

Funded by
the European Union



**EUROPEAN
TEAM CUP**

INTERNATIONAL TRAINING

APRIL 21ST - 23RD, 2023 | BRATISLAVA, SLOVAKIA



**WELCOME TO
BRATISLAVA !**

2. | EUROPEAN TEAM CUP





TODAY'S SCHEDULE

HOTEL NIVY

- 09:00 - 10:00** | INTRODUCTION
- 09:15 - 10:00** | ADAM KOCIAN / MENTAL COACH
- 11:00 - 11:20** | LUKÁŠ KENDRA / VOLUNTEERING INITIATIVE
- 11:30 - 13:30** | DAG PALOVIČ / LEADERSHIP MENTOR

RESTAURANT

- 14:00 - 14:45** | LUNCH

SPORT FIELDS

- 15:00 - 17:00** | TRAINING SESSIONS BEACH VOLLEYBALL, BASKETBALL, MINIFOOTBALL

RESTAURANT

- 19:00** | DINNER

CITY CENTER

- 21:00** | SURPRISE



ABOUT THE PROJECT

General objective of **European TEAM cup** project is to encourage participation in sport and physical activity and promote health benefits of mini football, 3x3 basketball and beach volleyball among university students of 12 European countries. We will organise an innovative European-wide sport event in Bratislava.

It will:

- combine sports and appealing social causes.
- promote team sports as a tool for good physical, mental and social health.

27 partners across the fields of sports, higher education, and public institutions will be involved in awareness raising activities and encourage university students to take part in this new type of international sports event.





STAGES

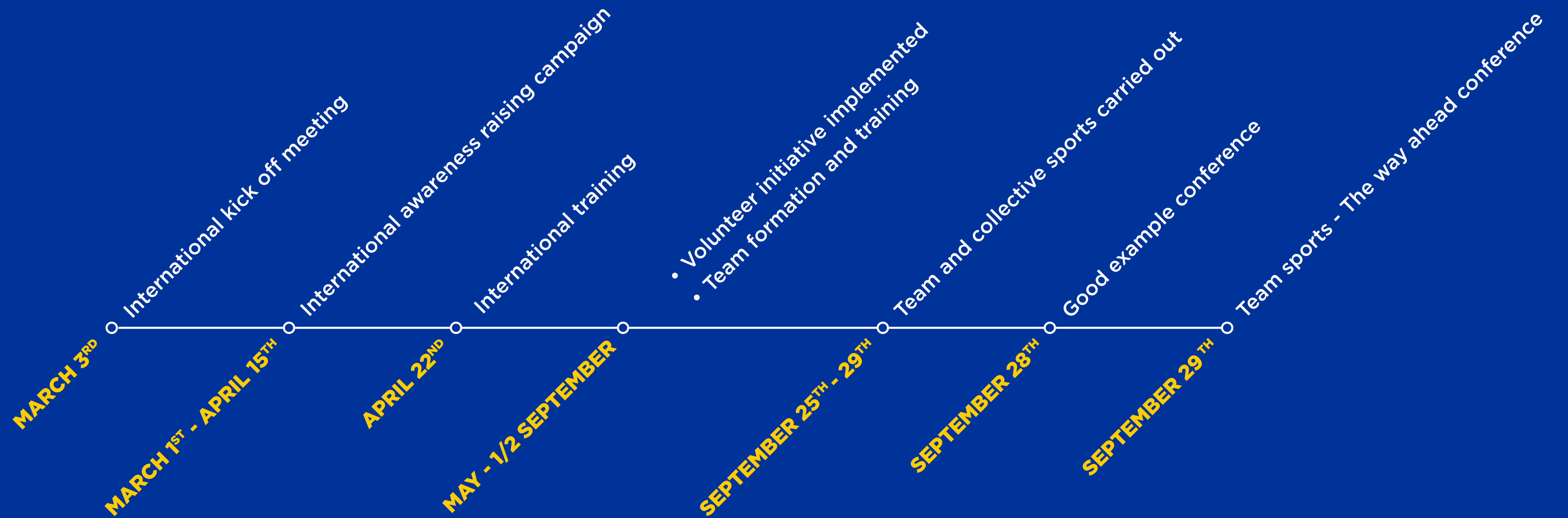
After attracting 48 university students from the different countries with experience in practicing the three team sports.

