



WORLD FICTS CHALLENGE

World Championship of
Cinema and Sport Television

- Barcelona (SPAIN)
- Da Nang (VIETNAM)
- Mumbai (INDIA)
- Beijing (P. R. OF CHINA)
- Saransk (RUSSIA)
- Tehran (I. R. IRAN)
- Belgrade (SERBIA)
- Matera (ITALY)
- Kampala (UGANDA)
- Istanbul (TURKEY)
- Tashkent (UZBEKISTAN)
- Liberec (CZECH REP.)
- Lipetsk (RUSSIA)
- Nice (FRANCE)
- Doha (QATAR)
- Milan (ITALY)



SPORT MOVIES & TV

29th MILANO INTERNATIONAL FICTS FEST 2011

28th OCTOBER - 2nd NOVEMBER
Grattacielo Pirelli - Palazzo Giureconsulti - Palazzo Marino

WORLD FINAL IN MILAN

- 108 COUNTRIES
- 150 PROJECTIONS
- 8 MEETINGS
- 4 EXHIBITIONS
- 30 AWARDS
- 15 HOURS "LIVE"



www.sportmoviestv.com



THE EVENT IN 5 QUESTIONS



What? **SPORT MOVIES & TV 2011 – 29th MILANO INTERNATIONAL FICTS FEST**
“World FICTS Challenge Worldwide Championship of Sport, Cinema and Television” :
14 Festival in 5 Continents

Who? **FICTS (Federation Internationale Cinema Television Sportifs)**
108 Countries affiliated, recognised by the International Olympic Committee

When? From the **28^o October** to the **2^o November 2011**

How? Projections, Meetings, Guests, Awards , Press Conferences, Exhibitions, Side Events

Where?



Palazzo Giureconsulti

in Milan

- Palazzo Giureconsulti (Piazza Mercanti, 2)
- Palazzo Marino (Piazza Scala 2)
- Grattacielo Pirelli (P.zza Duca d’Aosta 3)

30 ISTITUTIONS FOR A WORLD EVENT



The event takes place under the high Patronage of



Italian Republic President



Council of Ministers Presidency



International Olympic Committee



**4 Ministers: Foreign, Cultural Heritage, Communication
Tourism**

And with the support and the Patronage of the **Programme Authorities** :

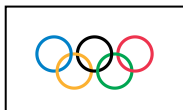


“Sport Movies & Tv” is included in the Programme “ **EXSPORT** - *The sports events for Expo 2015*”.

