

Supported by



Organized by



2<sup>nd</sup> International Convention on  
**Football Business**



13-14 February 2014  
FICCI, Federation House, Tansen Marg, New Delhi



# FICCI GOAL 2014

## India Football

FICCI is India's only apex chamber of commerce with a dedicated sports division and full time experts.



*"AIFF's strong focus on youth development and getting the hosting rights of FIFA U-17 World cup will lift the stature of India as a Footballing Nation and attract the attention of Indian masses to this beautiful game. It is essential that all the stakeholders including industry work in tandem to make the tournament a success. "GOAL 2014" India Football Convention is a well timed opportunity for the stakeholders to deliberate and discuss the successful organization of FIFA U-17 World Cup"*

- **Kushal Das**  
General Secretary, AIFF



*"I have for a long time believed that we have the ability and firepower at Indian Football to do extremely well on the field. With the Indian economy growing steadily and young India embracing the sport like never before, football is poised to become 'THE Game' of India"*

- **Sanjiv Paul**  
Chairman, FICCI Sports Committee and MD, TATA Metaliks



*"We are confident that future of Indian football is bright as the game is getting embedded into the Indian culture with growing interest the game amongst youngsters. To attain its potential in India, it is important that corporate entities support the game at all levels"*

- **Abhijit Sarkar**  
Co-chairman, FICCI Sports Committee and Head-Corporate Communications Sahara India Pariwar



Amongst our various initiatives to promote sports development in India, football is the priority sport. Some of our initiatives to promote football in India have been:

- Seminar jointly organized with Asian Football Confederation for SAFF Member Associations
- Released Knowledge papers on "Foreign Investment in Indian Football", "Destination India: Unique Opportunities in Football in India", "Emerging Football Connect", "India Football – The Rising Billion" and "Grassroots Football in India"
- FICCI-Libero Sports delegation to Soccerex European Forum, Manchester, UK in 2012 & 2013
- Focussed sessions on Football in India during TURF 2012: 4th Global Sports Summit
- National Sports Day celebration with the Support of AFDP and AIFF

### "GOAL 2013": India Football Week

"GOAL2013" was the first international convention focused on the business of football in India. This initiative was a strategic dialogue platform to bring together senior decision makers and who's who of Indian and international football industry to deliberate on profitable promotion and grassroots development of the sport in the country. Components of GOAL 2013 were:

- Conference on Business of Football ( 14-15 Feb, 2013)
- B2B and B2G Meetings
- Exhibitions
- Networking Lunch and Dinner
- Conditioning Conference for Football Coaches by Mr. Raymond Verheijen, The Netherlands



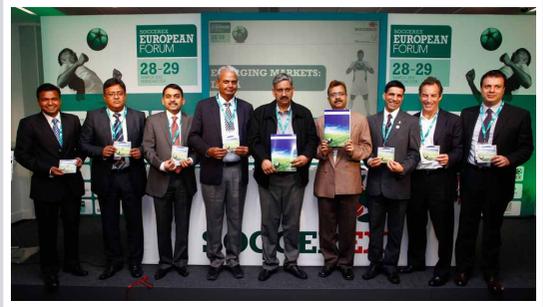


**FICCI**  
**GOAL 2014**  
 India Football | 13-14 Feb, 2014

## “GOAL 2014”

### Components of “GOAL 2014”

- Two day Conference
- Structured B2B and B2G Meetings
- Networking Lunch and Dinner
- India Sports and India Football Awards Night



## Participant profile

A key element for the event would be the presence of relevant stakeholders supporting the growth of Indian football. These would be as follows:

- 1) Ministry of Sports and Youth Affairs
- 2) Sports Authority of India
- 3) FIFA
- 4) AFC
- 5) AIFF and State Football Associations
- 6) International leagues
- 7) Indian and International clubs and academies
- 8) Brands
- 9) Agencies
- 10) Players, Coaches & Technical Staffs
- 11) NGOs
- 12) Exhibitors
- 13) Universities and Educational Institutes





## India Sports & India Football Awards

13 Feb, 2014, 1900 hrs



Supported by



Organized by



## Registration Form

Date : 13-14 Feb, 2014

Venue : FICCI, Federation House, Tansen Marg  
New Delhi

### Please fill the registration form (*can also use photocopy*)

1. Name of delegate (s)

Mr  Mrs  Ms  Dr  Other

a. Name : .....

Designation .....

Mr  Mrs  Ms  Dr  Other

b. Name : .....

Designation .....

Mr  Mrs  Ms  Dr  Other

c. Name : .....

Designation .....

Mr  Mrs  Ms  Dr  Other

d. Name : .....

Designation .....

2. Organisation : .....

3. Mailing Address : .....

..... Pincode : .....

4. Telephone (s) : ..... Mobile : .....

(With Country and STD code)

5. Fax : .....

(With Country and STD code)

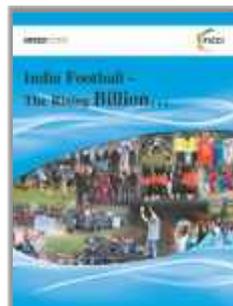
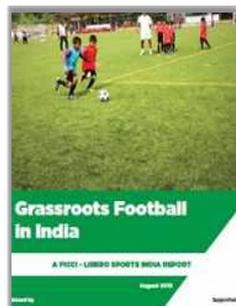
6. E-mail : .....