- First, they will undergo a training for leadership and motivational skills in Bratislava. They will exchange experience and expertise on how to use sport to promote community cohesion prior to the event
- Secondly, these students will create in their countries national teams eager to practice regularly the 3 sports and contribute to the development of local communities by planning and implementing volunteering initiatives.





TIMELINE





TEAM FORMATION PROCESS

1.

International awareness
raising campaign

2.

Team captains applica-
tions via project web
platform

3.

Selection protocol

4.

International training
for captains

5.

Getting the teams
together by captains

6.

Training process and
volunteer initiative
implementation

7.

Team and collective
sports carried out





SCHEDULE 1/3

MONDAY- SEPTEMBER 25TH

ALL DAY - Team arrivals

19:00 | OPENING CEREMONY

TUESDAY- SEPTEMBER 26TH

09:00 - 10:00 | YOGA, ZUMBA, JUMPING, CROSSFIT

10:00 | TEAM PRE-MATCH WARM-UP

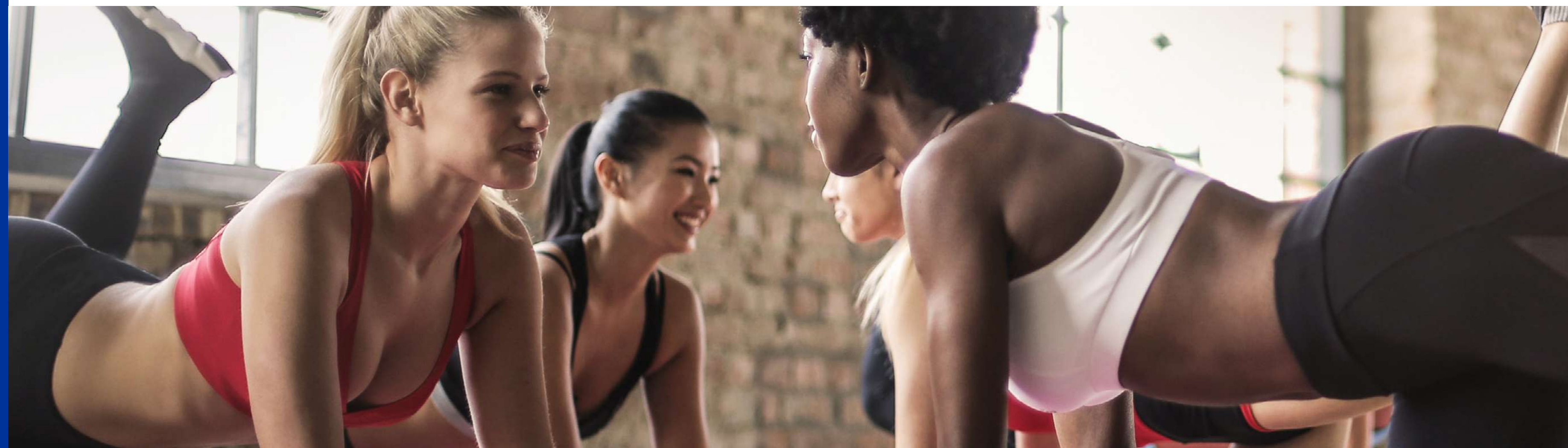
11:00 - 17:00 | GROUP STAGES IN ALL SPORTS

13:00 - 14:00 | LUNCH BREAK

12:00 | 14:00 | 16:00 | COMPETITIONS AND QUIZZES FOR THE GENERAL PUBLIC

17:00 | TEQ SHOW

18:00 - 19:00 | YOGA, ZUMBA, JUMPING, CROSSFIT





SCHEDULE 2/3

WEDNESDAY- SEPTEMBER 27TH

- 09:00 - 10:00** | YOGA, ZUMBA, JUMPING, CROSSFIT
- 10:00** | TEAM PRE-MATCH WARM-UP
- 11:00 - 17:00** | GROUP STAGES IN ALL SPORTS
- 13:00 - 14:00** | LUNCH BREAK
- 12:00 | 14:00 | 16:00** | COMPETITIONS AND QUIZZES FOR THE GENERAL PUBLIC
- 17:00** | TEQ SHOW
- 18:00 - 19:00** | YOGA, ZUMBA, JUMPING, CROSSFIT

