



PEACE
AND
SPORT
AWARDS
2021

**PARTNERSHIP
OPPORTUNITY**



AN ICONIC AWARD CEREMONY

Created in 2008, the Peace and Sport Award Ceremony is **the most prestigious celebration of the Peace through Sport movement.**

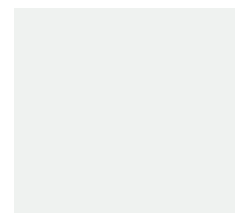
In 2019, the ceremony gathered **+400 guests at the Monaco Opera House**, in the presence of Their Serene Highnesses Prince Albert II of Monaco, and Princess Charlene of Monaco.

In 2020, the **digital Peace and Sport Awards** became the on-line international celebration followed by a global audience;

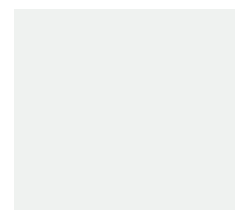


PEACE AND SPORT AWARDS: AN UMISSABLE EVENT SINCE 2008

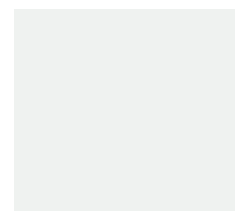
Since 2008, the annual Peace and Sport Awards reward organizations and individuals who have made an outstanding contribution to peace, dialogue, and social change in the world through sport.



87 Awards



+44 Nationalities



13 Editions



THEY WON PEACE AND SPORT AWARD



LIONEL MESSI

Football Legend
Messi Foundation

Champion of the Year 2020



SIYA KOLISI

Captain of South African Rugby
team World Champion
ROC Nation athlete

Champion of the Year 2019



BLAISE MATUIDI

Football World Champion 2018
Honorary President of Les
Tremplins Blaise Matuidi

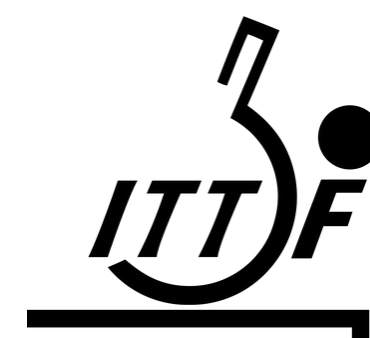
Champion of the Year 2018



CSR Initiative 2019



Special Jury Prize 2020



April 6 Initiative 2016



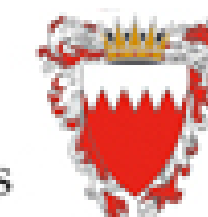
**FUNDACIÓ
FCBARCELONA**

Innovative Action 2019

MOBY
Group

CSR Initiative 2016

KINGDOM OF BAHRAIN
Ministry of
Youth and Sports Affairs



April 6 Initiative 2018



DIGITAL AWARDS

We want to build a unique and immersive experience, available digitally,

Engage with Peace and Sport network from all over the world, in real-time.

Provide inspirational and concrete peace through sport stories.



A ONE-MONTH DIGITAL CAMPAIGN

- 4 weeks of Social Media campaign (November, December)
 - 5 Categories awarded
 - Hundreds of Applications from all around the world
 - 40 Countries
 - 15 Nominees
 - Jury Members from key stakeholders
 - + 20 Videos
 - Dedicated Social Media activation
- +100K Followers in Peace and Sport social networks
- +100M potential reach in winners and nominees social networks
- Champions for Peace in the videos and Social Media
 - Dedicated Emailings, + 15K contacts
 - International Audience

Eric Abidal, FC Barcelona Foundation and Eric
Abidal Foundation,
Winners Special Jury Prize 2019

2020 PEACE AND SPORT AWARDS HIGHLIGHTS



**WATCH OUT THE VIDEO OF HSH
PRINCE ALBERT II OF MONACO
FOR THE 2020 PEACE AND SPORT
AWARDS**



**WATCH OUT THE VIDEO OF JOËL
BOUZOU, PRESIDENT AND
FOUNDER OF PEACE AND SPORT**



**WATCH THE LAST VIDEO OF THE
2020 PEACE AND SPORT AWARDS!**



IN 2021 BEHIND THE AWARDS

Behind the Awards, there are committed change makers who are making a real difference in their communities.

