



WORLD INTERCONTINENTAL
FUTSAL CUP
THAILAND 2019

THE WORLD'S BIGGEST FUTSAL CLUB TOURNAMENT

26TH AUGUST - 1ST SEPTEMBER, BANGKOK, THAILAND

WORLD INTERCONTINENTAL FUTSAL CUP THAILAND 2019

The World Intercontinental Futsal Cup Thailand 2019 will take place at the Bangkok Futsal Arena, Thailand from 26th August - 1st September 2019.


Featuring nine of the planet's best futsal clubs from five continents, the tournament is the world's biggest futsal club competition, similar to the FIFA Club World Cup for football.

The World Intercontinental Futsal Cup Thailand 2019 will be the 19th showing of the competition, which launched in 1997. The annual tournament is organised under the auspices of the Fédération Internationale de Football Association (FIFA) and returns to Thailand after it was first held in the Kingdom in 2018.

Futsal is a variant of five-a-side football with an emphasis is on improvisation, creativity and technique.

The high profile Championship will be broadcast live in Thailand – details currently being finalised.

QUICK FACTS OF 2018

 **CURRENT HOLDERS**
Magnus Futsal, Brazil



 **NO. OF MATCHES**
10 x Group Stage Matches
4 x Knockout Stage Matches



TOURNAMENT KEY VISUAL
Based On Thailand's National
Animal The Elephant A Symbol
Of Royalty

 **NO. OF CLUBS - 6**

 **OFFICIAL BALL**
Molten F9V 4800 Futsal Ball – Blue



**TOTAL NO. OF
SPECTATORS EXPECTED**
75,000

 **TOURNAMENT DURATION - 9 DAYS**
Including 5 Match Days

**Be Part Of The World Intercontinental Futsal Cup
Thailand 2019 - Become A Commercial Partner**

FIFA



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SPONSORSHIP PACKAGES

We have developed packages to suit differing levels of needs:

TIER 1: MAIN SPONSORS

Up to four Main Sponsors

TIER 2: CO-SPONSORS

Six Official Co-sponsors from non-competing categories

TIER 3: OFFICIAL SUPPLIERS

10 x Official Suppliers from different industries providing goods and services that are essential to the event

Airline
Auto
Banks & Financial Services
Beer
Clothing
Courier

Destinations
Mobile Communications
Recruitment
Sports & Soft Drinks
Ticketing
Travel & Tourism

TIER 3: OFFICIAL MEDIA PARTNERS

10 x Official Media Partners - providing media coverage across TV / Radio / Press / Online / Social



molten®
For the real game



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PARTICIPATING CLUBS

Nine Clubs from five continents.

CONFEDERATIONS	SLOTS	CLUB	COUNTRY	ENTRY
AFC 	(3)	PTT Bluewave Chonburi 	Thailand	Host
		Shenzhen Nanling Tielang 	China	Invitation
		Mes Sungun Varzaghan 	IR Iran	2018 AFC Champion
UEFA 	(2)	FC Barcelona 	Spain	Invitation
		El Pozo 	Spain	Invitation
CONMEBOL 	(3)	Magnus Futsal 	Brazil	Defending Champions
		Corinthians 	Brazil	Invitation
		Boca Juniors 	Argentina	Invitation
CAF 	(1)	Fath Sportif De Settat 	Morocco	Invitation

CHAMPIONSHIP FORMAT

GROUP STAGE

The nine clubs will be drawn into three groups of three in July 2019. The winner of each group progresses to the Semi-Finals along with the 2nd best team among the groups. There is also a 5th and 6th Play-Off between the other two 2nd place clubs.

KNOCK-OUT STAGE

Consists of 2 x Semi-Finals, a Final and a 3rd & 4th Play-Off.

DURATION OF MATCHES

Each match lasts 40 minutes, comprising of two periods of 20 minutes with a 15-minute half-time break. Each team may use one time out per half, which lasts one minute. In all stages, if a match is level at the end of normal playing time extra time is played. If the score is still level at the end of extra time, penalties will be taken to determine the winner.

PTT BLUEWAVE CHONBURI

PTT Bluewave Chonburi Futsal Club will be representing Thailand in the Tournament.