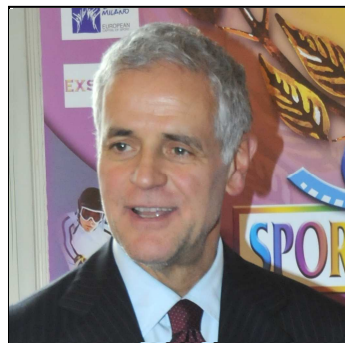
THE PARTICIPANT INSTITUTIONS



FEDERATION INTERNATIONALE
CINEMA TELEVISION SPORTIFS



Mario Pescante
*V. President
IOC*



Roberto Formigoni
*President
Regione Lombardia*



Guido Podestà
*President
Provincia di Milano*



Giuliano Pisapia
*Major
Comune di Milano*



Carlo Sangalli
*President
Camera di Commercio*



Monica Rizzi
*Sport Minister
Regione Lombardia*



Cristina Stancari
*Sport Minister
Provincia di Milano*



Chiara Bisconti
*Sport Minister
Comune di Milano*

6 DAYS OF CINEMA, TV AND CULTURE



- “**Sport Movies & Tv 2011 - 29th Milano International FICTS Fest**”, international event dedicated to Cinema, Television, Communication and sport Culture will take place in Milano from 28^o October to 2^o November 2011 (www.sportmoviestv.com).
- **15** hours live broadcasted evenings on RAI Sport Tv Italian State Television (on DTTV and Internet), **503.000.000** hits on the FICTS website, **102** Broadcasters involved, **546.000.000** Google results, **108** Member Countries. It is expected the participation of **230** journalists.
- The Festival, organised by FICTS, is the “World FICTS Challenge” – **Worldwide Championship of Sport, Cinema and Television**, International Circuit that is articulated in 14 stages distributed in the 5 Continents.
- A qualified international showcase for media, television broadcastings, world Networks, houses of production, producers, directors, filmmakers, Olympic Committees and Sports Federations, sport champions, radio, advertising and integrated communication agencies who will show the sports television and cinema through documentaries, ads, reportage, fiction, cartoons divided into **7** competitive Sections (*rule at http://www.sportmoviestv.com/regolamento_2011*).
- The event is structured in **150** Projections (for 6 days in 7 points of projection at the same time), **8** Meeting, **2** Workshops, **4** Exhibitions, **4** Side Events, **2** Press Conferences, **25** Awards.

2011: 15 HOURS LIVE ON RAI SPORT 2 WITH 30 MILION TV CONTACTS(*)

- **15 hours “live” RAI on prime time** (8.30 pm – 10.30 pm) for the **6 days** of the Festival (from 28° October to 2° November 2011) through a **two-hours daily programme** on **RAI Sport 2** presented by journalists of the Sport RAI editorial staff.
- Weekly Programme “*Culture Through Sport*” (30 min.) of the event (from the 1° September to the 28° October 2011);
- Promotional Ads (30 sec.) of the event every day (from the 1° September to 2° November 2011);
- Special Programme (1½ h.) realised with the best images of 29 “Sport Movies & Tv” editions (between 10° and 15° December 2011).
- RAI Sport 2 will be present with a **studio in the seats** of the Festival where, beyond the projections of the best images of the participating videos and of the most outstanding moments of the event, it will be broadcasted the interviews to sport, cinema and television figures, to young directors, international producers, professionals and public.



RAI at Festival



Festival “live”.

() estimated data*

THE MAIN BROADCASTERS INVOLVED



FEDERATION INTERNATIONALE
CINEMA TELEVISION SPORTIFS



FREE ENTRANCE FOR AN EVENT IN 8 PHASES

Protagonist of the event” *sport, a movement at humanity’s service, in its various expressions and manifestations.*

The event, articulated in different moments, has **free entrance** and invitation entries:

- 1) **150 PROJECTIONS**
- 2) **8 MEETINGS**
- 3) **2 WORKSHOPS**
- 4) **4 EXHIBITIONS**
- 5) **2 PRESS CONFERENCES**
- 6) **4 SIDE EVENTS**
- 7) **30 VIP GUESTS**
- 8) **25 AWARDS**



150 PROJECTIONS FROM 108 COUNTRIES



50 SPORTS DISCIPLINES IN 150 PROJECTIONS



Olympic sports	Boxing	Fishing	Kung fu	Ski
Paralympic discipl.	Canoeing	Footsal	Martial arts	Snowkiting
Artistic skate	Capoeira	Formula kart	Motorcycling	Soccer
Athletics	Car race	Gaelic football	Mountanering	Softball
Basketball	Climbing	Gymnastic	Parachute	Surf
Baseball	Cycling	Golf	Rhythmic gymnastic	Taekwondo
Base jump	Equestrian sport	Handball	Rollerskating	Tennis
Beach soccer	Extreme sport	Ice hockey	Rowing	Traditional sport
Bobsled	F1	Ice skating	Rugby	Winter sport
Bowling	Fencing	Kickboxing	Skateboard	Wrestling



PROJECTIONS: SPORT, CULTURE AND SOCIETY



Young People



Women



Young People with disabilities

PROJECTIONS: 7 COMPETITIVE SECTIONS /1



- 1) ***OLYMPIC GAMES — OLYMPIC SPIRIT:*** chronicles, surveys, reportage about Olympic Games, the disciplines, the champions, the participants, the cultural, historical and ethic values, through during the training for the Games or during the actual competition.
 - a) *Olympic Values*
 - b) *Olympic Games and the Young*

