



**Spartak Moscow F.C.**

est. 1922



# Sponsorship package

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**Spartak Moscow** is a club with a unique past, a unique present, and, hopefully, a unique future. Its popular name is “the people’s team.” It boasts a 20-million following and Russia’s best national & international performance, match attendance, and TV exposure. *Recently Spartak was nominated for the European Super League.*

It is a unique opportunity for companies willing to establish or expand their presence in Russia’s enormous markets!

**Spartak is a huge asset. It awaits its explorers!**



*Russia's just so full of opportunity.  
It's like (being) a kid in a candy store.*

William G. Lowrie  
President of Amoco Production Co

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AKAI

### **Kit sponsor**

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### **President & Chief Coach**



*Oleg Romantsev*

### **Managing Director**



*Yury Zavarzin*

# **Sponsorship of Spartak – a key to Russia's markets**

**Research shows that sponsorship of leading sports clubs  
is often more efficient than direct advertising**

**S**partak Moscow F.C. is Russia's most popular football club, the "people's team," a multiple Champion of the USSR and Russia, winner of hundreds of international matches. Spartak has the largest following in this country — 20 million. Its matches are watched by dozens of thousands at the stadiums, millions watch them on TV, any publications about the club and Spartak's videos go like hot cakes. In the world's official rating Spartak comes seventh, ahead of dozens of famous international clubs. Spartak is on the move, it has ambitious plans. (For more details see the club profile below.)

Spartak embarks on a comprehensive commercial program aimed at developing the unparalleled potential of the club's property using cutting-edge ideas of international football marketing and show-business, the best stadium and advertising technologies. The program involves a network of fan-clubs, sales of merchandising, TV rights, fund-raising, licensing, franchising, and all kinds of sponsorship.

**The sponsorship program will be a coherent effort  
aimed at WIN-WIN cooperation with  
the most aggressive international blue-chips.**

## ***WIN-WIN situations***

Long gone are the days when Spartak believed that a sponsor is a guy to simply foot the club's bills. The club's management is now well aware of the fact that its relations with sponsors should be WIN-WIN situations. For this to be possible, Spartak treats its sponsors as partners, with consideration and flexibility. Spartak pays much attention to the quality and variety of benefits obtained by its partners.

## ***Cooperation with TV***

The club is cooperating with ORT (First Channel of the Russian TV) on a number of social programs, such as *Spartak for Health*, *Spartak Against Drugs*, etc. The channel is covering all the club's social events, such as celebrations and ceremonies. This all immensely enhances TV exposure of Spartak's sponsors.



## **Spartak's projects**

The club is currently working on a number of projects:

### A new office building

The new office will house all the club's departments, round the corner from the building will be a new Spartak stadium/fitness-center. This combination offers many outdoor and indoor exposure opportunities for sponsors and advertisers.

### Pitch refurbishing

The club has its 60-year-old training pitch refurbished at Tarasovka, a household name for any Spartak fan. The project has some sponsorship and advertising potential.

### Stadium/fitness-center

The stadium will be built at Novoriazanskaya street, near the office. The club is seeking sponsor-founders (see below for more details).

### Football 40,000-seater covered stadium

This ambitious project, when realized, will solve the club's problem. At the moment, the club's management are working on the legal, financial and architectural aspects of the project.

*For this project too, the club is seeking sponsor-founders. They will receive many unique benefits.*

## **Sponsorship opportunities**

The following are some of the sponsorships offered by Spartak:

### **Main (shirt) sponsor**

Its logo the club's players wear on their shirts, equipment, and leasurewear. This sponsor enjoys the widest spectrum of benefits, including the participation of Spartak players in its promotion actions.

*Term — Up to 4 years*

*Fee — Negotiable*

### **Sponsor**

A sponsor will have his logo on a match program. Other benefits are negotiable, and could be proposed by the sponsor himself.

*Term — Any*

*Fee — Negotiable*

### **Sponsor–founder of Spartak stadiums**

*See below.*

### **Match sponsor**

The match sponsor will have his logo and a “Match Sponsor” indication on the match program. PA and electronic display announcements. A shirt signed by Spartak players. Photographs taken with the team.

