



# SÉWÉ SPORT DE SAN-PÉDRO



COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES 2017



# ONE OF AFRICA'S LEADING CLUBS



## SÉWÉ SPORT DE SAN-PÉDRO

Séwé Sport de San-Pédro is a leading African football club playing in the Côte d'Ivoire top-flight league - Ligue 1, which will be broadcast by Canal + media group in 2017.

In 2016, the club finished runner-up in Ligue 1 qualifying for the Confederation of African Football (CAF) Champions League in 2017, the continents premier club football competition and the equivalent to the UEFA Champions League. Games will be broadcast on beIN Sports and Canal + networks.

Séwé Sport de San-Pédro has won three Côte d'Ivoire Ligue 1 titles in 2012, 2013 and 2014 and are the current holders of the Côte d'Ivoire Cup, which they won earlier this year.

The club regularly qualifies for inter African Club tournaments finishing runner-up in CAF Confederation Cup 2014.

The club was purchased in 2016 by TRIBUS P Sport a leading football and sports marketing agency based in Asia and Europe. The new owners plan to invest in the club and win the African Champions League.

There are a number of commercial sponsorship and partnership opportunities for businesses to get involved with Séwé Sport de San-Pédro 2017 including: Main Sponsor; Club Co-sponsors; and Official Partners & Official Media Partners.

### QUICK FACTS

<b>FULL NAME</b>	Séwé Sport de San-Pédro
<b>NICKNAME</b>	Séwéké
<b>FOUNDED</b>	1977
<b>STADIUM</b>	Stade de San Pedro & Stade Robert Champroux
<b>CAPACITY</b>	8,000 & 20,000
<b>FAN CLUB</b>	San Pedro
<b>COLOURS</b>	Home - Blue Shirt/Shorts & White Socks Away - White Shirt/Shorts/Socks Third - Florescent Green Shirt/Shorts/Socks
<b>PRESIDENTS</b>	Mr Eugene Diomande and Mr Paul-Dominique Win Vacharasinthu
<b>TEAM MANAGER</b>	Njoya Mesack Mauril

Côte d'Ivoire has produced some of the world's greatest players including: Kolo and Yaya Touré; Didier Drogba; Wilfried Bony; Seydou Doumbia; and Salomon Kalou.

### BE PART OF THE SÉWÉ SPORT DE SAN-PÉDRO 2017 EXPERIENCE - BECOME A COMMERCIAL PARTNER



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## SPONSORSHIP PACKAGES

Séwé Sport de San-Pédro has developed packages to suit differing levels of needs:

### TIER 1: MAIN SPONSOR

- Main Shirt Sponsor

### TIER 2: CLUB CO-SPONSORS

- Up to 4 x Official Co-sponsors from non-competing categories including Kit Manufacturer

### TIER 3: OFFICIAL PARTNERS

- Official Partners from different industries that can provide supplies for the club

These include Official Partners in the following sectors:

Airline  
Auto  
Banks & Financial Services  
Beer  
Clothing  
Courier  
Destinations

Football Boots / Running Shoes  
Mobile Communications  
Recruitment  
Soft Drinks  
Sports Drinks  
Ticketing  
Travel & Tourism

### TIER 3: OFFICIAL MEDIA PARTNERS

- Up to 10 Official Media Partners providing media coverage across TV / Radio / Press / Internet

### ADVERTISING

In addition to the above sponsorship packages, brands can also take out advertising packages with Séwé Sport de San-Pédro, including perimeter billboard advertising

## CURRENT SPONSORS

MADEWIS - sports clothing distributor



CÔTE D'IVOIRE NATIONAL CUP 2016 CHAMPIONS



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## HONOURS - SÉWÉ SPORT DE SAN-PÉDRO

TOURNAMENT	DESCRIPTION	WINNERS
<b>DOMESTIC COMPETITIONS</b>		
Côte d'Ivoire Ligue 1 (Premier Division)	Top tier Côte d'Ivoire League	2014 2013 2012
Côte d'Ivoire Cup	The top knockout tournament in Ivorian football	2016
Coupe Houphouët-Boigny	Match competition played between the Côte d'Ivoire Ligue 1 Champions and the Côte d'Ivoire Cup winners	2014 2013 2012 2005
<b>CONFEDERATION OF AFRICAN FOOTBALL (CAF) COMPETITIONS</b>		
CAF Champions League	An annual international club football competition run by the CAF. The top club sides from Africa's football leagues are invited to participate in this competition, which is the premier club football competition in the continent and the equivalent to the UEFA Champions League	Second Round - 2014 Group stage - 2013 First Round - 2007
CAF Confederation Cup	An international club football competition run by CAF. Select club sides from Africa's football leagues are invited to participate in this competition, which is the second club football competition in the continent behind the CAF Champions League	Runner Up - 2014 Preliminary Round - 2012 Preliminary Round - 2011 First Round - 2010 First Round - 2006





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## WHY GET INVOLVED WITH SÉWÉ SPORT DE SAN-PÉDRO?