Founded in 2006, they currently play in the Futsal Thailand League and came fourth in the Futsal World Intercontinental Cup 2018. Honours include:

- Thailand Futsal League Winners: 2006, 2009, 2010, 2012, 2013, 2014, 2015, 2016, 2017
- Thai Futsal FA Cup Winners: 2010, 2012, 2014, 2015
- AFC Futsal Club Championship Winners: 2013, 2017
- AFC Futsal Team of the Year: 2013



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TIMETABLE

DATE	ACTIVITY	TIME	VENUE
July	Official Draw	TBC	TBC
Friday 24 th	Team Arrivals	All Day	Suvarnabhumi Airport
	Match Co-ordination Meeting Group Stage	10.00	Team Hotel
Saturday 25 th	Press Conference - Group Stage	12.00	Team Hotel
	Referees Training	14.00 - 16.00	Bangkok Futsal Arena
	Officials Training	16.00 - 20.00	Officials Hotel
Sunday 26 th	Match Day 1	16.00 - 21.00	Bangkok Futsal Arena
Monday 27 th	Match Day 2	16.00 - 21.00	Bangkok Futsal Arena
Tuesday 28 th	Match Day 3	16.00 - 21.00	Bangkok Futsal Arena
Wednesday 29 th <small>Rest Day</small>	Match Day Co-ordination Meeting KO Stage	10.00	Team Hotel
	Press Conference KO Stage	11.00	Team Hotel
Thursday 30 th	Match Day 4 - 5 & 6 Play Off	TBC	Bangkok Futsal Arena
	Match Day 4 - Semi-Finals	TBC	Bangkok Futsal Arena
	Training - 4 Remaining Teams	10.00 - 13.00	Bangkok Futsal Arena
Friday 31 st <small>Rest Day</small>	Meet & Greet	16.00 - 17.00	Team Hotel
	Official Dinner	19.00	Team Hotel
	Awards Ceremony Rehearsal	12.00	Bangkok Futsal Arena
Saturday 1 st	Match Day 5 - Final & 3 rd / 4 th Play-Off	TBC	Bangkok Futsal Arena
	Awards Ceremony		





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ATTENDEES

2018 62,000 SPECTATORS - ACROSS 6 MATCH DAYS

2019 75,000 SPECTATORS EXPECTED - ACROSS 5 MATCH DAYS
14,000 SPECTATORS EXPECTED FOR THE FINAL

FAN ZONE

There will be number stalls available including: Sponsor Activation, Food Stall; and Merchandise.

SPONSOR VILLAGE

Sponsors and Partners will be allocated space in a Sponsor Village area within the Fan Zone, where they can showcase their products and services.

Previous Sponsors have included:



Previous Broadcast Partners have included:



VENUE

The Championship will be held at Bangkok Futsal Arena, an indoor sporting arena located in Nong Chok District of Bangkok, Thailand, which has a capacity of 15,000. Opened in 2015, the venue has hosted many major tournaments including the World Intercontinental Futsal Cup 2018 and the AFF Futsal Championship 2015.

Competition Venue
Training Hall
Hotel - Match Officials
Hotel - Teams

Bangkok Futsal Arena
Sport Science – Standby
The Lancaster Hotel
Al Meroze





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PRIZES & PRESENTATIONS

PRIZE PRESENTATION CEREMONY

A Prize Presentation Ceremony will be held immediately after the Final on Saturday 1st September 2019 to present the Awards, Trophies, and Medals.

TROPHY AND MEDALS

The original World Intercontinental Futsal Cup will be presented to the Champion team during the Prize Presentation Ceremony but will remain in the possession of the FIFA at all times thereafter.

The following medals will be awarded:

- 24 x medals to the Champion team
- 24 x medals to the Runner-Up team
- 24 x medals to the Third Place team

PRIZE MONEY

- Champion - US\$40K
- Runner-up - US\$25K
- 3rd - US\$15K
- 4th - US\$10K
- 5th - US\$6K
- 6th - US\$4K



AWARDS

The Championship has a number of Awards...

THE MOST VALUABLE PLAYER OF THE COMPETITION

Is awarded to the player who has a major influence on each of his matches and the competition overall.

THE TOP GOALSCORER

Is awarded to the player who has scored the highest number of goals in the competition. In the event of a tie, the number of assists will be taken into account. If there is still a tie, the total minutes played will be taken into account with the player with the lower number of minutes played ranked first.

BEST GOALKEEPER

Is awarded to the best goalkeeper who has a major influence on each of his matches and the competition overall.

THE FAIR PLAY AWARD

Is awarded to the team who has collected the most Fair Play points in the competition.

COMMEMORATIVE MEDALS

Will be awarded for the Referees of the Final.