7. Website : .....

The delegate fee to be payable by Cheque/DD drawn in favour of **FICCI**, payable at New Delhi.

Cheque/DD for Rs..... No..... Dated.....

Drawn on.....



## Registered delegates will be entitled for:

- ▶ Delegate Kit
- ▶ Research reports on Sports industry
- ▶ Entry for two at India Sports Awards Night
- ▶ **B2B** and **B2G** Meetings

## Registration Fees

	International	National
Before 20th Jan	\$80	Rs. 4000*
Before 31st Jan	\$100	Rs. 5000*
After 31st Jan	\$150	Rs. 6000*

50% discount on 3rd & subsequent participant from same organisation

25% discount for FICCI members and Students

Exhibitions Rate Rs. 60,000\* (2X2 M) - Limited space available

*#Note: write to us for special invite if you belong to any of these categories:*

\* Service Tax 12.36% Extra

1. Former Olympians
2. Asian Games and Commonwealth Games Medalists.
3. Winners of World Championships.
4. World Record Holders in various Sports.
5. State and Central Government Officers from Sports Department whose rank is Director and above.

## FOCUS SESSIONS

Exploring Best Practices in Global Football

How India will prepare for FIFA U17 World Cup 2017?

Generating ROI In Football – An Industry Prospective

CSR in Football

Auxiliary Services in Football

Grassroots Football in India



# Partnership Opportunities

Sponsor/Partner Benefits	Principal Partner Rs. 15 lacs 30000 US\$	Gold Partner Rs.10 Lacs/ 20000 US\$	Session Partner Rs. 6 lacs/ 12000 US \$	Supporting Organizations Rs. 50,000/ 1100 US\$
Estimated Number of Sponsors at that level	1	1	2	Multiple
Branding on the Main Backdrop along with FICCI checkers	Y			
Representative at main dais in inaugural	Y	Y		
Exclusive Branding - Pre, during and post event	Y	Y		
Opportunity to hold Press Conference	Y	Y		
Complimentary Exhibition Space (Sqrm)	8	6	4	
Visibility on all branding collaterals	Y	Y	Y	
Advertisements in FICCI Business Digest, FICCI, Sports Digest	2	2	1	
License to Use Event Marks and Logos in Advertising/Promotions/ Packaging	Y	Y	Y	
Opportunity for cross promotion with other sponsors	Y	Y	Y	
Right to Make Promotional Offer ( Entry Fee to Event)	Y	Y	-	
Complimentary Delegate Passes	15	10	8	2
Social Media Coverage	Y	Y	Y	
Event Fliers, E-mail Marketing Campaign	Y	Y	Y	
Event Hoarding	Y	Y	Y	
Logo on Side Panel and Backdrop	Y	Y	Y	
Comparative placement of Logo in E-Brochure	Y	Y	Y	
Comparative placement of Logo in Notebook	Y	Y	Y	



*Industry's Voice for Policy Change*

## About FICCI

Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies. FICCI has contributed to this historical process by encouraging debate, articulating the private sector's views and influencing policy.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry.

FICCI draws its membership from the corporate sector, both private and public, including SMEs and MNCs; FICCI enjoys an indirect membership of over 2,50,000 companies from various regional chambers of commerce.

FICCI provides a platform for sector specific consensus building and networking and as the first port of call for Indian industry and the international business community.

## Our Vision

To be the thought leader for industry, its voice for policy change and its guardian for effective implementation.

## Our Mission

To carry forward our initiatives in support of rapid, inclusive and sustainable growth that encompass health, education, livelihood, governance and skill development.

To enhance efficiency and global competitiveness of Indian industry and to expand business opportunities both in domestic and foreign markets through a range of specialised services and global linkages.



## About AIFF

The All India Football Federation (AIFF) is the organisation which manages the game of association football in India. It administers the running of the India national football team and also controls the I-League, India's premier domestic club competition, in addition to various other competitions and teams. The AIFF was founded in 1937, and gained FIFA affiliation in the year 1948, after India's independence in 1947. India was one of the founding members of the Asian Football Confederation when it was set up in 1954.

## Our Partners



## For more details contact

### Rajpal Singh

Director

[rajpal.singh@ficci.com](mailto:rajpal.singh@ficci.com)

+91-11-23765083

### Khushboo Luthra

Assistant Director

[khushboo.luthra@ficci.com](mailto:khushboo.luthra@ficci.com)

+91-11-2348-7283

### Amit Mantri

Research Associate

[amit.mantri@ficci.com](mailto:amit.mantri@ficci.com)

+91-11-2348-7561

FICCI, Federation House, Tansen Marg, New Delhi-110001  
W: [www.ficci.com](http://www.ficci.com) E: [sports@ficci.com](mailto:sports@ficci.com) F: +91-11-2372-1504