



**EMF**

**You play.**



**European Minifootball Federation**



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Minifootball  
Federation**

## >> *EMF: Short Presentation*

**The European Minifootball Federation, on an international scale, will without doubt come to be the most significant and well - known sport federation in grassroots sports.**

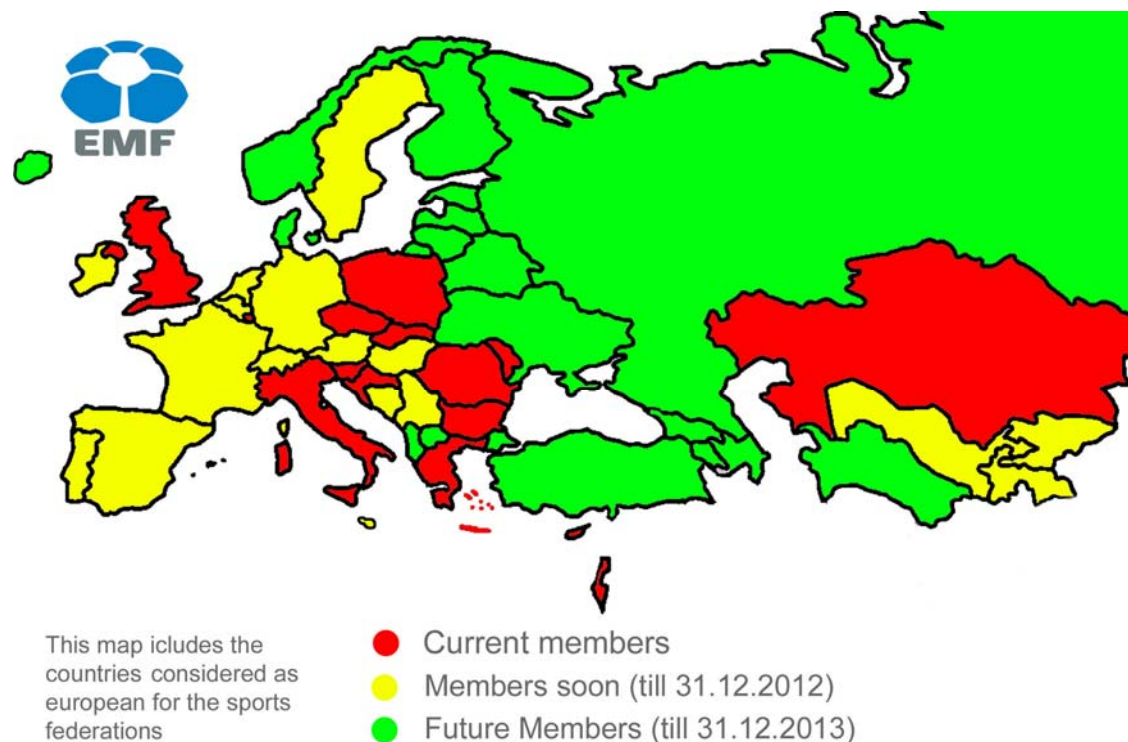
The EMF is the Federation which endorses the most popular sport in the world, the minifootball. Minifootball is the type of football, the most common one, which millions of amateur players in the world play and the only element that differs among cities and countries is the total number of players and the size of the field. So, the EMF created 3 different categories of minifootball: 5aside, 6aside and 7aside. The grassroots sport, the football that everybody loves & plays in mini fields, is from now on under the auspices of the EMF. The Federation connects millions of players from all parts of Europe, through their participation in the national minifootball championships which are organized by local / national associations. The EMF has a special dynamic because of the huge number of players who play every day, every week and every month because they are just in love with this sport.

Specific information is mentioned below, while fully detailed material can be accessed at [www.eurominifootball.com](http://www.eurominifootball.com). The official website of the Federation is the basic means of communication among the national associations, the local organizers and the players, the source of information for current news of the championships in all countries, and one of the numerous ways of advertizing the EMF's official partners and sponsors.

An analytical presentation of the EMF follows below.