- 2) ***DOCUMENTARY :*** Documented television or cinema chronicles and researches, regarding sport in all its forms and expressions, stories about champions, teams, events.
 - A) *Individual Sport*
 - B) *Team Sport*
 - C) *Great Champions Individual Sport*
 - D) *Great Champions Team Sport*
 - E) *Reportage*

- 3) ***TV SHOWS AND NEW TECHNOLOGIES:***
 - a) *Sport programs, talk-shows, entertaining* including satellite and cable TV, local, syndicate and commercial broadcasting system. In the case of serial programs, only one show is to be presented, without interruptions and publicity.
 - b) *New Media:* productions dealing with sport, based on interactive and digital technologies utilized for web promotion or in DVD format.

PROJECTIONS: 7 COMPETITIVE SECTIONS /2



- 4) **SPORT & SOCIETY:** sport and its values in the social field and in the formation process of the individual.
 - a) **Sport & Solidarity:** Interventions in favor of the social values of sport (ethics, tolerance, disability, fair-play, peace, etc).
 - b) **Sport for all, education, technique/didactics:** sport as an informational, educational and didactical item, instrument of formation and social inclusion.

- 5) **MOVIES:** Fiction shorts and full-length films, TV-movies, and TV serials made by debuting or well known authors having sport as their main theme, sports events or the story of sports champions really existed.

- 6) **SPORT ADVERTS:** The commercials having sport or sports champions as their subject or testimonials of initiatives. Productions aiming at the search for creative solutions in advertising.
 - a) **Social/institutional advertising** (public service, non-profit, corporate campaign and social campaign, the sport promotion, etc)
 - b) **Commercial advertising** (of a product or a service). Productions aimed to find out better solutions concerning the advertising.



PROJECTIONS: MOVIES & TV FOOTBALL



FEDERATION INTERNATIONALE
CINEMA TELEVISION SPORTIFS

- 7) **MOVIES & TV FOOTBALL:** is the exclusive news at “Sport Movies & Tv 2011” with the Federazione Italiana Giuoco Calcio (FIGC) Patronage. The “most popular game in the world” entries by the front door with a truly Festival in the Festival made by the cinema and television productions dedicated to football. The International Jury will give the prestigious Award “Golden World Cup d’Honneur” (drawn by Silvio Cazzaniga, sculptor of the Football World Cup). Famous football champions took part and received the “Guirlande d’Honneur” in the 28 “Sport Movies & Tv” editions: “O Rey” **Pelè** in 2004 on the occasion of the presentation – European preview – of the movies “Pelè eterno”, **Inter F.C.** in 2010 for the “five titles”, **Marcello Lippi** (World Champion in Germany 2006), the “Golden Balls” **Johan Crujff**, **Gianni Rivera** and **Fabio Cannavaro**.



Pelè - 2004



Marcello Lippi - 2006



Gianni Rivera and Jordi Cruyff - 2010



FEDERATION INTERNATIONALE
CINEMA TELEVISION SPORTIFS



Fiamme Gialle



OPENING AND AWARD CEREMONIES



FEDERATION INTERNATIONALE
CINEMA TELEVISION SPORTIFS



Auditorium Gaber – Grattacielo Pirelli



Livio Berruti, Roberto Formigoni, Franco Ascani, Ottavio Missoni.



Sala Alessi – Palazzo Marino

4 EXHIBITIONS

FICTS will realise 4 theme Exhibitions (*Projects to be defined*) using also the **original Posters** of the most famous football movies in the cinema history **Memorabilia** of world sport coming from the FICTS archive and international collectors.



10 MEETINGS / WORKSHOPS



Sala Parlamentino – Palazzo Giureconsulti.

