala dinners.
- **Images of previous events**, especially displaying sponsorship activations and brand exposure examples.
- **A table or diagram** that summarizes the proposal in a single page.
- **Contact details & call to action**

Step 5: Management and activation

Once the sponsorship sales process is positively finalized and a contract is agreed, the sponsorship management and activation stage shall take place.

Here's some recommended steps to keep track of this fundamental component of the relationship with sponsors:

- Build a checklist based on the sponsorship package and activations agreed with each sponsor.
- Assign dates and project leads for every item to deliver before and during the relevant event.
- Check in with your sponsors regularly to make sure they take advantage of every item in the sponsorship package.

Always keep in mind that they're your clients and should be treated as professionally as possible. One of the goals of that approach is to retain them as sponsors for the future editions of your event, if the relationship is positive for both parties, and possibly increase their sponsorship investment over time.

Once your event has taken place, the recommendation, and common practice, is to show your sponsors that you delivered on your commitments.

Arrange a meeting with your sponsors. Invite them to bring anyone else on their team who is involved in guiding their sponsorship spending to seek their feedback as well.

Before you meet, create and deliver your sponsorship fulfillment report, which documents all the activations and things you did deliver, along with all of the things you missed and why.

Go one step further and include pictures, event attendance data, screen shots of their logos, recordings of speaking engagements, product placement, media report (traditional and social media), online streaming viewership data, and everything that would be relevant to be included.

What purpose does this serve? It does all of the following:

- Proves to your sponsors that you delivered.
- Gives your sponsors something to share with their superiors to justify the investment.
- Tells your sponsors that you are a professional and know how important their investment is.
- Reminds them of all the things they received in their sponsorship package.
- Sets you up to request for feedback asking the sponsors how they thought it went, what they thought of the sponsorship fulfillment report and what you could do to improve, and even to more questions about their goals to give you sponsorship package ideas for next year.
- If the sponsorship is not renewed yet, this might be the occasion to discuss that option.

After that meeting, schedule regular check-ins in your calendar to stay front of mind with your sponsors.

Sponsorship proposal template for events

This template is meant to be a general guide and layout for a simplified sponsorship package, complemented with the guidelines on sponsorship sales and management, and with a sponsorship proposal example that are provided separately.

It assumes you know what your assets are worth and that you have at hand data and other demographics about your event attendees.

Save a copy of this template and feel free to edit the slides to develop your own sponsorship proposal: follow the recommendations mentioned in the guidelines and include data, information and content from your organization and community that should help market your event or activity to potential sponsors.

The colours and branding can be simply customized using the toolbar, to suit your event. The instructional slides and notes shall be removed before sending.

Before you start

Keep it short and to the point

Developing an effective sponsorship presentation requires being crystal clear on the most relevant content to be shared with the potential sponsors.

Target the right sponsors

Make partnerships a win-win by approaching companies and brands that are aligned with your values and resonate to your event attendees, as those are key elements to drive Return on Investment for sponsors.

Know your market value

Make sure the items in your sponsorship inventory are priced fairly. Your event could be undervalued, and your reputation could be hit, by assigning a wrong price to your assets.

Be flexible with solutions

The traditional sponsorship approach of Bronze, Silver, and Gold sponsorship packages surely won't appeal to most of your targets. Be flexible and offer tailored sponsorship solutions to increase the chances of having more sponsors.

Mind the visual aspect

The recommendation is to include strong pictures from your previous events and initiatives, possibly on each slide, and to strike a balance with the text included.

Recommended structure

- ☐ Front cover – Event name and tagline
- ☐ Introduction – Chess today
- ☐ About your organization
- ☐ Event description
- ☐ About the attendees (audience profile)
- ☐ Event promotion plan
- ☐ Sponsorship opportunities
- ☐ The package and the benefits
- ☐ What sponsors get / highlight past successes
- ☐ Images from past sponsorships
- ☐ Table or diagram summarizing the proposal
- ☐ Contacts

The purpose of this document is to provide a structured sponsorship sales presentation document, including the various sections that would back-up the sponsorship sales process.

The structure of this document is based on similar sponsorship sales presentations issued by the FIDE Marketing team in the past. All various sections included cover specific areas that are considered of key importance to substantiate the value proposition of a sponsorship proposal.

