

The Peace and Sport International Forum

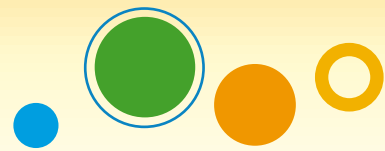


Partnership Opportunity



L'Organisation pour la Paix par le Sport

Sous le Haut Patronage
de S.A.S. Le Prince Albert II de Monaco



The Peace and Sport International Forum

Since 2007, this exclusive event each year **brings together the highest authorities** from governments, sport, civil society and the private sector involved in action for peace through sport. It aims to :



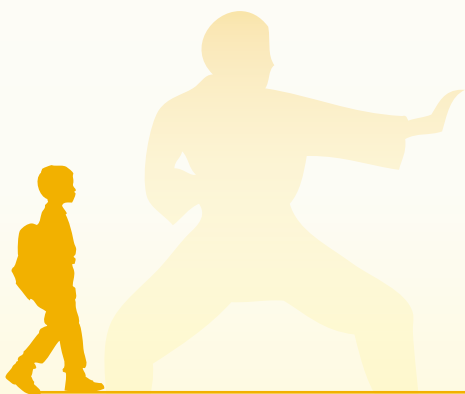
- **Place** peace through sport on top of the global agenda
- **Encourage** dialogue and match governments needs to solutions from the sports movement
Generate tools to help local practitioners
- **Generate** tools to help local practitioners
- **Mobilize** new players and develop a global network
- **Initiate** and consolidate partnerships



A growing success...



- More than **500 high-level and diversified delegates**
- **Representing 95 countries** from all 5 continents
- Including **Heads of States, World Champions, Ministers**, IOC Members, UN leaders...
- **Many successful partnerships** created through this effective and pragmatic cooperation platform



The Peace and Sport Awards

Launched in 2008 and taking place during the Forum, **the Peace and Sport Awards** Ceremony rewards **7 initiatives** which have contributed to peace and social stability at grassroots level.



- The Peace and Sport **Image of the Year**
- Best **International Sports Federation** project
- **Sports** Event for Peace of the Year
- **NGO** for Peace of the Year
- **CSR** Initiative of the Year
- **Champion** for Peace of the Year
- **Special Jury Prize**

The Forum is moving abroad!



In order to contribute to sustainable peace through sport on all 5 continents, Peace and Sport will hold its International Forum outside Monaco every alternate year.

Sochi (Russian Federation), Host City for the Winter Olympics 2014, will host the **first ever Peace and Sport International Forum abroad in 2012.**

Peace and Sport is **inviting bids from candidate cities** who would like to host the Peace and Sport International Forum **in 2014 and 2016.**

Organizing the Forum abroad **aims to encourage participation** from a diversified public and **reinforce international cooperation** for sustainable peace.



H.E. Mr. Kozak, Deputy Prime Minister of the Russian Federation, announcing that Sochi will be Host City in 2012



Why support the Peace and Sport International Forum?



- **Enhance your image and gain recognition** from sports decision-makers and political authorities for your innovative CSR strategy
- **Add value** to your positioning in the sports world by emphasizing your socially-responsible contribution to peace: a powerful and original message to communicate
- **Meet political decision makers** from key strategic markets based on common centres of interest
- **Make a genuine contribution** to help spread a culture of peace throughout the world!



Extensive Media Coverage

Over **180** accredited journalists attended the 4 editions

Covered by **international newspapers and magazines, major broadcast networks and global newswires** on 5 continents

More than **178,000** items of **print and online media** coverage

Website traffic amounts to **3000** visits per day

This amount of coverage equates to an advertising budget of **USD 2.3 million**.





A 360° marketing strategy

Signage



Video screens



Banners



Conference room backdrops



Photocall



Delegate bag (Goody , brochure)

Documentation

Event Guide and Report

(with 1,000 copies distributed during the event and sent to 8,000 actors for peace through sport. Also available to download from Peace and Sport's website).

Online Communication



Official website (2,500 visits per day)



Newsletter (10,000 contacts)



E-zine (45,000 contacts)



Social networks (Facebook, Twitter)



Press releases



Interviews with accredited media



Pictures with VIP

Press Relations

Public Relations



Event/Dinner Invitations



Meetings with your targets



Speaker Opportunity



Handle the Awards



Who we are

Peace and Sport works **to build sustainable peace**, promoting sport as a tool for **reconciliation and social stability** in crisis-stricken communities around the globe.



Founded in 2007 by **Joël Bouzou**, Olympic medalist and Modern Pentathlon World Champion, **President of the organization**

A global initiative under the High Patronage of **H.S.H. Prince Albert II of Monaco**

A neutral and apolitical organization based in Monaco

What is our mission?

Peace and Sport aims to make sport the axis of **concerted and efficient policies** by establishing **strategic and operational cooperation between leaders** from global sports governance, private sector and civil society and decision-makers in politics, through:

- **Raising awareness** amongst political decision-makers about the potential of sport to act as a powerful vehicle for peace
- **Encouraging** the international sports movement to make a valuable contribution to peace
- **Creating** synergies between public and private sectors, both in the field and on a strategic level
- **Involving** international corporations



A wide scope of actions to cover a range of needs



Both unifying and action-oriented in 4 main areas:

INTERNATIONAL FORUM

A unique platform for stakeholders and decision-makers to develop partnership

LOCALLY-BASED PROJECTS

Pilot programs based in the field designed to develop best practices

CHAMPIONS FOR PEACE

A club of famous sports supporting peace activities

THE PEACE AND SPORT AWARDS

Rewarding initiatives which have contributed in to peace and social activities



Partners supporting us to achieve this goal

Strategic Partners



Expert Partners



Sports Partners

27 International Sports Federations



**BUILDING SUSTAINABLE PEACE
THROUGH SPORT.**

TOGETHER.

www.peace-sport.org



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