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FICCI

GOAL 2015

India Football

3rd International Convention on
Football Business



12-13 February, 2015
FICCI, Federation House, Tansen Marg, New Delhi





FICCI GOAL 2015

India Football

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



"AIFF has a strong focus on developing Women's Football in the next Four years, from building respect for women and creating social awareness to aim to see the Eves in Blue significantly improve in FIFA ranking. AIFF is planning to have a structured Women's league provided all stakeholders support us. "GOAL 2015" India Football Convention is a well timed opportunity for the stakeholders to deliberate and discuss the successful strategy on Women's League"

- **Kushal Das**
General Secretary, AIFF



Indian football is seeing the ushering of a new dawn. The Leagues seem to have injected fresh energy in the system and the country is witnessing unearthing of young talent like never before. Ficci Sports Committee salutes this new found fervour for sport in general and Football in particular amongst fans whose passion is driving these to newer heights.

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



"We believe that now the Indian football is rising and slowly being taken seriously. The quality of athleticism, collaborations and sportsmanship has improved drastically and is not just visible on a macro scale but also on a micro level as well. The individual growth the players are attaining & reaching to their maximum potential is amazing. I am certain that Indian football is ready to leave a global footprint and inspire and reach out to millions at all levels.

- **Mr. Abhijit Sarkar**
Head- Corporate Communications,
Director- Sahara Adventure Sports Ltd. & Sahara Force India F1 Co-Chairman- Sports Committee, FICCI



Among our various initiatives to promote sports development in India, football is priority. 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", "Grassroots Football in India" and white paper on Under 17 FIFA World Cup in India.
- FICCI-Libero Sports delegation to Soccerex European Forum, Manchester, UK in 2012, 2013 & 2014
- 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 2014": India Football Week

"GOAL2014" was the 2nd 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 2014 were:



- Conference on Business of Football (14-15 Feb, 2014)
- B2B and B2G Meetings
- Exhibitions
- Networking Lunch and Dinner
- Conditioning Conference for Football Coaches by Mr. Raymond Verheijen, The Netherlands



GOAL 2015
India Football | 12-13 Feb, 2015



“GOAL 2015”

Components of “GOAL 2015”

- 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 Football &
Sports Awards Night
13 Feb, 2015, 1700 hrs



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Registration Form

Date : 12 -13 Feb, 2015

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)

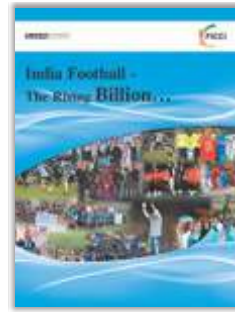
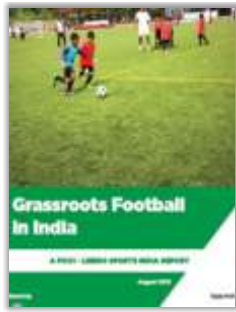
6. E-mail :

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 15th 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

"Indian Super League - The Road Ahead"

"Globalisation" of the English Premier League - What this Means for India.

ONE GOAL: Scoring beyond the Football field!

FIFA U-17 World Cup India 2017.. Catching up with time...

Generating ROI: Economics of Indian Football properties

Football in SAARC: Teaming the SAARC Football



Partnership Opportunities

Sponsor/Partner Benefits	Principal Partner	Gold Partner	Session Partner	Supporting Organizations
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 (Sqm)	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



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