This year, we will invite you to meet these sport for development and peace actors and discover the best peace-through-sport practices!



MEETING THE SPORT FOR DEVELOPMENT AND PEACE ACTORS IN THEIR FIELD OF ACTIONS





AWARDS CATEGORIES

Champion for Peace of the Year
NGO of the Year
Institution of the Year
Special Jury Prize
April 6 Initiative of the Year

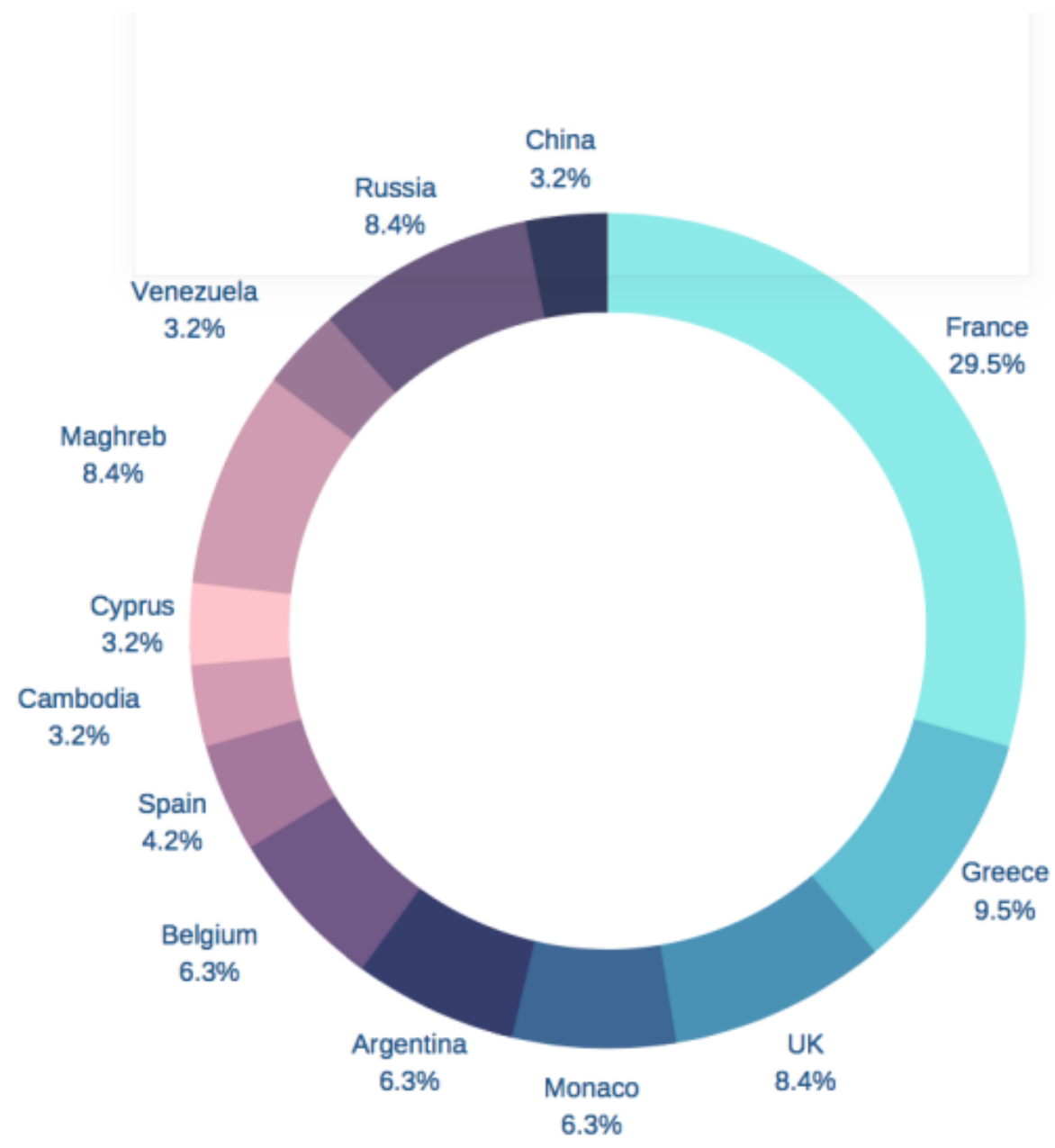


THE WORLD ALL AT ONCE

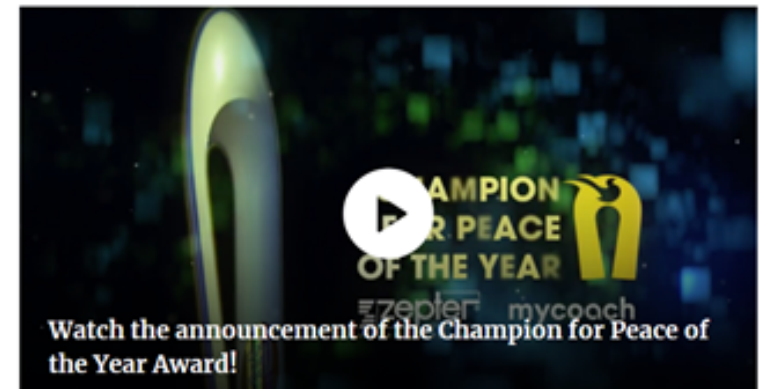
More than 80 actors apply each year for the Peace and Sport awards demonstrating the vitality of the Peace through Sport network. This renewed enthusiasm makes this event a key moment of exchange on sport for development and peace on an international scale.

GLOBAL MEDIA COVERAGE

MOST IMPORTANT MEDIA COVERAGE PER COUNTRY IN 2020

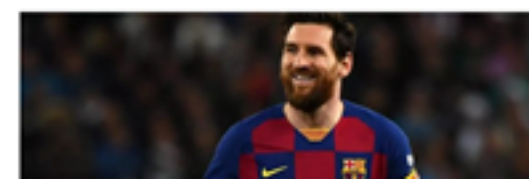


CONOMIE SOCIÉTÉ IMMOBILIER ART & CULTURE SPORT MARETERRA
Cambodge et TIBU Maroc, le comité national olympique du Kosovo et la chaîne olympique ont également été récompensés pour leurs initiatives.

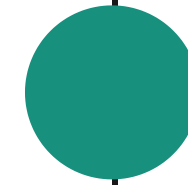


A LA UNE POLITIQUE ÉCONOMIE SOCIÉTÉ CULTURE ÉDITO CE QUI