*Term* — *Any number of matches*

*Fee* — *\$3000 per match*

### **Program sponsor**

The match program sponsor will have his logo and a “Program Sponsor” indication on the match program. PA and electronic display announcements. A shirt signed by Spartak players.

*Term* — *Football season*

*Fee* — *\$10,000 per season*

### **Ball sponsor**

The ball sponsor will have his logo and a “Ball Sponsor” indication on the match program. PA and electronic display announcement. A ball signed by Spartak players.

*Term* — *Any number of matches*

*Fee* — *\$7,000-10,000 per match*

### **Football school sponsor**

A school sponsor can sponsor the whole school or one or two classes. Benefits negotiable.

*Term* — *Any number of seasons*

*Fee* — *Negotiable*

### **Player sponsor**

A company or a physical person can sponsor, beginning next season, any player of the club. Indication to that effect with a picture of the player will be on the match program.

*Term* — *Any number of seasons.*

*Fee* — *Negotiable*

### **Sponsor of Spartak Web–site**

The club is constructing its Web-site. The site can have links to a sponsor’s site.

*Term* — *Any*

*Fee* — *Negotiable*



### **Sponsor of a Spartak periodical**

The club plans to publish (a) periodical(s). Sponsors are invited.

*Term* — *Any*

*Fee* — *Negotiable*

## **Further advertising possibilities**

*(per match)*

Corporate logo on tickets .....	\$5000
Corporate logo on V.I.P. tickets .....	\$500
Corporate logo on flags issued to fans .....	\$10,000-15,000
Corporate logo on a 0.9x6-m perimeter board .....	\$1000-4000
Corporate logo on game-posters (5000 pcs) .....	\$500-1000
Corporate logo on the backdrop in press-conference area .....	\$500
Corporate logo and information on a 6x30-v advertising canvass .....	\$3000
Corporate logo on a 3x6-m balloon .....	\$4000

## **Promotion actions**

The club can consider promotion actions proposed by companies.

Notes:

- The above prices are average. Real prices depend on volume and term of sponsorship, match attendance, etc.;
- Payment may be made by products and services;
- The club can flexibly consider any sponsorship and advertising proposals.

**Apply to:**

**Yury ZAVARZIN, Managing Director: 208-4880, Mobile 968-2297**  
**Olga KALISTRATOVA, Public Relations Manager: 208-8608, 208-3295**

# Sponsor – founder proposal

**S**partak Moscow F.C. plans to have two stadia built. These two projects will increase the marketing potential of the club, and the exposure potential for the club’s sponsors. The two stadiums are as follows:

- **A smaller multifunctional stadium** and a commercial fitness center with a significant throughput: indoor football and other halls, tennis courts, etc., in down-town Moscow. It will be home of the Spartak football school, and a fan club.
- **Covered football 60,000–seater** meeting FIFA and UEFA requirements.

This proposal concerns the smaller stadium, and is addressed to potential founder-sponsors, a fairly novel marketing idea realized, for example, at the Amsterdam Arena.

**The founder–sponsors shall be non–competing companies representing the following product sectors: finances, construction, office equipment, soft drinks, beer, wines, catering, and so on.**

The founders will enjoy special rights at the smaller stadium, or both stadia, for 5-10 years, among them much advertising exposure, branding-exclusivity, product-exclusivity, free founder lounge, free seats and corporate boxes, parking places, and other rights.

Among other things, the smaller stadium will be a test ground for the club to glean information and experience for the larger stadium.

The package contains more details of the Proposal, Spartak Moscow F.C., and its enormous exposure in Russia and internationally.

## ***Purpose of the stadium/fitness center***

Analysis undertaken by an aggressive Spartak marketing team revealed that Spartak, the City of Moscow, and the nation will benefit enormously from having the Stadium, which is described in some detail below.

To begin with, the Stadium will be home for the **Spartak football school**, one of the best and most prestigious in the country. When the Stadium is in place, the School’s potential and appeal to young football talents will grow, a fact that will make itself felt in several years’ time through improvements in Spartak’s performance both nationally and internationally.