“FUORI-FEST” EVENTS FOR MILAN

Promotion of events for young people through the race and “sport for all” activities, as for example “*Thrust on a pedal at every age*”, track and field with “*Cross*”, non-competitive marathons, activities in the Milan parks, etc



“FUORI-FEST” EVENTS FOR MILAN



FEDERATION INTERNATIONALE
CINEMA TELEVISION SPORTIFS

MILANO 12 FEBBRAIO DAL 15NO ORE 15.30

CORRIERE DELLA SERA

Milano, Via Broletto 15 - Tel. 02 43021
Servizio Clienti - Tel. 02 43021333

Fondata nel 1876 www.corriere.it

Dir. Carlo Tonino
Tel. 02 43021333

Pronti via Dal 17 i «Trofei di Milano» che dal 1964 fanno correre gli studenti. Una storia milanese raccontata dall'ideatore

Miniolimpiade: più grande della maratona di New York
Tre milioni di piccoli atleti. Ora anche in un film

1.897
Di studenti che partecipano alla prima edizione del «Trofeo di Milano» nel 1964.

97.000
Di studenti alla corsa di oggi.

300
Le scuole milanesi che partecipano alla «Miniolimpiade».

Trofei di Milano 2011
Record mondiale di partecipanti: **3.000.000** di studenti in pista!

Completano l'interessato di Atletica e Attività Formative

Roberto Bizio



A world record in the pursuit of education values and social aggregation.

On February the 18° 2011 at Arena-Brera in Milan, it was crossed the line of the **Three millions participants** at “Trofei di Milano”. (see page. 15)

A number never reached by any other sports event in the world during the 47 years of track and field championships among schools and educational activities which involved more than 500 Primary and Middle Schools in Milan and in the districts for 274 days.



Leon Hadenstam



Giovanni Paolo II



Pelé



Johan Cruyff Golden Ball



Gianni Rivera Golden Ball



Intercontinental FC, Champions League 2010



Nike Tysse

VIP GUESTS

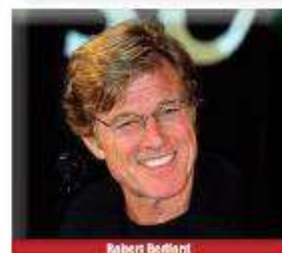
Excellence Guirlande d'Honneur



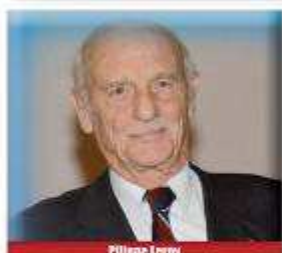
Mario Pescante IOC Vice President



Yelena Isinbasyeva



Robert Redford



Philippe Lory



Ennio Morricone



Dick Fosbury



Oscar Pistorius



He Zhenliang



Francesco Nicolini Int. Tennis Fed. President



Bayo Binti Hussein



Giuseppe Tomassero

The FICTS assigns the Excellence Guirlande d'honneur, designed by Silvio Cazzaniga sculptor of the Worldwide FIFA Cup, to those personalities of sport, cinema, tv and journalism whom played a significant role in the promotion of the cultural and ethical values of sports.

25 AWARDS

During the “Opening Ceremony” and the “Grand Closing Award Gala” it will be attended many authorities and important representatives of Sport, TV, Cinema and Journalism. The award “Guirlande d’Honneur”, established in 1983, reproduces the laurel wreath given to the winners of the first Olympic Games and the “Medallion d’Honneur” are given to the best Festival productions in the relative sections and to the figures linked with Federal initiatives.

- The “**Excellence Guirlande d’Honneur**” is given to *personalities of Sport, TV, Cinema and Journalism who “played a significant role in the promotion of sports images as well as the cultural and ethical values of sports”*.



“Sport Movies & Tv 2010”:

Giuliano Razzoli, Alberto Tomba,
Francesca Porcellato, Marc Girardelli,
Franco Ascani and Andrea Monti
(Gazzetta dello Sport Director).

25 AWARDS



“Medaille d’Honneur”



“Guirlande d’Honneur”



“Excellence Guirlande d’Honneur”
(drawn by Silvio Cazzaniga, sculptor of the Football World Cup)

YOUNG PEOPLE AND THE SPORTS IMAGE

“Sport Movies & Tv 2011 – 29th Milano International FICTS Fest” is an event dedicated to sports cinema and television which means to spread the values of the Olympic Movement among **young people** through the communicational power of the sports.