THURSDAY- SEPTEMBER 28TH

- 09:00 - 10:00** | YOGA, ZUMBA, JUMPING, CROSSFIT
- 10:00** | TEAM PRE-MATCH WARM-UP
- 11:00 - 14:00** | PLAY OFF MATCHES IN ALL SPORTS
- 13:00 - 14:00** | LUNCH BREAK
- 12:00 | 14:00** | COMPETITIONS AND QUIZZES FOR THE GENERAL PUBLIC
- 14:30 - 17:00** | THE GOOD EXAMPLE CONFERENCE
- 18:00** | FINALS + AWARDS CEREMONY



SCHEDULE 3/3

FRIDAY- SEPTEMBER 29TH

10:00 - 14:00 | TEAM SPORTS - THE WAY AHEAD

15:00 - 20:00 | TEAM DEPARTURES





EUROPEAN TEAM CUP

COMMUNICATION STRATEGY



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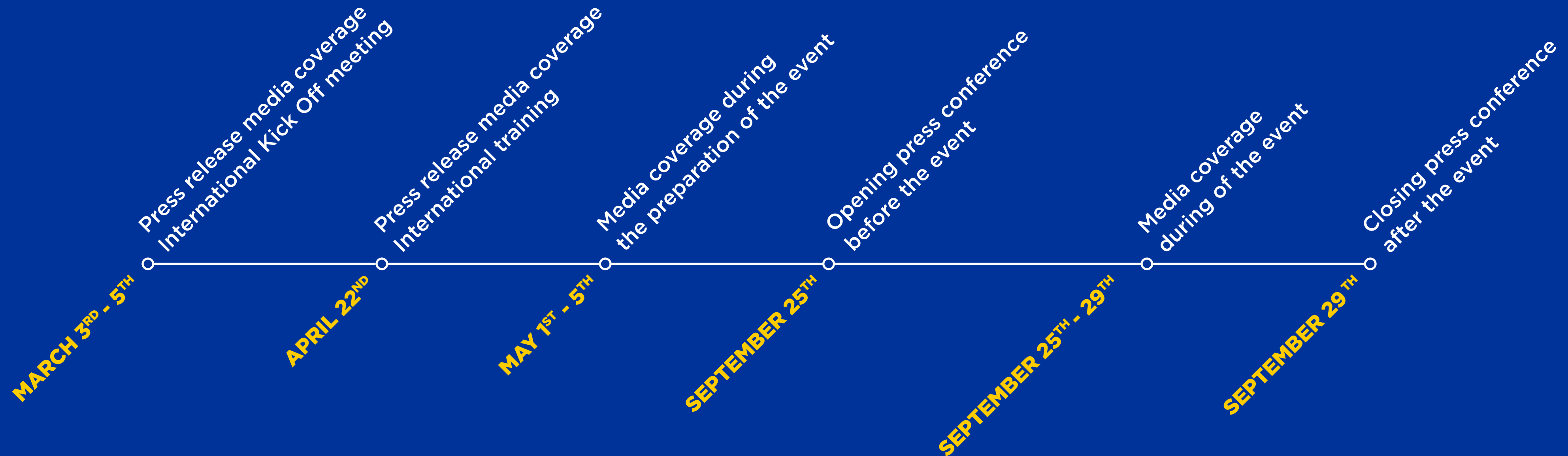
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COMMUNICATION TIMELINE

MILESTONES

- **MARCH:** Kickoffmeeting
- **APRIL:** International meeting
- **SEPTEMBER:** EUROPEAN TEAM CUP