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FUTSAL - BRIEF HISTORY

Futsal started in 1930 when Juan Carlos Ceriani a teacher in Montevideo, Uruguay, created a version of indoor football for recreation in YMCAs. The new sport was originally developed for playing on basketball courts, and a rulebook was published in September 1933. Football was already highly popular in the country and after Uruguay won the 1930 World Cup and Gold medals in the 1924 and 1928 Summer Olympics it attracted even more practitioners. Ceriani's goal was to create a team game that could be played indoor or outdoor but that was similar to football.

Ceriani, writing the rule book, took as examples the principles of football - the possibility to touch the ball with every part of the body except for the hands, and he took rules from other sports too: from basketball the number of team players (five) and the game duration (40 actual minutes); from water polo the rules about the goalkeeper; from team handball for the field and goal sizes.

In 1965, the Confederación Sudamericana de Fútbol de Salón (South American Futsal Confederation) was formed, consisting of Uruguay, Paraguay, Peru, Argentina and Brazil.

Today, Futsal has two governing bodies: Asociación Mundial de Fútbol (AMF) and Fédération Internationale de Football Association (FIFA).

TOURNAMENT HISTORY

The World Intercontinental Futsal Cup is held every year. The first event was held in 1997, in Porto Alegre. From 2004 onwards the tournament is organised under the auspices of FIFA. There were no tournaments in 2002, 2003, 2009, 2010, 2017.

YEAR	CHAMPION	SCORE	RUNNER-UP	HOST
1997	Sport Club Internacional	4-2	FC Barcelona Futsal	Porto Alegre (Brazil)
1997	MFK Dina Moskva	5-4, 3-2, 4-2	Inter / Ulbra	Moscow (Russia)
1998	Atlético Pax de Minas	5-6, 4-0, 4-3	MFK Dina Moskva	Moscow (Russia)
1999	Sport Club Ulbra	4-4 (5-3 pen.), 2-3, 4-3	MFK Dina Moskva	Moscow (Russia)
2000	Caja Segovia FS	Group	Atlético Pax de Minas	Moscow (Russia)
2001	Carlos Barbosa	Group	MFK Dina Moskva	Moscow (Russia)
2004	Carlos Barbosa	6 - 3	Playas de Castellón FS	Barcelona (Spain)
2005	Boomerang Interviú	5 - 2	Malwee / Jaraguá	Puertollano (Spain)
2006	Boomerang Interviú	1 - 0	Malwee / Jaraguá	Brusque (Brazil)
2007	Boomerang Interviú	3 - 1	Malwee / Jaraguá	Portimão (Portugal)
2008	Interviú Fadesa	6 - 1	Malwee / Jaraguá	Granada (Spain)
2011	Inter Movistar	2 - 1	Carlos Barbosa	Alcalá de Henares (Spain)
2012	Carlos Barbosa	4 - 1	Inter Movistar	Carlos Barbosa (Brazil)
2013	MFK Dinamo Moskva	5 - 1	Carlos Barbosa	Greensboro (USA)
2014	AFC Kairat	3 - 2	MFK Dinamo Moskva	Almaty (Kazakhstan)
2015	Atlético	4 - 3 (aet)	AFC Kairat	Erechim (Brazil)
2016	Magnus Futsal	4 - 3 (aet)	Carlos Barbosa	Doha (Qatar)
2018	Magnus Futsal	2 - 0	Carlos Barbosa	Bangkok (Thailand)





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PREVIOUS WINNERS

BY CLUBS

5 WINS
INTER
MOVISTAR

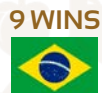
3 WINS
CARLOS
BARBOSA

2 WINS
MAGNUS
FUTSAL

1 WIN

INTERNACIONAL, ATLÉTICO PAX DE MINAS, SC ULBRA, ATLÂNTICO,
CAJA SEGOVIA, MFK DINA MOSKVA, MFK DINAMO MOSKVA, AFC KAIRAT

BY COUNTRY



9 WINS

Carlos Barbosa (3),
Magnus Futsal (2), SC Ulbra (1),
Atlético Pax de Minas (1),
Internacional (1), Atlântico (1)



6 WINS

Inter Movistar (5),
Caja Segovia (1)



2 WINS

MFK Dina Moskva (1),
MFK Dinamo Moskva (1)



1 WIN

AFC Kairat (1)

2018 TOURNAMENT

2018 HIGHLIGHTS

The 2018 Tournament was held in Bangkok at the Bangkok Arena.