Lionel Messi élu champion de la Paix 2020 par Peace & Sport

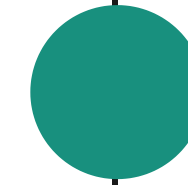


A PARTNERSHIP WITH BENEFITS



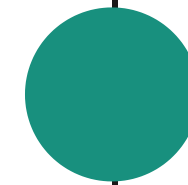
INTERNATIONAL NETWORK

Associate with a unique network of international leaders



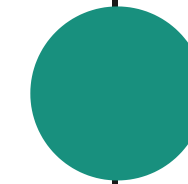
CSR

Strengthen your CSR policy and your commitment to a global cause



MARKETING PLATFORM

Showcase your company across the globe



CONTRIBUTION

Contribute to a more equitable, inclusive and peaceful world

UNIQUE PARTNERSHIP OPPORTUNITIES

Different levels of partnerships with dedicated counterparts



Presenting Partner

2021 Peace and Sport Awards presented by "your name"

Global visibility ensured on every support of the Awards

Champion for Peace Award Partner

Associated within a structured frame of visibility

Awards category Partner

Associated within a structured frame of visibility

Media partner

COMMUNICATION TIMELINE 2021



OCT

Launching of
awards process



NOV

Selection
nominees



6-10 DEC

Winners release
Media coverage



POST EVENT

Best Of video



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