



CONCEPT OF THE PROJECT

FOOTBALL FOR PEACE
STOP WAR IN UKRAINE



TOUR NAME

FOOTBALL FOR PEACE

THE MAIN IDEA

is to organize and hold football matches in Europe and in the United States involving FC Shakhtar and top football clubs. This is done to create news topics to raise awareness about the war in Ukraine.



**THE TOUR CONSISTS OF 8 FIXTURES
HELD IN DIFFERENT COUNTRIES
AND ON DIFFERENT CONTINENTS**

PRELIMINARY DATES

- April 13 – Besiktas (Turkey)
- April 20 – Fenerbahce (Turkey)
- April 27 – Lech (Poland)
- May 3 – New York FC / Inter Miami (US)
- May 6 – Toronto FC (Canada)
- May 09 – PSG (France)
- May 18 – Manchester City (England)
- May 21 – Benfica (Portugal)

PROMOTION

- The tour is promoted by one powerful promo video in terms of its message and quality having unique branding and identity.
- Tour dates and teams are agreed before the start of the tour and announced in the media.
- The top European media, participating clubs use their own communication channels to promote matches.
- Tickets for migrants (free).

TOUR AMBASSADORS



Srna
(Croatia / Ukraine)



Zinchenko
(England / Ukraine)



Pyatov
(Ukraine)



Lewandowski
(Poland / Germany)



Beckham
(US)



Yaremchuk
(Portugal / Ukraine)

BEFORE THE MATCH (MATCHDAY)

- Peace march before fixtures (embassies organize rallies in support of Ukraine).
- Inviting leaders of the countries (embassies) to the matches.
- The team arrives at the stadium on a branded bus featuring the Ukrainian flag colours and Football for Peace wording.
- Migrant children lead players to the pitch.
- A minute's silence in tribute of those killed.
- A large banner in the centre – the Ukrainian flag with the lettering Football for Peace or Stop War.
- The host (speaks Ukrainian and English).
- A video address of the President of the country or an address by the ambassador to the stadium at the beginning of the match.
- The section features Ukrainian flags placed in the stands.
- Performance by a Ukrainian star of the National Anthem of Ukraine at the beginning of the match.
- A section without any fans in memory of the killed children, with XXX candles (according to the number of the children killed) or with T-shirts bearing the killed kids' names.
- A video from the Office of the First Lady about Sports. Children. War.

VISUALIZATION
BUS



VISUALIZATION

PITCH BANNER & LED PERIMETER



A SECTION WITHOUT ANY FANS IN MEMORY OF THE KILLED CHILDREN

161 children killed as of 4 April 2022

1) with XXX candles (according to the number of the children killed)



2) or with T-shirts bearing the killed kids' names



PERFORMANCE BY A UKRAINIAN STAR OF THE NATIONAL ANTHEM OF UKRAINE AT THE BEGINNING OF THE MATCH



MATCH

- Instead of the title sponsor name, the T-shirts of both teams feature the Ukrainian flag with the Stop War or Football for Peace lettering.
- The corner flags feature the Ukrainian flag colours.
- Graphics on LED displays and giant screens feature Ukrainian colours and symbols. Along with the match promo graphics.
- Creating content for LED screens in the stadium.
- Live stream on the free-to-air channels.
- The broadcast kicks off 15 minutes before the match and continues during the half-time break.
- Match commentators are well-known people.

VISUALIZATION

MESSAGE PRINTED ON THE MATCH JERSEY



HALF-TIME BREAK

- The break between halves to include the performance of a Ukrainian star / band: Jamala, Kazka, Go-A, Kalush, Monatik.
- Gathering humanitarian aid from the city and its inhabitants (organized by the embassy).
- Merchandise – uniquely designed T-shirt and scarf which are sold in all 8 cities.

VISUALIZATION
FAN SCARF



AFTER THE MATCH

- Press conference with the participation of state representatives, coaches and players. The team's active communication with the media.
- Media coverage, highlights and comments.



STOP

WAR

THE WORLD STANDS TOGETHER WITH UKRAINE