Otherwise, the Stadium will for the most part serve **commercial purposes**, generating revenue streams for the club. It will include a superb fitness center (hopefully Russia's best), tennis courts, a swimming pool, a bowling hall, and catering facilities.

The Stadium will host **national and international competitions** (football, tennis, etc.), private events such as congresses, presentations, company parties, banquets, etc. It will be a place to be every day for everybody, including families with children of various ages.

**Sports & entertainment, excitement, meeting point, part of society, day of leisure, social & business network, mega experience, and fun.**

### **Specifications**

The following specifications are preliminary. Designers and marketers are looking for better ways to use the space available.

- **Site area** — **36,325 sq m**
- **Area under construction** — **13,877 sq m**
- **Underground garage (300 cars)** — **9,790 sq m**

The Stadium will house: football indoor pitch (5,700 sq m), swimming pool (3,674 sq m), bowling (3,276 sq m), basketball hall (630 sq m), volleyball hall (630 sq m), tennis courts (3,396 sq m), warming up halls (504 sq m), trainers and aerobics halls (560 sq m), saunas (476 sq m), dressing rooms (2,508 sq m), office space (2,646 sq m), ticket offices (270 sq m), auxiliary space (7,609 sq m), fan club (1,916 sq m).

### **Project schedule**

Last year the club has officially received from the City of Moscow a 3.5-hectare site in **Novoryazanskaya Street**, near its office building currently under construction.

Now a Russian architectural firm is working on the project, and a feasibility study is being worked out by a major international consulting company. After the final project has been approved by Russian competent authorities, construction will begin. The Stadium will be commissioned in 1999.

## **Commercial**

In assessing the profit-generating potential of the planned Stadium one should take into consideration the fact that it is going to be not just an umpteenth facility of that kind in Moscow, but rather a unique opportunity for millions of Spartak fans to show their allegiance to their club. They will attend and spend money.



***The Stadium's profit centers:***

**Events.** Sports, concerts, meetings: gate, VIP, catering.

**Fitness.** Demand for fitness services in Moscow is only met 40%. The location of the Stadium in down-town Moscow and the popularity of the club will be good attractions.

**Swimming pool.** The pool will be used separately, and as part of the fitness services.

**Bowling.** It is coming in and is getting extremely popular in Russia. Coupled with a bar it will generate much revenue.

**Fan-club.** It will be the first Spartak fan-club ever. Spartak supporters have been shrieking for meeting points for years.

**Catering.** There will be bars, fast-food outlets, and a restaurant.

**Stores.** One store will sell Spartak merchandise, others will sell things of convenience.

**Underground garages.** Two underground garages (300 cars in all) will make money as well.

**Advertising.** The project will have a high exposure potential (see below).

**Massage, hairdresser's & beauty parlor.**

## **Financing**

The cost of the project is around **\$30,000,000**. The funds will be sourced as follows:

### ***City of Moscow (?)***

Talks are under way to get Moscow involved financially in the project.

### ***National & international foundations (?)***

### ***Founder-sponsors***

It is hoped that they will account for the better half of the budget.

### ***Certificate-holders with seating rights***

They will be offered boxes and/or VIP seats, and parking places for decades.

### ***Loan***

It will be no more than 25% of the budget.

## **Founder-sponsorship**

The concept of such sponsorship seems to be a fairly new one in sports marketing. It was realized, for instance, in the Amsterdam Arena quite recently. The idea involves participation of non-



competing companies with their funds/products/services/technologies in the construction and/or running of a sporting facility. In return the companies get a wide variety of rights described in more detail below. It is clear, however, that a founder-sponsor scheme in Russia should be slightly different from the Amsterdam Arena, say. This concerns both sides.

Winston Churchill described Russia as a riddle wrapped in a mystery inside an enigma. And “enigmatic” results is exactly what Westerners get when they translate their marketing, advertising (and sponsorship for that matter) to this unique half-European-half-Asiatic culture.

On the other hand, Russian companies do not have enough experience in marketing, advertising, promotion, public relations, etc., and Russian football clubs are no exception. For instance, some clubs do not understand they should give to their sponsors value for money.

The founder projects should be a fusion of Western expertise with local knowledge.