Event Date | Location

Event Name

Event tagline

Introduction - 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 fuelled 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.

This phenomenon has caught the attention of mass media, where we have registered more than 220,000 publications about chess during 2020 only. Media actors like Forbes, New York Times, CNN, The Economist, Bloomberg, Wired and Der Spiegel have reported about what they call a "chess boom" or "chess renaissance".

What happened since 2020 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.

Despite being a 1.500-year-old game, chess is very appealing for a young audience, including teenagers: nowadays, more games are played online every day than over a physical world. Smartphones and tablets make chess ubiquitous. This shows that there is a growing 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".

About your organization

- Who you are (brief credentials as an event organiser or what makes you an expert in your field if launching a new event)
- Why you are organising this event
- List other events/activities organized by you

Event description

Show the credibility of your event

If you've run the event previously, include a slide with the following:

- Photos/videos
- Testimonials
- Key stats
- Event survey data
- Which event goals were achieved in the past (attendance, etc.)

About the attendees

Who are your attendees and what are they interested in?

Describe your demographic – try to be as specific as possible and relate how this audience is relevant for the potential sponsor you're pitching.

Talk about your event participants, audience, attendees, delegates, etc.

Don't have this data? The recommendation is to send a survey to your audience, possibly before and after your events.

If necessary, you may want to run contests and giveaways in connection with those surveys, so to incentivize your audience to participate in the survey and tell you more about themselves.

Sharing data about your audience is one of the most compelling arguments to be shared with a potential sponsor, as it would help answer the question: "Why should this event be of interest of such company?"

How many people are you expecting to attend?
Include a rationale of how you got to this number, citing previous events, ticket sales, or similar events in comparable cities.

Event promotion plan

What are your event promotion plans? How will you reach your attendees? How will you provide brand exposure, both online and offline, to your sponsors?

This is the place to include your reach on social media, email lists, number of media contacts and any other relevant information concerning the marketing and communications side of your event.

Please see Step 4 of the guidelines for more details.

A win-win partnership may include an active participation from the sponsors in the event promotion, through direct communications, before and during the event, across their own channels about their role in the event and the various activations they are benefiting from.

Getting sponsors involved in the event promotion from the start of the sponsorship is easier than asking them for some social media posts or tweets just on the last days leading up to your event.

Sponsorship Opportunities

Create a tailored sponsorship package or present 'a la carte' options to your potential sponsor leveraging the available sponsorship inventory (see examples in the guidelines).

List some ideas from your audience surveys that will improve your audience experience, and that would resonate with the sponsor's objectives.

Include examples and ideas of things that stand out as unique and/or solve some pain points of your potential sponsor.

Keep in mind that a sponsorship is much more than just a list of branding items that can carry a sponsor's logo.

Leverage your audience data and help your potential sponsor think of some unique ideas to get integrated with your event and obtain a significant Return on Investment.

The package and benefits

What do they get? Don't just include on-site and online benefits, but include things like co-branding on all marketing materials, access to attendee list, and any other pre- or post-event promotion they'll enjoy.

Mention if this is exclusive or how many opportunities are available at this level of sponsorship.

You may also want to offer them naming rights on your event, which means that the sponsor's name will be integral part of the event title, a benefit that would ensure the maximum visibility that an event could offer.

The recommendation is to use this section to get some ideas on the table to help your sponsors think of new ways to get involved with you and to generate value for them.

Break it into sections like branding, media promotion, hospitality, etc. rather than listing arbitrary levels with prescribed assets that sponsors should buy.

The package and benefits

How much will it cost?

The recommended options here are:

- 1. List asset options and brand activation opportunities – possibly with the associated value/price of each**
- 2. Discuss a tailored approach that you think best suits their business and objectives.**