Sponsors benefit from a partnership in many ways, including:

**Brand Exposure & Image Enhancement** - the opportunity to integrate with the club and African football - linking in with Séwé Sport de San-Pédro's brand and outstanding players who serve and act as role models.

**Media & PR - National, Regional & International Media** - Séwé Sport de San-Pédro is hot news. Opportunity to promote sponsor messages through news PR - associating with a new rising club.

**Marketing To Football Audience** - Séwé Sport de San-Pédro provides an excellent vehicle for businesses to associate with and target football fans. Club players and officials can give talks; give their name to campaigns; and offer promotions.

**Hospitality & Networking** - Sponsors can use their association to entertain business audiences including customers, suppliers and employees. Séwé Sport de San-Pédro create tailored events for clients at the Stadium. In this way, business partners and those they invite can feel closely involved with the Club.

**Supporting the Future of Football in Africa** - through the Academy's football training curriculum helping to identify tomorrow's talent.

**Experiential Marketing** - sampling of products.

**Corporate Social Responsibility** - helping to promote football and providing a positive role model for young people.

**Merchandising** - the opportunity to produce joint branded merchandise e.g. T-shirts, scarves, caps, jackets etc.

**Other Promotional Opportunities** - Séwé Sport de San-Pédro are pleased to discuss any other requirements of business partners in order to maximise exposure of products and services.





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## FOOTBALL IN AFRICA

Football is the most popular sport in Africa. Indeed, football is probably the most popular sport in every African country!

Football was first introduced to Africa in the late 19th Century by Europeans.

As the sport grew Football Associations were established across the continent and by 1957 African national teams were competing in the Africa Cup of Nations.

By the 1970s African nations appeared at the FIFA World Cup starting with Zaire (now Congo) at Munich 1974.

By 2010 South Africa became the first African nation to host the World Cup with Ghana making it to the Quarter Finals.

## FOOTBALL IN CÔTE D'IVOIRE - FACTS

Côte d'Ivoire has produced some of the world's greatest players including: Kolo and Yaya Touré; Didier Drogba; Wilfried Bony; Seydou Doumbia; and Salomon Kalou.

The Ivorian Football Federation (Fédération Ivoirienne de Football, FIF) is the governing body of football in the Côte d'Ivoire and is responsible for the national team and domestic cups.

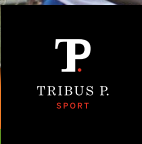
The youth national teams have also done well in world championships, and the clubs from Côte d'Ivoire have won several continental titles.

## AFRICAN CUP OF NATIONS

The national team are the current holders of the Africa Cup of Nations having won it twice in 1992 and 2015 and have participated in the last three World Cups.

FIF has been elected to organise the next African Cup of Nations in 2021, also referred to as AFCON 2021 or CAN 2021.

The 33rd edition of the biennial international men's football championship of Africa is planned for January 2021.



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## CÔTE D'IVOIRE - LEAGUE 1

FOUNDED	1960
NUMBER OF TEAMS	14
LEVEL ON PYRAMID	1
DOMESTIC CUP(S)	Coupe de Côte d'Ivoire de football Coupe Houphouët-Boigny
INTERNATIONAL CUP(S)	Champions League Confederation Cup
CURRENT CHAMPIONS	AS Tanda (2015-16)
MOST CHAMPIONSHIPS	ASEC Mimosas (24)
WEBSITE	www.ligue1-ci.com

The Côte d'Ivoire Ligue 1 is the top division of the Fédération Ivoirienne de Football. It was created in 1960.

## LIGUE 1 CLUBS - 2017

In 2017, clubs include:

CLUB	TOWN
AFAD Djékanou	Djékanou
Africa Sports	Abidjan
AS Denguélé	Odienné
AS Indenié	Abengourou
AS Tanda	Tanda
ASEC Mimosas	Abidjan
JC Abidjan	Abidjan
Moossou FC	Grand-Bassam
SC Gagnoa	Gagnoa
Séwé Sport	San Pédro
SO Armée	Yamoussoukro
Stade d'Abidjan	Abidjan





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## LIGUE 1 CHAMPIONS 2010 - 2016

YEAR	CHAMPIONS	NO. LIGUE 1 OF WINS
2016	AS Tanda	2
2015	AS Tanda	
2014	Séwé Sport	3
2013	Séwé Sport	
2012	Séwé Sport	
2011	Africa Sports	17
2010	ASEC Mimosas	24



## CÔTE D'IVOIRE 2016 LIGUE 1 RUNNERS-UP





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## 2017 FIXTURES & TV COVERAGE

In 2017, Séwé Sport de San-Pédro will play:

- 26 Ligue 1 matches (13 home / 13 away) – matches broadcast by Canal +
- CAF Champions League matches – matches broadcast by beIN Sports and Canal +
- Domestic Cup matches

## 2017 SQUAD

Séwé Sport de San-Pédro boasts a squad of 20+ players with strength and depth at every level.