### ***Spartak the trail-blazer***

I would be a bit of overstatement to say that Spartak is now extremely savvy in things marketing, but definitely Spartak is a pioneer in this field. It is establishing a marketing arm, drawing on advice of its legal and marketing consultants — why re-invent the wheel!

The club understands that for a sponsorship to be mutually beneficial, it should be a WIN-WIN situation. And to achieve this situation in Russia one needs close partnership.

### ***Procedures and conditions***

In certain product sectors Spartak will hold tenders. The club will also consider any proposals. The details of the contracts will be negotiated with the club management and consultants, and fine-tuned to each founder-sponsor’s situation.

A founder-sponsor will open **a credit line and/or supply products or services or technologies** for an agreed amount for the construction and/or running of the Stadium. Contracts will be for no less than 5 years, preferably for 10 years.

Founder-sponsors will receive long-term rights. With so disparate sectors as, say, IT and soft drinks, they will have **different financial and business involvements** in the project and algorithms of compensation, these latter being a combination of:

- **Advertising exposure**
- **PR & promotional events**
- **Branding exclusivity**
- **Product exclusivity**
- **Venue rights**

### ***Advertising exposure***

Spartak Moscow F.C. has always been extremely popular in the USSR and Russia. (See below.) With its 20-million-strong national & international following, it boasts record-breaking attendances and TV viewerships. The reach of Spartak ad & PR actions is enormous.

Spartak is being examining international experience in perimeter and outdoor advertising, naming rights, hospitality, all kinds of sponsorship, including event sponsorship, etc., with the aim to improve the exposure potential for Spartak sponsors and advertisers at these two venues and the new Spartak office. The following are just some of the advertising possibilities for the founder-sponsors:

**Boards (static and rotating):** along the perimeter of the indoor football, basketball and volleyball fields, training center, etc.

**Outdoor advertising:** there will be dozens of billboards, including illuminated and/or rotating ones, in the territory of the Stadium.

**Video spots:** there are plans to have closed-loop television on the premises. This vehicle might be used to run video spots of founder-sponsors. Also, the spots might be included into commercial Spartak videos showing the best goals, etc.

**Credit plaques:** all the new buildings will have credit plaques listing all the founder-sponsors with a 10-year contract.

**Club newspaper/magazine:** Spartak plans to start a periodical that might carry founders' ads.

**Print matter:** stationery, match programs, etc., will carry founders' logos.

**Tickets:** founders' logos will be placed on all home match tickets.

**Signboards & PA systems:** founders may receive credit at half-time, before and after match.

**Web-site:** the club Web-site may have banners and links to founders' sites.

**Fan clubs:** founders' may use Spartak fan clubs, which Spartak plans to establish, as venues for their advertising.

New advertising technologies keep appearing by the day, and so Spartak would welcome any ideas that would increase the advertising potential of its venues for the benefits of the club's founders, sponsors, and advertisers.

### ***PR & promotional events***

Founder-sponsors may procure rights to use events and facilities for their promotional actions, involving, where possible, Spartak players and officers. They may also be sponsors of matches, match balls, and give awards to the best players of matches. These possibilities are only limited by one's imagination. Founders may use **the title of the Sponsor of Spartak Moscow F.C.** whenever and wherever they deem fit.



### ***Branding exclusivity***

Within the term of the contract a founder-sponsor will enjoy exclusivity of his brands within his product sector on all the venues of the club.

### ***Product exclusivity***

Within the term of the contract a founder may enjoy product-exclusivity, i.e., only his products will be sold and used on all the venues of the club.

### ***Venue rights***

A founder-sponsor may enjoy various rights on the Stadium:

**Naming rights:** a founder-sponsor may procure a right to have stands/sectors, sports facilities, bars, stores named after him.

**Boxes and/or seats and parking places:** free for the term of the contract.

**Tickets:** right of first refusal for tickets at all sports and other public events.

**Sports facilities:** right of using, for an agreed number of hours per week of the halls, tennis courts, swimming pool, etc.

**Banqueting facilities & meeting rooms:** a founder-sponsor may wish to use the Stadium's catering facilities for meetings with his clients, friends, and employees.