CAMPAIGN

INTERNATIONAL AWARENESS RAISING CAMPAIGN

- The goal is to raise awareness among university students
- Communication via social media channels
- Visual graphic communication – posters and leaflets promoted among target group

POSTER:





CAMPAIGN

NATIONAL CAMPAIGN FOR THE EVENT

- photo/video materials
- video content – interviews, short videos
- introduction of the 3 sports





COMMUNICATION PLAN

COMMUNICATION EUROPEAN TEAM CUP - FEBRUARY/ SEPTEMBER 2023

COMMUNICATION	CONTENT	COMMUNICATION PLATFORM	PERIOD
PRESS CONFERENCES MEDIA BRIEFINGS	1x international training in April, 1x opening PC right before the event, 1x closing PC	social media, TV, RADIO, PRINT, ONLINE	FEBRUARY 2023 - SEPTEMBER 2023
DIRECT CONNECTION AMONG ALL OF THE 3 INVOLVED SPORTS	Direct connection and promotion of the 3 involved sports - mini football, 3x3 basketball, beach volleyball - communication through their channels	website, social media, leaflets, posters	FEBRUARY 2023 - SEPTEMBER 2023
COMMUNICATION VIA PARTNERS	Media partnerships, online	social media, TV, RADIO, PRINT, ONLINE	APRIL 2023 - SEPTEMBER 2023
COOPERATION WITH UNIVERSITIES, STUDENT HOUSING, STUDENT STANDS, SPORT CLUBS	Through these institutions, reach out to students to participate in the EU Team Cup.	DIRECT CONTACT, LEAFLETS, POSTERS, BANNERS	MARCH 2023 - SEPTEMBER 2023
VIDEO - AMBASSADORS - HELP TO PROMOTE THE EVENT VIA PERSONALITIES FROM INVOLVED SPORTS, TO RISE AWARENESS	In the form of video "business" cards, invite students to participate in the EU Team Cup through well-known personalities, sharing these challenges on their social media, banners with their faces and also inviting people in this way.	VIDEO, BANNERS, social media	MARCH 2023 - SEPTEMBER 2023
PROJECT WEBSITE	Banners, news articles, interviews	website	FEBRUARY 2023 - SEPTEMBER 2023
EXTERNAL WEBSITES	Through press conferences, press releases, media briefings we can also reach the online media space.	online	MARCH 2023 - SEPTEMBER 2023
OOH ADVERTISING	Billboards, Bratislava	indoor and outdoor areas	MAY 2023 - SEPTEMBER 2023
SOCIAL MEDIA	Banners, videos - schedule according to the editorial plan, boosting posts	social media	FEBRUARY 2023 - SEPTEMBER 2023
EVENT - VOLUNTEERING	Enviromental voluntary action (planting trees, collecting garbage, painting fences,...) articles, photography, videos	social media, website	SEPTEMBER 2023
PROMO CAMPAIGN VOLUNTEERING CAMPAIGN	Enviromental voluntary action - articles, photography, videos	social media, website, media	MARCH 2023 - SEPTEMBER 2023
PR CAMPAIGN: SPORT CENTERS PRESENTATION	Sport centers Preparation and presentation of individual sport centers and all sports.	social media, website, media	FEBRUARY 2023 - SEPTEMBER 2023
PR CAMPAIGN: YOUTH OF EU TEAM CUP	Youth Selected approx. 10 talented youngsters to be involved in EU TEAM CUP communication.	social media, website, media	MARCH 2023 - SEPTEMBER 2023
TEAM PRESENTATION, TEAM DRAW	Team presentation continuos introduction of participants	social media, website, media	SEPTEMBER 2023
NOMINATION EU TEAM CUP	Long list nomination communication of qualified sport persons	social media, website, media	SEPTEMBER 2023
MARKETING PARTNERS	Marketing partners fulfillment, cooperation	social media, website, media	APRIL, MAY 2023 - SEPTEMBER 2023
NEWS YOU CAN USE	Service info for spectators	social media, website, media	SEPTEMBER 2023