Champion: Magnus Futsal, Brazil

Runner-up: Carlos Barbosa, Brazil

Third Place: Barca Lassa, Spain

Fourth Place: PTT Bluewave Chonburi, Thailand

Fair Play Award: Elite Futsal, USA

Top Goal Scorer: Leandro Lino, Dos Santos - 6 Goals

Most Valuable Player: Carlos Vagner Gularte Filho aka Ferrão

Best Goalkeeper: Giancarlo Ramos Rodolpho, Carlos Barbosa





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WHY GET INVOLVED?

An association with World Intercontinental Futsal Cup Thailand 2019 allows Sponsors and Partners to promote their products and services to an Asia wide audience, with five continents represented. Sponsors benefit from a partnership in many ways, including:



IMAGE ENHANCEMENT WORLDWIDE RECOGNITION

Through an international tournament endorsed by FIFA, AFC, CAF, CONCACAF, CONMEBOL, UEFA and FAT.



CORPORATE SOCIAL RESPONSIBILITY

Helping to promote futsal and football and providing a positive role model for young people.



BRAND EXPOSURE

The opportunity to integrate and link in with the World Intercontinental Futsal Cup Thailand 2019 brand and its teams and players who serve and act as role models. Through.

BROADCAST

INTERNATIONAL COVERAGE
TBC

THAI LOCAL COVERAGE
TBC

EVENT BRANDING

ARENA
Advertising Boards Around Main Arena – In Full TV Camera View
Logo At Entrance – Seen By Every Person Entering The Event
Scoreboard Branding
Advertisements On LED Screens
Team Benches
Banners & Stall in Fan Zone

TEAMS & OFFICIALS

On Team Bibs
On Officials – Referees, Flag Bearers and Ball Boys

OTHER

On Pitch Activity
Media / Press Conference Rooms & Backdrop
Logo On Event Tickets
Match Day Stadium Audio Name Mention Thanking Sponsor





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WHY GET INVOLVED?



MEDIA & PR

MARKETING TO FOOTBALL AUDIENCE

World Intercontinental Futsal Cup Thailand 2019 provides an excellent vehicle for businesses to associate with and target football and futsal fans.

PLAYER & TALENT ACCESS

Players and officials can give talks; give their name to campaigns; and offer promotions.

PRESS & PR

World Intercontinental Futsal Cup Thailand 2019 is hot news.

Press Conferences & Special Events

Opportunities to hold press conferences and photo opportunities before, during and after the event.

- Official Draw – July, Bangkok, time tbc
- Pre-Tournament Press Conference - attended by all Head coaches and at least one player from each team at Al Meroze 25th August 12 noon

Video Interviews

Acknowledgement of Sponsors and Partners on social media including the Tournament website, YouTube and Facebook page.

PROMOTION MATERIAL

Distribution of Sponsor and promotional materials at all World Intercontinental Futsal Cup Thailand 2019 functions and display of Sponsor supplied banners.

EXPERIENTIAL MARKETING

Sampling of products to fans at the Tournament venues or via online and social media.





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WHY GET INVOLVED?



DIGITAL & SOCIAL RIGHTS

Inclusion in social media activity

FACEBOOK

Futsal has huge online followings and offers a fantastic opportunity to target potential customers.

2018 TOURNAMENT COVERAGE

<https://www.facebook.com/WorldIntercontinentalFutsalCup/>

The Official Facebook Page - was the main communication tool used throughout the 2018 Tournament

995.6K Impressions

13.1K Impressions

121.6K Fans

96% Male

27.5K Morocco

25.5K Algeria

20.1K Libya

15.4k Iraq

8.7K Egypt

Facebook Video

143.6K Views

facebook



EXPERIENTIAL

The opportunity to sample and promote products and services in the Sponsor Village.



MERCHANDISING

The opportunity to produce joint branded merchandise e.g. T-shirts, scarves, caps, jackets.



HOSPITALITY & NETWORKING

Sponsors and Partners can use their association to entertain business audiences including customers, suppliers and employees.

Through VVIP, VIP and general ticket access, World Intercontinental Futsal Cup Thailand 2019 allows Sponsors and Partners the ability to create tailored events for clients and customers at the event over a Ten-day period.

Opportunities include: Sponsor Dinners; and the Awards Ceremony.



OTHER PROMOTIONAL OPPORTUNITIES

World Intercontinental Futsal Cup Thailand 2019 is pleased to discuss any other requirements of business partners in order to maximise exposure of products and services.