## **Prospects**

The Proposal only concerns the smaller stadium. When the larger stadium have been constructed and commissioned, the club will have more possibilities and rights to offer sponsors. The founder-sponsors' contracts might include the right of first negotiation.



These are just preliminary proposals aimed at generating interest in the business community. Final terms and conditions will be fine-tuned to each candidate founder-sponsor. Any inquiries are welcome.

**For more information apply to  
Yury Zavarzin,  
Managing Director, Spartak Moscow F.C.**



## **Spartak Moscow F.C.**

est. 1922



*Spartak Moscow — 1998 Champion of Russia*

# **A unique club** *in a unique coun-*

**Spartak Moscow is a *unique* club!**

*It has a unique past and a unique present (20-million following). They call it “the people’s team.” It is destined for a unique future!*

Spartak Moscow boasts Russia’s best national & international performance, match attendances, and TV exposures. It is young and dynamic! It is on the move!

**Spartak Moscow is *your gateway* to Russia!**



*Russia's just so full of opportunity.  
It's like (being) a kid in a candy store.*

– William G. Lowrie  
President of Amoco Production Co

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### **Club stadium**

Luzhniki

### **Shirt sponsor**

AKAI

### **Kit sponsor**

adidas

### **Legal consultants**

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October 1998

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### **President & Chief Coach**



*Oleg Romantsev*

### **Managing Director**



*Yury Zavarzin*

# Highlights

## In 1998

**Spartak Moscow F.C. was the Champion of Russia and a winner of several major international matches!**

**S**partak has had an impressive record of Soviet and then Russian championships and cups, and of international performance:

- **Champion of the USSR:** 1936 (fall), 1938, 1939, 1952, 1953, 1956, 1958, 1962, 1969, 1979, 1987, 1989.
- **USSR Cup winner:** 1938, 1939, 1946, 1947, 1950, 1958, 1963, 1965, 1971, 1992.
- **Champion of Russia:** 1992, 1993, 1994, 1996, 1997, 1998
- **Russia Cup winner:** 1994.
- **CIS Cup winner:** 1993, 1994, 1995, 1998
- **Semi-finals of European Champions' Cup:** 1990/91.
- **Semi-finals of Cup Winners' Cup:** 1992/93.
- **Semi-finals of UEFA Cup:** 1998

**S**partak's players have often been pronounced the best at both the national and international levels. A good example is Renat Dasaev.



*Russia's best footballer of 1997  
Dmitry Aleinichev of Spartak*



*Spartak's Renat Dasaev  
is jubilant excepting  
the title of the **world's best goalie***



## Spartak's international performance

As to Spartak's international status, the International Federation of Football History and Statistics invariably ranks the Club among the world's best football teams.

**The latest rating is No 2 in the world.**

## European Super League

Spartak Moscow is included in the planned European Super League.

## International comments

after UEFA Cup Quarter-finals — Amsterdam 3 March 1998

**Spartak 3 – Ajax 1**

*The victorious waltz of the Russians  
in the Arena.*

**De Telegraaf, Holland**

*The Muscovites were playing superbly.*

**Rinus Mihels, the famous Dutch  
coach of the 1970s**

*Spartak became a surprise team of the Tuesday,  
especially if one considers that it has had no official game  
since 9 December.*

**El Pais, Spain**

*I am shocked by Spartak's play!*

**Dumitru Dumitriu, AEK Coach**

*The Russians have lured into a trap the team that  
reigns supreme in the Dutch Premiership and have  
routed it in cold blood.*

**De Volkskrant, Holland**

*Spartak has shown a fantastic game, and with his  
goal Kechinov has shamed van der Sar.*

**Eurosport TV Channel**

*The club from Russia has shown fantastic football  
and, having defeated the formidable Ajax.*

**Telegraph, England**

*Total supremacy of the star ensemble of "Russian  
ballet" from Moscow over Ajax.*

*Spartak strips the European grossmeister.*

**DSF Channel, Germany**

*A team that has never lost in home matches in  
Eurocups since 1989 has been humiliated.*

**Algemeen Dagblad, Holland**

*Spartak has overwhelmed Ajax in front of the  
stunned Dutch.*

**Sporting Life, England**