## >> Countries and Cities

The founding members of the EMF are the national associations of the following 15 countries: United Kingdom, Romania, Greece, Czech Republic, Italy, Israel, Slovenia, Croatia, Slovakia, Moldova, Cyprus, Bulgaria, Kazakhstan, Poland and Luxemburg. However, these are only the 15 current members and we can easily estimate that in the following period (up to the end of 2012), more than other 15 countries will be a part of the EMF's puzzle, and this number will increase to 35 - 40 european countries in total, up to the end of 2013. Currently, there are more than 400 cities in all Europe that participate in the EMF through their local structure.



## >> National Associations

The members of the EMF have the management and the organizing duty of their national championship which takes place every year in one city and the best teams of all parts of the country that play during 8-10 months are hosted for the final phase.



>> **miniEURO: EMF's championship**

In this period of time, the EMF organizes a big international championship among the national teams of all members. Each national association has the duty to organize a national team which is composed of the best players of all cities of the country. This European championship is called miniEURO and it is a real big event. During the past 2 years, before the foundation of the EMF, the miniEURO took place on a pilot basis in Bratislava (Slovakia) in 2010 and in Tulcea (Romania) in 2011. In September, miniEURO 2012 will take place in the capital city of Moldova, Chisinau.



## >> Sponsors

The European Minifootball Federation cannot exist and develop only without the support of big companies – sponsors. The marketing plan of the EMF includes some big sponsorships from main Sponsors, each one coming from different industry categories, and we could also discuss the possibility for a Sponsor to give the name to the miniEURO championship too. In addition to this, there will be official sponsors / partners coming from various distinct sectors, such as official sports equipment partner, technical support partner, energy drink partner, digital partner etc... Furthermore, a plethora of communication sponsors and media partners will undertake the advertising and promotion of the EMF and miniEURO (international radio stations, international free press, TV, web portals etc. The same structure that exists for the central EMF, is adopted by all countries who are members of the EMF.







## >> Sport Facilities

The facilities which are chosen by the national associations are state of the art from all aspects (technological stand point- tartan used etc, security, stands for spectators, other facilities e.g. changing rooms, showers etc), easily accessible by everyone (multiple means of transport). In all cities the choice of facilities is made by the national associations after having visited the grounds and after consultation with the personnel in charge in order to ascertain their suitability to host part of the national championship.

## >> Number of Participants, Target Group, Students, Spectators

The number of the participating **teams** in the EMF's national championships at this moment **surpasses 30.000** (in total over **500.000 participants on average**). These are male, aged between 18 – 50 (average about 28,5 years old) from all over Europe. About 30% of all the participants are students in colleges and universities (age 18-24). Most games are watched by a significant number of spectators, a number which increases dramatically from the pre – finals and on, reaching a peak point during the annual national Finals Fiesta. In the Final National Games, over 500 people on average attend the event in each country. The national Championships are widely known and acknowledged by the local communities due to their wide expansion all over each country and the great publicity they attract thanks to effective promotion and advertising. Consequently, spectatorship at games is very satisfying.









## >> Media coverage, Publicity

It is a fact that the EMF and its members, because of their active profile as well as the importance of their supporting companies on national and european level, attract the attention of the national and global Press, which on a regular basis report on the progress of each national Championship, with photo coverage, team and player interviews. To a great extent, the network of communication sponsors plays a great role but the coverage does not end there, as plethora of athletic, musical, political means (newspapers, magazines, radios etc) also take interest in the Championship in each country. At this point we must not fail to mention the Press Conference or other similar events which take place once a year, in each country attended by all sponsors, representatives from the media and from public authorities. **The EMF follows the same guidelines and the same structure as the national associations according to the media coverage.**