It has the aim to spread the knowledge and diffusion of sports movies and videos that contribute to the development of the artistic and cultural tendencies in the world of TV and movies encouraging the professional growth of young directors specialized in sports images creating a link between Olympic Movement and directors, Schools, Universities, Festivals.

With the main aim of enhance the creative/professional skills, it addresses, in particular, to **young (from 16 to 30 years old) directors** amateur and professionals, students from University and cinema Schools, television and communication, in order to promote authentic sport values like excellence, loyalty, respect for rules, friendship, fair-play.



THE SEATS: PALAZZO GIURECONSULTI



Palazzo Affari at Giureconsulti - "Sport Movies & TV – Milano International FICTS Fest" Seat

THE SEATS: PALAZZO GIURECONSULTI



Inside Palazzo Affari at Giureconsulti

THE SEATS: GRATTACIELO PIRELLI AND PALAZZO MARINO

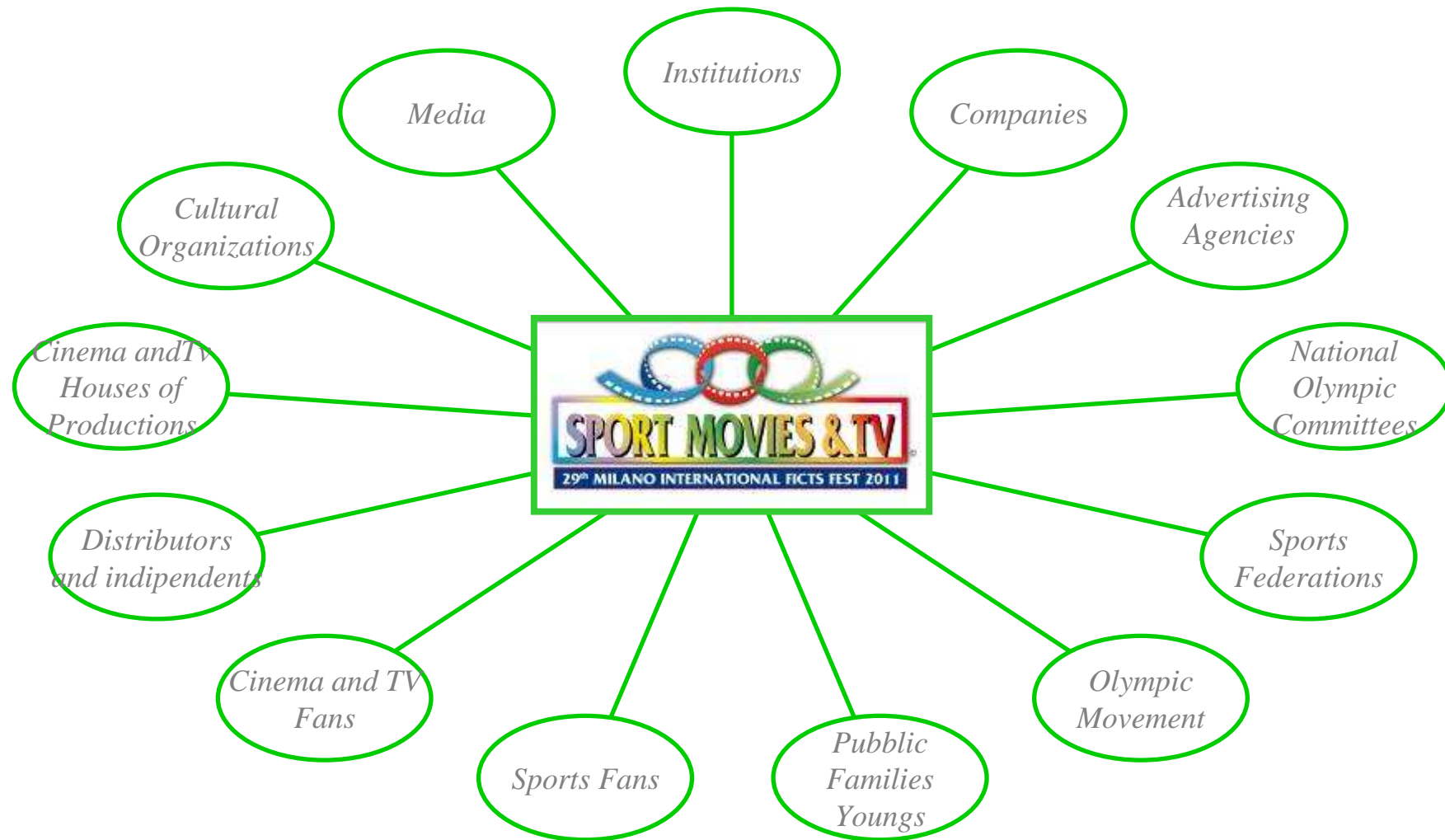


Grattacielo Pirelli – Opening Ceremony Seat



Palazzo Marino – Award Ceremony Seat

STAKEHOLDERS



THE TARGET



The partnership with “SPORT MOVIES & TV 2011” offers to Partner **many opportunities** for the development of the **marketing communication** project and **marketing B to B** activities.

The development of the communication of the event, as medium, presents these characteristics:

- **Fame** and positive **perception** at national and international level of the event;
- Great number of **subjects** with different tasks involved in the event;
- Presence on sports press, on **specialized** Cinema and Tv **magazines riviste specializzate** and on the greatest **sports publications** at national and international level

- Invitations to **Press Conferences, Awards;**
- Great number of **contacts;**
- Opportunity of **segmentation;**
- Opportunity of **personalization.**

<i>PARTECIPANTS AGE</i> (*)						