Top players include:

Noel N'Guessan - Winger Striker  
 Cedric Elysee Kojo - Striker  
 Nilmar Treika Blé - Midfield  
 Essis Baudelaire Aka - Midfield

International Côte d'Ivoire U23  
 International Côte d'Ivoire U23  
 International Côte d'Ivoire  
 International Côte d'Ivoire

The team is supported by a development squad and a junior team that nurtures future players for the development and first team squads.

## STADIA

The club plays its domestic home matches at the San Pedro Stadium, a multi use stadium with a capacity of 8,000 offering an excellent opportunity for experiential marketing.

For inter club African competitions the club plays at Stade Robert Champroux in Abijan, which has a capacity of 20,000.

There are plans for the club to play at a new Olympic style Stadium being built for CAN 2021.

## AFRICAN CHAMPIONS LEAGUE

The CAF Champions League is an annual international club competition run by the Confederation of African Football (CAF). The top club sides from Africa's football leagues are invited to participate in this competition, which is the premier club football competition in the continent and the equivalent to the UEFA Champions League.

The winner of the tournament qualifies for the FIFA Club World Cup, a tournament contested between the champion clubs from all six continental confederations, and also faces the winner of the CAF Confederation Cup in the following season's CAF Super Cup.

Egypt's Al Ahly is the most successful club in the competition's history, having won the tournament eight times. The reigning champions are TP Mazembe of DR Congo, who secured their fifth win in the competition after defeating USM Alger in the 2015 Final. 2017 matches will be broadcast on beIN Sports and Canal + media group.



TRIBUS P.  
SPORT

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PACKAGES	TIER 1 MAIN SPONSOR	TIER 2 CLUB CO-SPONSORS	TIER 3 OFFICIAL PARTNERS & OFFICIAL MEDIA PARTNERS
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS</b>			
Rights to titles for PR & advertising use ... "Official Sponsor Séwé Sport de San-Pédro" "Club Co-sponsor Séwé Sport de San-Pédro" "Official [Sector] Partner Séwé Sport de San-Pédro" "Official Media Partner Séwé Sport de San-Pédro"	Yes	Yes	Yes Yes
Product exclusivity	Yes	Yes	Yes
<b>BRANDING &amp; INTELLECTUAL PROPERTY RIGHTS</b>			
<b>BRANDING - KIT</b>			
Logo on kit	Front of kit	Sleeve	No
Logo on training bibs	Yes	Yes	No
On Staff – Coaches, Medical Team	Yes	Yes	No
<b>BRANDING - STADIUM</b>			
Bill board in Stadium (1.5m x 4.5m)	30-50% of boards	15-25% share of boards	10-15% share of boards
Logo on fixed Screen board	Yes	Yes	Yes
Logo on media back drop interview area	Prominent	Less Prominent	Less Prominent
TV Screen board Advertisement	45 secs	25 secs	10 secs
Logo at Fan Zone	Yes	Yes	Yes
J Flag (1M X 0.5M)	30	10	10
Logo on tickets	Yes	Yes	Yes
Logo on player's bus	Yes		
<b>BRANDING - SOUVENIRS</b>			
Shirts	Yes		
Scarfs	Yes	Yes	
Flags	Yes	Yes	Yes
Cap	Yes	Yes	Yes

PACKAGES	TIER 1 MAIN SPONSOR	TIER 2 CLUB CO-SPONSORS	TIER 3 OFFICIAL PARTNERS & OFFICIAL MEDIA PARTNERS
<b>MEDIA &amp; PR RIGHTS</b>			
A press conference to launch the Sponsorship	Yes	Yes	Yes
Use of association in promotional campaigns (PR & Advertising)	Yes	Yes	Yes
Logo on press materials	Yes	Yes	Yes
Club Newspaper (prior to game) Advertisement	1 x Page	Half Page	Article
<b>EXPERIENTIAL MARKETING</b>			
Right to hold event in Stadium	1 per month	1 every 3 months	1 every 3 months
Match Day Promotion Area x 3	15 m2	15 m2	9 m2
<b>DIGITAL &amp; SOCIAL RIGHTS</b>			
Branding on website Partners page	Prominent	Less Prominent	Less Prominent
Part of digital engagement programme including integrating brand messages and logos into Séwé Sport de San-Pédro Facebook Page and YouTube Channel	Yes	Yes	Yes
Development of and access to Séwé Sport de San-Pédro email marketing campaigns to promote branded content videos	Yes	Yes	Yes
<b>MERCHANDISING RIGHTS</b>			
Opportunity to produce joint branded merchandise. Logos on specially produce merchandise e.g. T-shirts, caps, jackets etc.	Yes	Yes	
<b>HOSPITALITY &amp; NETWORKING RIGHTS</b>			
Free tickets (per Season)	250	100	100
Access passes to VIP hospitality area	Yes	Yes	Yes
Free food and drink at half time	Yes	Drinks Only	Drinks Only