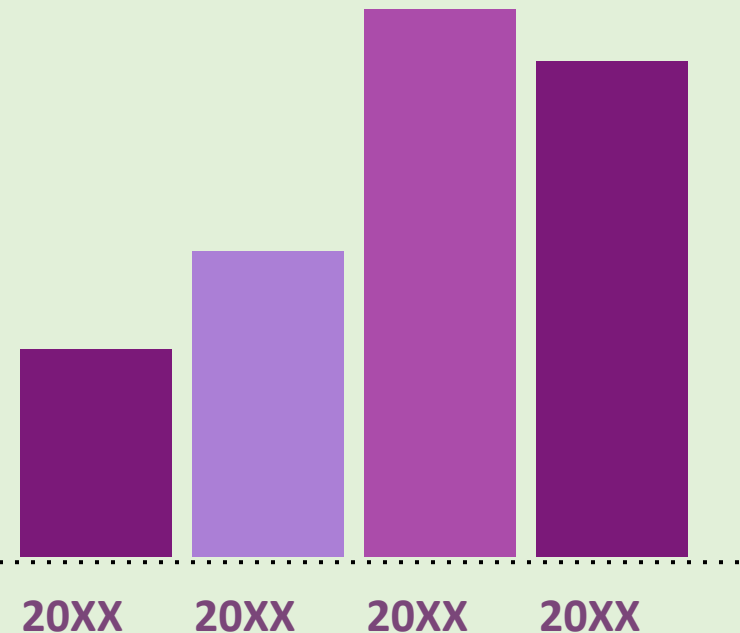
Tell them that it would be on them to decide what to include in their sponsorship package, not on you. Remind them that, if they don't want some of the options included in your initial proposal, they may get to trade them for something else. Everything you do is custom and built for their budget.

Ask them questions throughout the document, engage them, encourage them to customize. In fact, outright tell them that you prefer to customize the package because only they know their business, not you. As they customize the package with your help, they tell you what they want, how they measure success and what they are looking for. This is extremely valuable for the sponsorship sales person.

What sponsors get / highlight past successes

If you have previous results from your event sponsorship or the projected results for sponsors, include them here.

Make sure you have clarity on the market value of the sponsorship assets available to avoid over or under valuing the partnership.



Use images from past sponsorships, if available

**Include a table or diagram
that summarizes the proposal
in a single page**

Contact

- ❑ **Include a call to action** (i.e. a text that encourages the recipient to perform a certain task).
- ❑ **Encourage them to get in touch**, tell you what's missing and/or tell you what they want to add or change.
- ❑ **Make it clear that your proposal is a conversation tool and not set in stone.** It's important to say this multiple times throughout the document.

This way, even if they don't read the entire proposal, your philosophy should be clear to them.

- ❑ **Make your contact info bold, obvious and uncluttered.**
- ❑ **Don't use an info@ e-mail address.** A real person with a real name only.

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
- 12 - SPONSORSHIP PACKAGE
- 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

NATIONAL CHESS FEDERATION

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**



35
years

AVERAGE **AGE**



35%

CHIEF INCOME **EARNER**



80%

HIGH EDUCATION



58%

PROPORTION OF **MEN**

54%

CHILDREN IN HOUSEHOLD

EVENT PICTURES



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

Facebook



Followers: 18k

Instagram



Followers: 16k

Twitter



Followers: 14k

YouTube



Followers: 22k

**National Chess Federation's
Social Media channels**

SOCIAL MEDIA COVERAGE

Annual Tournament 2021



14,722
reach



8,525
reach



39,098
impression



12,758
Live views

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.

Broadcast

Right	Official Sponsor
Advertising videos aired during the official live broadcast of the Annual Tournament 2022	5 videos (duration: 30 sec) each game day of the Annual Tournament 2022
Sponsor's name mentioned by host or commentators during the official live broadcast of the Annual Tournament 2022	Yes
Logo presence on the screen saver into the official live broadcast before the start of each game day (countdown)	Yes

Event websites & Social Media

Right	Official Sponsor
Logo presence with the main information, contacts and link to Sponsor's website in the Partners' section of the Annual Tournament 2022 dedicated website	Yes
Logo presence on the main page of the Annual Tournament 2022 website	Yes
Exposure on Social Media: one reference to the Sponsor (e.g. logo, picture or name) included in at 3 Social Media posts published by the National Chess Federations across its channels on each game day	Yes

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	Approx. 15% of the available space, depending on the number of Sponsors of the same tier for the event
Logo on brand walls in the VIP lounges and VIP areas	
Logo on the Opening Ceremony brand walls	
Logo on brand walls in the entertainment area, in the café and in the common space (for visitors)	
Logo placement in the official merchandise store	One video (up to 30 sec) / shown 3 times every game day
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	

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

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

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

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 XXXXXXXX

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National Chess Federation

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