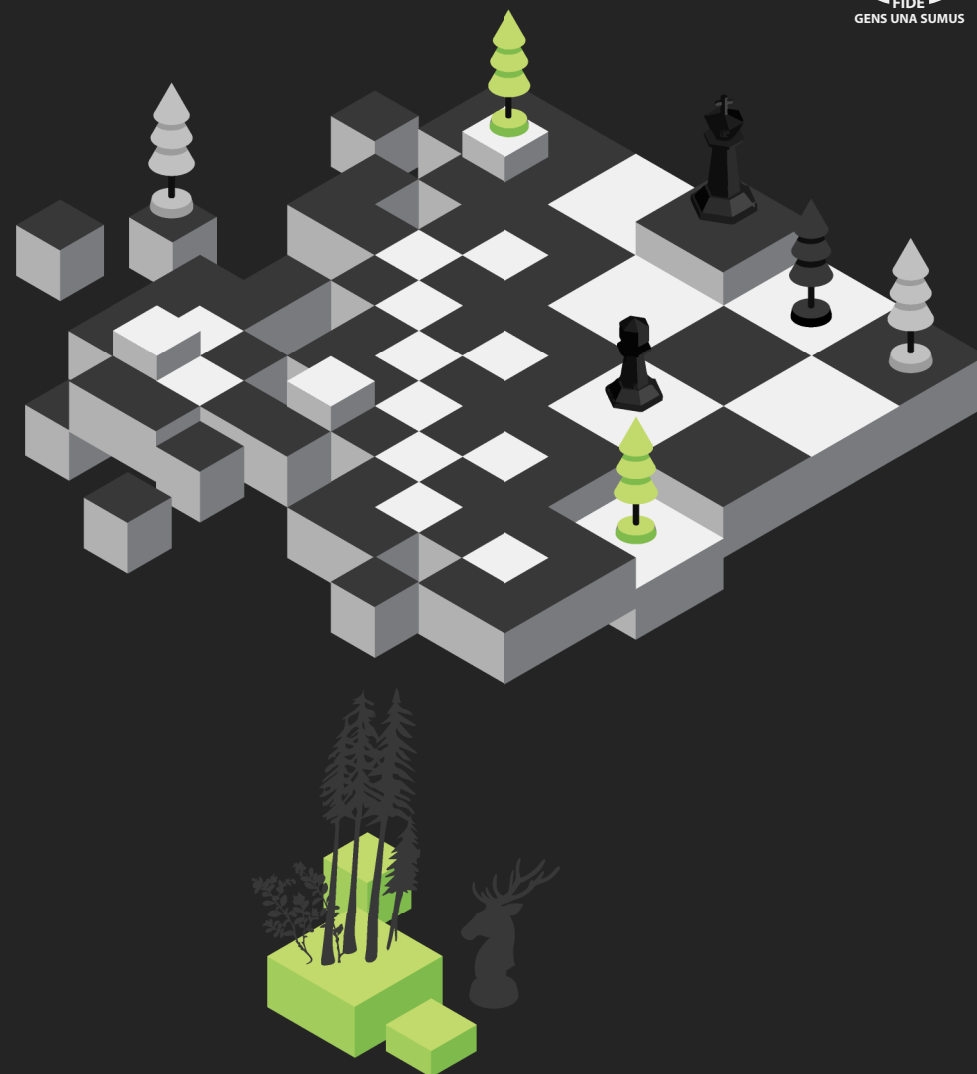




FIDE WORLD CHESS CUP 2019



KHANTY—
MANSIYSK

9 SEPTEMBER — 4 OCTOBER



«UNITING THE UNIVERSE»

On September 9 – October 4, 2019 Khanty-Mansiysk will host the largest international event – FIDE World Chess Cup – for the 5th time.

The strongest chess players of the planet will fight to win this prestigious tournament. It is one of the most important sport and cultural events with large-scale media coverage.

Traditionally, guests of the tournament are famous politicians, businesspersons, top managers, sport administrators and celebrities.

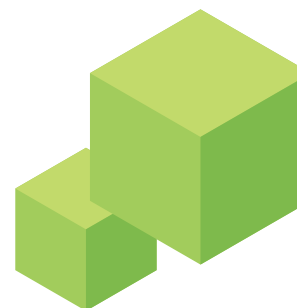


Magnus Carlsen



Vladimir Kramnik

KHANTY—
MANSIYSK





KHANTY-MANSIYSK

- ◆ **The 39th and 44th** World Chess Olympiads.
Khanty-Mansiysk is among 4 cities in the world that will host this prestigious tournament twice
- ◆ **Over 30** international, national and regional events annually
- ◆ **13000+** children attend numerous children tournaments each year
- ◆ **100 000+** tourists visit Khanty-Mansiysk annually