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### TRIBUS P SPORT

Séwé Sport de San-Pédro is owned by sports industry specialist TRIBUS P Sport, which offers a full marketing service to any business or individual involved in football including: Players; Clubs; Brands; Sponsors; Leagues; Clubs; Coaches; Media; and Youth Football.

TRIBUS P Sport is a company thinking globally and acting locally, offering customized solutions in the football industry across continents.

The multicultural team offers a 360° solution with local development and global vision, specialising in:

- Helping European players enhance their image in Asia and Africa
- Helping African and Asian players to build their career in Europe
- Creating football Clinics and Academies in Africa and Asia
- Investing in the football industry through investment funds

### PLAYER MANAGEMENT SERVICES

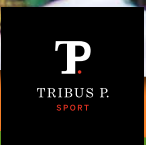
PERSONAL MARKETING - talent management to maximise a player's brand power.

SPONSORSHIP PLANNING - selecting the right companies that best fit the player's image.

PLAYER TRANSFER & SCOUTING - professional, amateur, and junior prospect development and player's international transfer consulting.

ATHLETIC PERFORMANCE - short-term and long-term planning covering physical training, mental coaching, mentoring and international transfer.

ACADEMY AND CLINICS - services to European clubs and associations for the set-up of player clinics in Africa and Asia.





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## MARKETING / CONSULTING SERVICES

**MARKETING PLANNING & CONSULTING** - sports marketing solutions to satisfy client's marketing needs and maximize client's brand value.

**EVENT MANAGEMENT** - sports event planning, related marketing tactics, efficient event management and operational support, and sponsorship management in line with client's branding strategy.

**PUBLIC RELATIONS** - wide-range of PR services in accordance with client's brand strategy, including: sports marketing trends; sports media; planning and execution of PR events; media relationship and risk management; and media exposure analysis reporting for players and sponsors.

**CORPORATE HOSPITALITY** - customized B2B / VIP hospitality programs using sports content for client's customer management and marketing needs.

**SPORTS DESIGN** - global solutions based on a comprehensive understanding of sports and brands.

**SPONSORSHIP MEASUREMENT & EVALUATION** - scientific marketing analysis for corporations, federations and sports franchises, covering quantitative and qualitative research & impact analysis of sports sponsorships.

**PROPERTY BASED AND FINANCIAL FUNDS SERVICES PROPERTY DEVELOPMENT** - development of tangible and intangible sports properties and building new related business areas to create added value.

**PROPERTY REPRESENTATION & SALES** - purchase of ownership interest or acquisition of delegation rights covering event hosting, image and trademarks (for domestic & international sports federations, sports franchises, players); developing marketing and advertising tools to sell these rights; sales of rights.

**FACILITY MANAGEMENT** - sports facility management services and strategic operations to increase the market value and utilization.

**M&A** - gathering best experts and advisers to achieve operations.

**INVESTMENT FUNDS** - finding funding solutions for clubs in Africa, Asia and Europe, irrespective of size.



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### TRIBUS P SPORT - MANAGEMENT

**Mr. Paul-Dominique Win Vacharasinthu, President**

Paul-Dominique is a French-Thai entrepreneur. As well as TRIBUS P Sport, he is involved in various activities including: founder of the sustainable energy business, Renewable Power Asia; co-founder of MSH international's 5th regional office in Asia - a world leader in the design and management of international healthcare solutions; and film producer for Umoon Productions.

**Mr. Julien Paolini, CEO**

Julien is a former international business consultant and CEO for a number of French professional football clubs. With degrees in both business and law, he specialises in the economics of football and, in particular, players' international transfers.

**Mr. Sebastien Perez, CSO**

Sebastien is a former professional player with top European clubs including Blackburn Rovers, Olympic Marseille and Galatasaray. After his player's experience, he embraced a career in management for French professional clubs. He brings his technical and tactical football expertise as CSO where he is in charge of scouting and player's evaluations.

### CONTACT

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