



FIFA U-20 World Cup Turkey 2013

Fan Zone, İstanbul

Dear Commercial Affiliates,

From June 21 to July 13 this year's football highlight in Turkey takes place in form of the FIFA U-20 World Cup Turkey 2013. The interest in this event and especially in football is massive in the Host Country and therefore FIFA and the LOC gives the opportunity to the Commercial Affiliates to generate the highest profit possible out of this tournament by moving the Commercial display from the Stadium for the first time to the Fan Zones in the centers of the Host Cities.

The Fan Zone will be set up by LOC in cooperation with the FIFA at Tepebaşı Square, İstanbul to guarantee the highest attention possible and promote the event and the involved sponsors.

With this new platform the FIFA Partners and National Supporters do get the opportunity to present themselves before and during the event on a daily basis to the fans and the whole population. The basic elements such as fencing, power, Internet, water, general security and either a mini pitch and/or a stage will be provided. The Commercial Affiliates do have the option to present themselves in this high profile surrounding by setting up a product Display including an activity and staffing it during the respective opening hours.

On the following pages we may give you an overview of the Fan Zones and some facts to support your decision process.

General Information:

Location: Tepebaşı Square, Lower Deck

Specifications: 50m x 50m = 2500m²

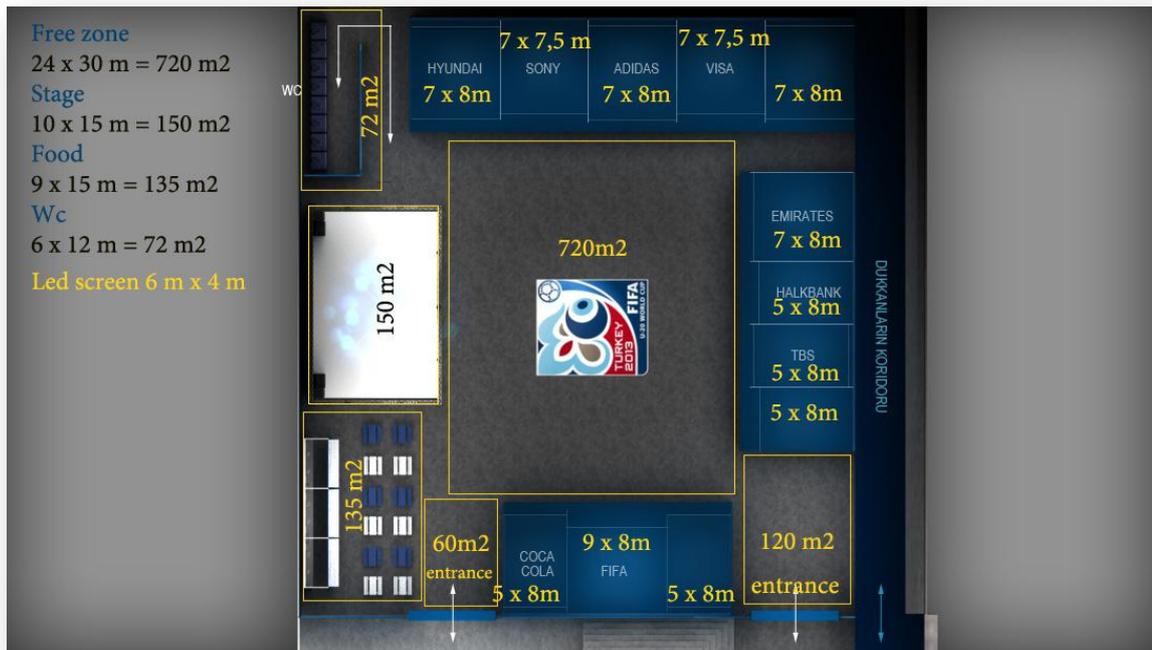
Time Period: 20 June 2013 – 13 July 2013

Open to Public:

- Weekdays: 15:00 – 23:00
- Weekends: 15:00 – 23:00



Map Overlay:



Dimensions:

- FIFA Partners: 7m x 8m = 56m²
- Local Sponsors: 5m x 8m = 40m²
- Host Cities: TBC
- WC: 6m x 12m = 72m²
- Food & Beverage = 9m x 15m = 135m²
- Stage = 10m x 15m = 150m²
- Free Zone = 24m x 30m = 720m²



Responsibilities:

LOC:

- Municipality will be providing electricity & water
- General Authorization
- Security

Security personnel will be present 24/7

Fan Zone will be surrounded by fences

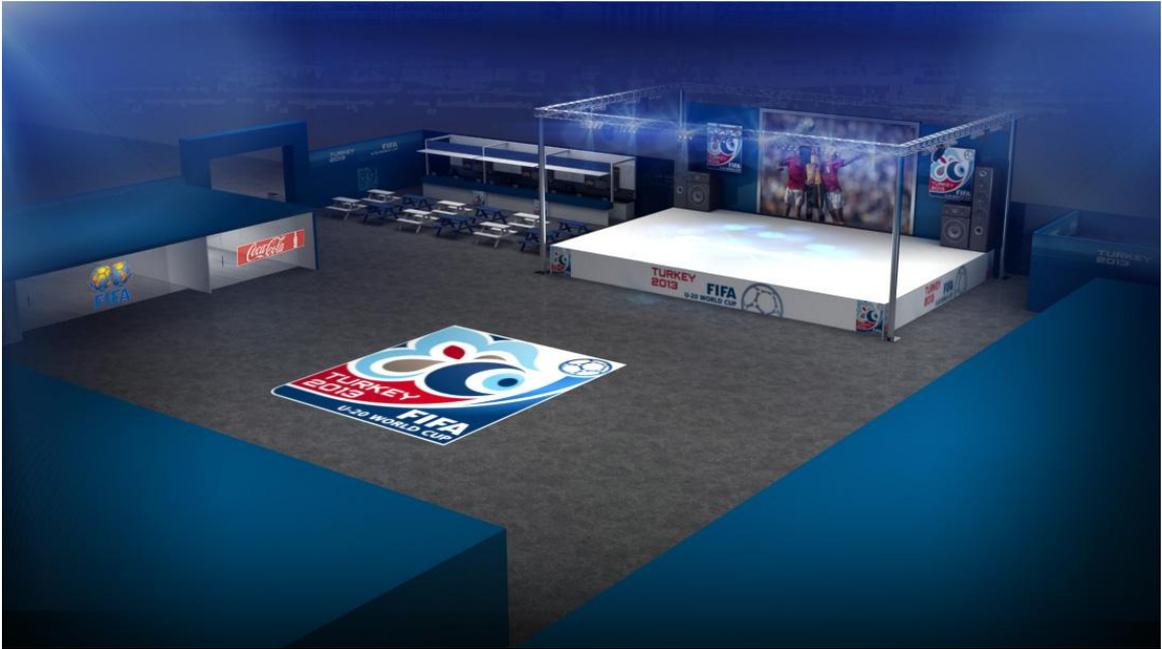
- Food and beverage
- Venue signage

Commercial Affiliates, Host Cities:

- Hand in of the display concept in time to get clearance from authorities
- Setup, maintenance (incl. cleaning) tear down and staffing of the display
- If required cover of dedicated security costs for own display

General Set-up of the Fan Zone:









Stage Activities:

- Live screening of FIFA U-20 WC games
- Live screening of Confederation Cup games
- Movie Nights on non-match days
- Music/Dance Performances
- Football Freestyler Performances
- Karaoke Contest
- Autograph Sessions

Sample Day Activity Chart:

Time	Duration	Stage activity
15:00	1:00	DJ set
16:00	1:00	Karaoke Contest
17:00	0:30	Freestyler performance
17:30	0:30	Music and dance performance
18:00	0:45	1st half live screening of Game 1
18:45	0:15	Half time activity – DJ
19:00	1:00	2nd half live screening of Game 1
20:00	1:00	Music and dance performance / Movie nights on non-game days
21:00	0:45	1st half live screening of Game 2
21:45	0:15	Half time activity - DJ
22:00	1:00	2nd half live screening of Game 2
23:00		Close