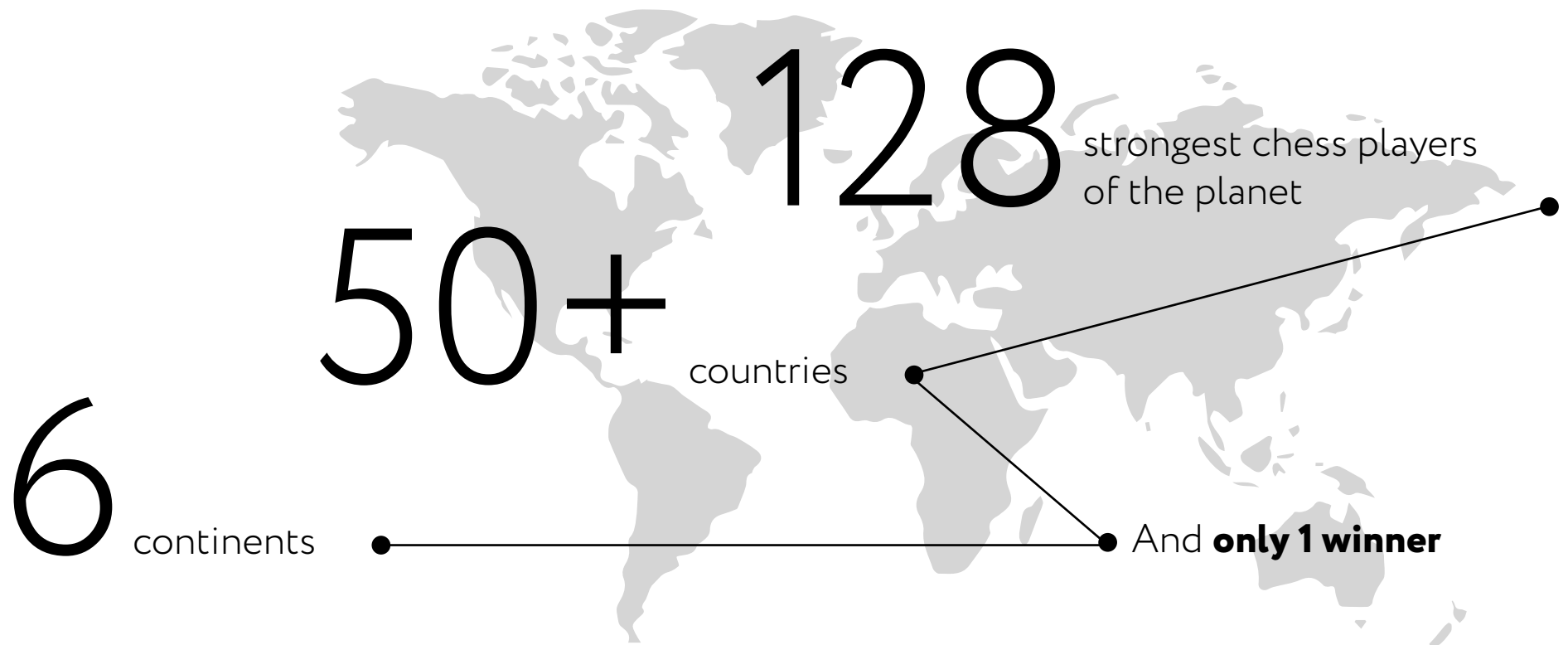
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WORLD CHESS CUP

- ◆ September 9 – October 4, 2019
- ◆ The prize pool for the tournament comprises **\$1,6 million.**





CHESS

1. **Significant international events.** Chess sport is a unique combination of availability and elitism, traditions and technologies, individuality and independence along with particular spectacularity and popularity of sport events.
2. **A constructive dialogue of cultures and continents.** The power of chess has an important humanitarian mission to unite continents and people, technologies and innovations and to inspire people to new sport and infrastructure achievements, and to make the rising generation more competitive and successful.
3. **Effective PR/GR communications, unique cross-marketing opportunities.** Chess is supported at the highest governmental level. In 26 countries their leaders or Prime Ministers head national chess federations.