## >> The Annual Finals Fiesta in each country and other events

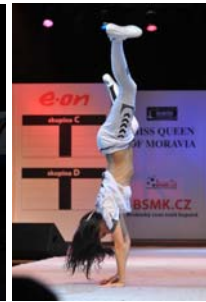
Each season closes in the best possible manner with an impressive Finals event in each country. Every year the final phase of each national championship takes place in one city, where the champion teams of all participating cities are hosted for some days (usually all expenses covered) in order to compete for the title of the national Champion. The sponsors play the main part in the Finals event and are continuously promoted through various means. Some pieces of the organizing Finals fiesta's puzzle are the following: prominent artists who take part and support the Finals Fiesta and the consequent show that takes place within each event, cheerleaders, official mascots of the Championships, well-known athletic hosts, presence of official representatives from the sponsors, of renowned athletes and ex-athletes as well as of several hundreds of spectators (many of which travel from other cities for the purpose of supporting their team) who fill the hosting facility, live coverage and simultaneous broadcast from many channels, etc. For further information, plethora of optical and audio material is available in all websites of national associations (the links are available through [www.eurominifootball.com](http://www.eurominifootball.com)). Furthermore, there are more events that are organized by the national associations for other reasons (sponsor events, beginning events etc). This is part of the same structure.













## >> Social Profile

The EMF and specifically the miniEURO at its very essence is clearly a cultural, athletic and social event which embraces thousands of young (mostly) people who wish to do sport, develop their skills and spirit and all this in the context of a fair play environment and pure sportsmanship. The EMF in total is a totally innovative project for European standards, ideal for all these people who are very much into collective sport activities. Let us keep in mind the fact that the members of the EMF are very specialized in the field of events marketing and management in each country and through the EMF they all join their skills, their knowledge, their potential and of course their common vision. In every corner of each country the EMF has top communication sponsors who advertise and promote the events on national and international level. Every company's sponsorship will enjoy extensive compensatory benefits as the EMF offers a very attractive media plan and a guaranteed direct approach of a huge target group: The largest target group in sports events in the world. Hundreds of thousands of people participate in the EMF, a fact which proves their love and appreciation for the event in many ways (for example the voluntary work offered under the supervision and guidance of the organizing committee). All these people are fully emotionally involved in the EMF's championships in all Europe and this is the great advantage of sports marketing vs all other kinds of marketing and advertising. This is the principle of sports marketing and of course this is the key for a sponsor to chose to invest in the EMF. And indeed, nobody should ever forget that the differentiating element between the EMF and all the other federations or organizations is the EMF's slogan: "You play." What does this mean? In minifootball you stop sitting on a couch in front of a TV admiring other players or other stars. You stop being passive and you become energetic. You play, you participate, you become the protagonist, the star of your team. And this is a huge difference for any sponsor concerning the return in investment.



## >> *Common goals: EMF and partners / sponsors*

It is to our belief that we do not only manage to successfully accomplish all the goals we have set in common with any sponsor or partner, but also to offer additional benefits, our main focus being promoting the sponsor through the EMF and the miniEURO championship. It is our main guideline to meet the advertising and promotional needs of our sponsor and that is why we can occasionally even make changes and add details to the way we function, so as to cope with new challenges and adjust to the Sponsors growing needs. **We know that our product is a leading product and we try to offer this product to a leading company. This co-operation cannot fail.**

The EMF is the perfect area to apply **direct marketing methods** due to many reasons which are easy to understand. We have a huge number of players, they are all emotionally involved, we have direct contact with all these players – every single one - , we have the full management and authority to do whatever we chose to do, the national championships fall within the EMF directly, the structure and the hierarchy is vertical...



Our common course, will have excellent results for sure media wise. The number of participants will rocket; The national championships and the EMF will be extensively advertised in a great number of newspapers and other media as well as other means of advertising and this structure attracts great publicity in general, which undoubtedly will have the most positive impact on EMF's sponsors and partners. Each sponsor will be able to directly and indirectly approach a target group of great importance inter alia through constant projection of the its logo in the media as well as in below and above the line advertising actions.



The constant communication and feedback between the EMF's Executive Committee and the Marketing Commission and the Sponsor on a regular basis through mails , telephone calls, even scheduled meetings when necessary, will result in direct problem solving whenever any issue occurs which requires our collaboration and coordination.

All the above mentioned factors will result in us not only keeping our standards (operational/ functional) very high but also in setting even higher goals for the continuation.

Apart from the above mentioned, our main goal remains to discover new ways of **preserving the status of the brand of each company which officially supports the EMF for the following years, to increase the advertising, marketing and promotion of the brand** in means and ways which have not even been decided upon (additional services/benefits ) as well as to **establish the closest possible connection** and more effective collaboration between the EMF and the partner, which will result in a more successful and lucrative pursuit of our common goals.