<i>Age</i>	< 20 years	21–30 years	31–40 years	41–50 years	51–60 years	> 60 years
	19%	25%	22%	18%	9%	7%

Data refers to the World FICTS Challenge 2010 Circuit

EXTERNAL VISIBILITY(*)

		546.000.000	“Sport Movies & Tv” results on Google		
		308.000	accesses to the FICTS website www.sportmoviestv.com		
		190.000	web pages visited every month		
		15	Hours broadcasted live on prime time		
		30.000.000	Television hits for “Sport Movies & Tv”		
		102	Television Broadcasters involved		
		658	Articles on daily press and magazines and web		
		311	Press Agencies takes		
		102	“Sport Movies & Tv” Informations Agencies takes		
		62.000	Subscriptions to the Information Agency		
		5.000	Videos of the synthesis of the event		
		197.000	“Sport Movies & Tv” audience		
		500.000.000	Sportmen who follow events on Tv every year		

(*) Data refers to “Sport Movies & Tv” World FICTS Challenge Final 2010

FICTS ON WEB



FEDERATION INTERNATIONALE
CINEMA TELEVISION SPORTIFS

- **The website:** www.sportmoviestv.com

It gives full informations and news about the cinema, television, sport and technological world, international Festivals, etc. through the contribution of the correspondents present in the 108 Countries affiliated with FICTS. Edited by FICTS (bilingual version), the website has different thematic areas easily seen and reachable and documented by a many photographs in the Photogallery Section and video trailers in the section “Trailer”.

- **Social Networks**



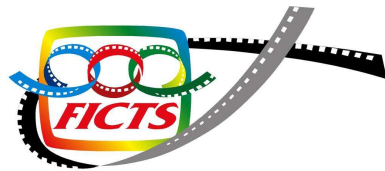
Facebook, Twitter, YouTube and the website are available as instruments of communications and cohesion.

- **“SPORT MOVIES & TV” Information Agency**



sent weekly to **62.000** mail addresses.





FEDERATION INTERNATIONALE
CINEMA TELEVISION SPORTIFS

Federation International Cinema Television Sportifs

Via de Amicis, 17 – 20123 Milano (Italy)

Tel. +39-02-89409076

Fax +39-02-8375973

info@ficts.com – www.sportmoviestv.com