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	TIER 1 MAIN SPONSORS	TIER 2 CO-SPONSORS	TIER 3 OFFICIAL SUPPLIERS & OFFICIAL MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
"Main Sponsor World Intercontinental Futsal Cup Thailand 2019"	Yes		
"Co-sponsor World Intercontinental Futsal Cup Thailand 2019"		Yes	
"Official Supplier World Intercontinental Futsal Cup Thailand 2019"			Yes
"Official Media Partner World Intercontinental Futsal Cup Thailand 2019"			Yes
Product Exclusivity	Yes	Yes	Yes
INTELLECTUAL PROPERTY RIGHTS			
Right To Use "World Intercontinental Futsal Cup Thailand 2019" (Lock Up) Logo On All Internal & External Marketing	Yes	Yes	Yes
BRANDING - EVENT			
ARENA			
Advertising Boards Around Main Pitch In Full TV Camera View	X 4	X 2	X 1
Entrance Logo Board	Yes	Yes	Yes
Video Played On LED Screen	Yes		
Logo On Team Benches	Yes	Yes	
Banners – Around Fan Zone	Yes	Yes	Yes
OTHER			
Promotional Activity On The Pitch	Yes		
Media / Press Conference Rooms & Backdrop	Prominent	Less Prominent	Less Prominent
Logo On Event Tickets	Yes		
Match Day Stadium Audio Name Mention Thanking Sponsor	Yes	Yes	Yes
BRANDING – BROADCAST			
Name Check In All TV Coverage (TBC)	Yes		
In Camera Signage On All Live Broadcasts & Highlights Shows	Yes	Yes	Yes

	TIER 1 MAIN SPONSORS	TIER 2 CO-SPONSORS	TIER 3 OFFICIAL SUPPLIERS & OFFICIAL MEDIA PARTNERS
MEDIA & PR RIGHTS			
Player & Official Access	Yes	Yes	Yes
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
Programme Advertisement - In Any Produced	1 x Page	Half Page	Article
DIGITAL & SOCIAL RIGHTS			
Branding On Website Partners Page	Prominent	Less Prominent	Less Prominent
Part Of Digital Engagement Programme - Including Integrating Brand Messages & Logos Into Event Website, YouTube and Facebook Page	Yes	Yes	Yes
EXPERIENTIAL MARKETING			
Promotion Area In Sponsor Village In Fan Zone	Yes	Yes	Yes
MERCHANDISING RIGHTS			
Joint Branded Merchandise - Opportunity To Produce, e.g. Logos On Specially Produced Merchandise e.g. T-shirts, Caps, Jackets etc.	Yes	Yes	
HOSPITALITY & NETWORKING RIGHTS			
Free Tickets For Sponsor Staff & Customers (per Match Day)	100	50	25
Access Passes To VVIP Hospitality Area	5	3	1
Access Passes To VIP Hospitality Area	20	10	10
Invites To Official Dinner	Yes	Yes	Yes
Invites To Awards Ceremony	Yes	Yes	Yes



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ORGANISERS

Organised by Futsal And Beach Soccer International Co., Ltd. under the supervision of the Football Association of Thailand, and the auspices of the Fédération Internationale de Football Association (FIFA).

Government Bodies
Tourist Authority Thailand
Amazing Thailand



Affiliated Bodies

Fédération Internationale de Football Association – FIFA
Asian Football Confederation - AFC
Football Association Thailand



Event Operations

Futsal And Beach Soccer International Co., Ltd.



CONTACT

FUTSAL AND BEACH SOCCER INTERNATIONAL CO., LTD.
582 Soi On-Nuch 17
Sukhumvit 77 Road
Suan Luang
Bangkok 10250
Thailand
<http://www.the-afc.com>

Mr. Mohamed Fairuze Muhiseen
Email: fairuze2012@gmail.com
Tel: +66 9 5051 1200

PAUL POOLE (SOUTH EAST ASIA) CO., LTD.
198 Tanou Road
Bovornives
Pranakorn
Bangkok 10200
Thailand
Tel./Fax: +66 2622 0605 - 7
www.paulpoole.co.th

Paul Poole - Managing Director (English Speaking)
Email: paul@paulpoole.co.th
Tel. +66 8 6563 3196

Udomporn Phanjindawan - Personal Assistant (Thai / English Speaking)
Email: udomporn@paulpoole.co.th
Tel. +66 8 6382 9949