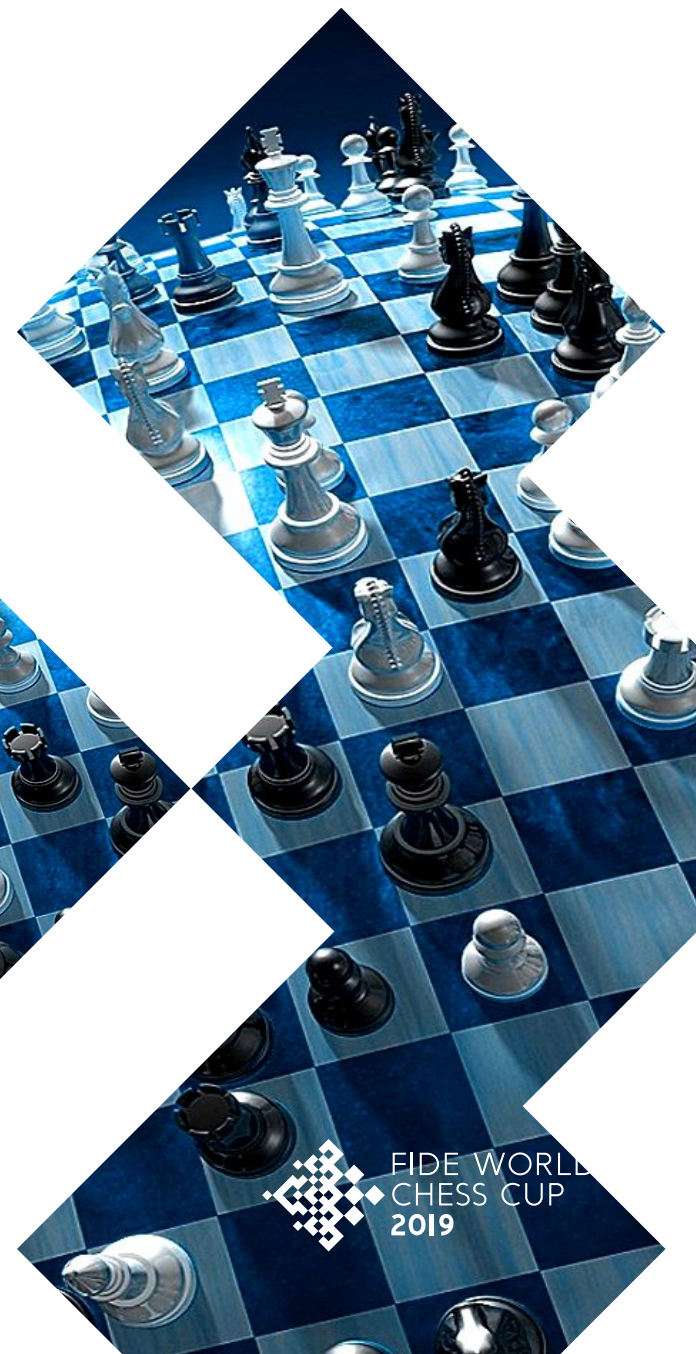


AUDIENCE

Nowadays chess is more popular than ever before:

- ◆ Over 600 million people play chess actively
- ◆ Chess game is installed at over 1 billion smartphones
- ◆ 11 million people play chess online every day

KHANTY—
MANSIYSK



FIDE WORLD
CHESS CUP
2019



AUDIENCE

23-45 ——— is average age of the audience

89% ——— of the audience is male

Middle and high income

Interests: technologies, business,
digital-sphere, foreign languages





COOPERATION OPTIONS*

Cooperation options	General Information Partner	Information Partner	Partner
Status – General Information Partner	+		
Status – Information Partner		+	
Status – Partner			+
Right of Partner to use the title for their marketing use	+	+	+
Placement of the company's logo at the official internet resources of the event	+	+	+
Integration of Partner's logo to design of the main venues**	+	+	+
Placement of short information about Partner and welcome address to participants at the official internet resources	+		
Opportunity to present separate gift bags to winners (materials are provided by partners)	+		
Inclusion of the company's information materials to participant's bag and press kit of the event (materials are provided by partners)	+	+	
Provision of site for installation and dissemination of POS materials by promoters	+		

*This list can be completed with other options upon request of partners.

**This option is available provided that the partnership agreement is concluded before August 1, 2019.





COOPERATION OPTIONS*

Cooperation options	General Information Partner	Information Partner	Partner
Mentioning of companies in press releases of the organizers and in publications of information partners	+	+	+
Placement of Partner's logo where viewable by TV during broadcasting	+	+	
Participation of a head or a representative in the Opening Ceremony	+		
Mentioning of Partner by commentators during broadcasting	+	+	+
Integration of Partner's video to broadcasting (timeline – 20 seconds, frequency – 1 time per 60 minutes)	+		
Integration to the content-plan of the PR campaign of the World Cup in social networks	+	+	+

*This list can be completed with other options upon request of partners.



CONTACTS FOR PARTNERS:

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 **media@ugra2019.com**
+7 (967) 886 02 87

Please contact concerning media accreditation, journalist requests, information partnership proposals and media coverage.

Parkhomenko Alexander

Head of the Division of Public Relations and Marketing of the PR and Marketing Department

 **marketing@ugra2019.com**
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Please contact concerning sponsorship, partnership and broadcasting of the World Cup 2019.



SEE YOU IN KHANTY-MANSIYSK!

KHANTY—
MANSIYSK