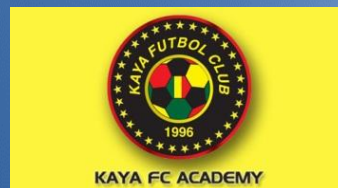


E V E N T B R I E F



SEPTEMBER 15-16 | ALABANG COUNTRY CLUB



EVENT OVERVIEW

The Manila Football Cup is a 2-day tournament that will feature players from all ages across the country. Teams participating will be coming from different Schools, Football Clubs, Companies, Business & Nonprofit organizations.

This is the first event organized jointly by the **European Chamber of Commerce (ECCP) of the Philippines** and **Kaya Futbol Club Academy** which aims to promote the European sport –Football, to be a mainstream sports in the Philippines.



L-R : Henry Schumacher-ECCP EVP; Erik Nielsen-ECCP VP, Hubert d'ABOVILLE, ECCP President; Armand Del Rosario, Kaya FC Managing Director, ; Anton Del Rosario, Kaya FC & Philippine Azkhal player

DATE & VENUE

Date: 15 September 2012 –Teams w/ Players ages 18 & up
16 September 2012 – Teams w/ Players ages 4 & up
Venue: Alabang Country Club Philippines



PARTICIPANTS

Over 1,000 athletes between 4-65 years old from about 170 teams from different schools, football clubs, companies & organizations who will participate in the following categories:

Categories :

Mixed 5U	13U Boys	Men's Open (18up)
Mixed 8U	13U Girls	Ladies Open (18up)
10U Boys	15U Boys	Corporate
10U Girls	15U Girls	



AUDIENCE PROFILE

About 3,000 spectators with the following profile :

- Age group of between 3-65 years old
- Students from local & international schools
- Parents and relatives of the expected 1,000 athletes
- Corporate guests which include employees, and Senior Management of participating corporate teams
- Officials and representatives from the EU Delegation & Foreign embassies
- Media
- General membership of the venue- Alabang Country Club
- Celebrities & Professional Athletes



PROMOTION PLAN

Extensive Pre/During/Post Event coverage across media partners which includes the following:

Online & Social media

- Event plugs at Kaya FC's Twitter and Facebook accounts with over 140,000 followers and members combined.
- Database driven marketing through email blasts to over 20,000 corporate professionals
- Website banner Ad & Event Page in www.eccp.com & Kaya FC websites : www.kayafc.com , www.kayafcacademy.com.
- Announcement in ECCP's weekly e-newsletter, "ECCP@Work," with 1,500 subscribed members

Print

- Print advertorials through our Print media partners
- Press Releases to be published in major broadsheets
- Full page pre & post-event feature at the Business Review, ECCP's bi-monthly newsletter.

TV & Radio

- TV interviews & Event Plugging (Possibilities : AKTV, Solar sports, For the Win (FTW) in GMA, Mornings @ ANC)
- 15 to 30 second AOBs (Announcement on Board) with our partner radio stations. (Possibilities : RX 93.1 , Crossover 105.1 & Easy Rock)

Outdoor

- LED Billboard display in selected areas in Makati & South expressway through our outdoor media partner
- Pre-event Poster campaign in selected schools, clubs, companies, offices of participating companies & retail stores of Chris Sports & Mizuno
- Pre-event Poster and banner displays at the Alabang Country Club

Kaya FC Social Media Statistics As of May 2012

Find us on **Facebook** www.facebook.com/KayaFC

Kaya Futbol Club	31,656
Anton Del Rosario	19,263
Aly Borromeo	17,433
Jason Sabio	5,957
Total Facebook Likes	74,309

Follow us on **twitter** www.twitter.com/KayaFC

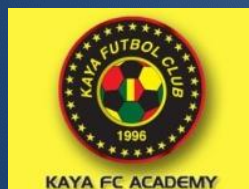
Kaya Futbol Club	5,492
UFL Philippines	6,599
Anton Del Rosario	47,200
Aly Borromeo	32,700
Jason Sabio	21,500
Nate Burkey	13,400
Adrian Semblat	6,318
Nico Bolzico	4,404
Santi Araneta	4,187
Joshua Belaya	2,372
Armand Del Rosario	1,110
Jonah Romero	909
Total Twitter Followers	146,191

EVENT ORGANIZERS & PAST EVENTS



The European Chamber of Commerce of the Philippines (ECCP), is a bilateral foreign chamber with close to 700 member companies, that promotes European interests in the Philippines as well as Philippine interests in Europe. Since 2004, ECCP has successfully organized the annual ECCP Football Cup, for seven consecutive years in Manila & 6 years in Cebu. These corporate tournaments were organized to bring the European sport closer to the Filipinos, and provide networking and team building opportunities for the participating companies and organizations.

ECCP Contact Details : T : 845-1324 | F : 845-1395 | E : footballcup@eccp.com | www.eccp.com



Established in 1980, Kaya Futbol Club's team spirit and vision is to become the most respected men's football club in the Country; to provide a training ground for players with the desire to help in the development of Philippine Football; and focus on instilling a positive approach towards respect, loyalty and determination for the team and society as a whole. Today, Kaya FC is one of the most popular and leading Football Clubs in the country, with 6 of its players as members of the Philippine AZKALS. Kaya FC has also successfully organized several events including the "I Can Serve Foundation Football Invitational" and the 1st Kaya FC Academy Tournament which was participated by 139 teams across the country.