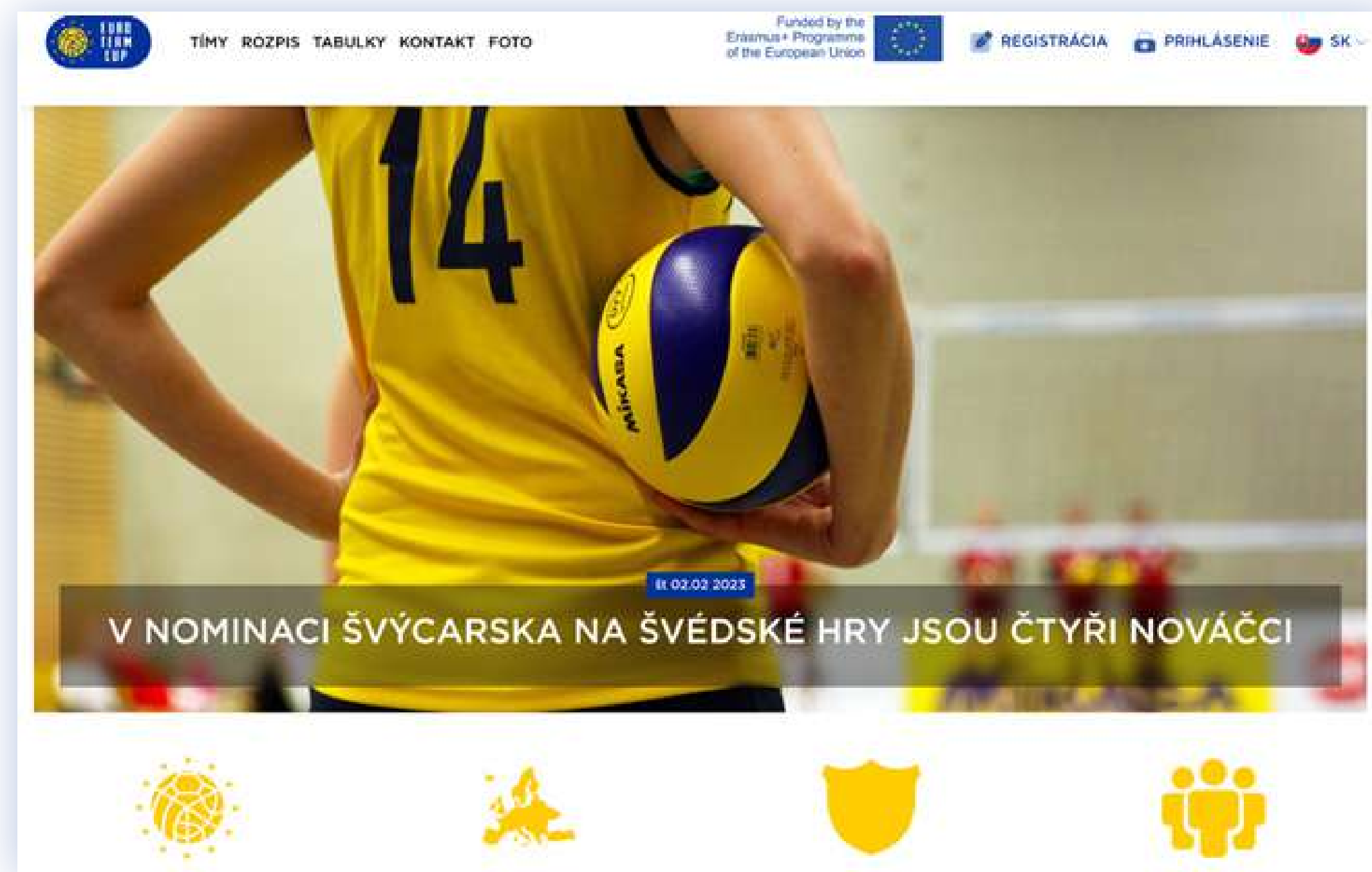


CAMPAIGN

DEVELOPMENT AND MANAGEMENT OF E-PLATFORM AND WEBSITE

An official interactive website with registration zones, a forum, options for streaming and broadcasting of reports, videos, advertising spots will be ready.

www.teamcup.eu



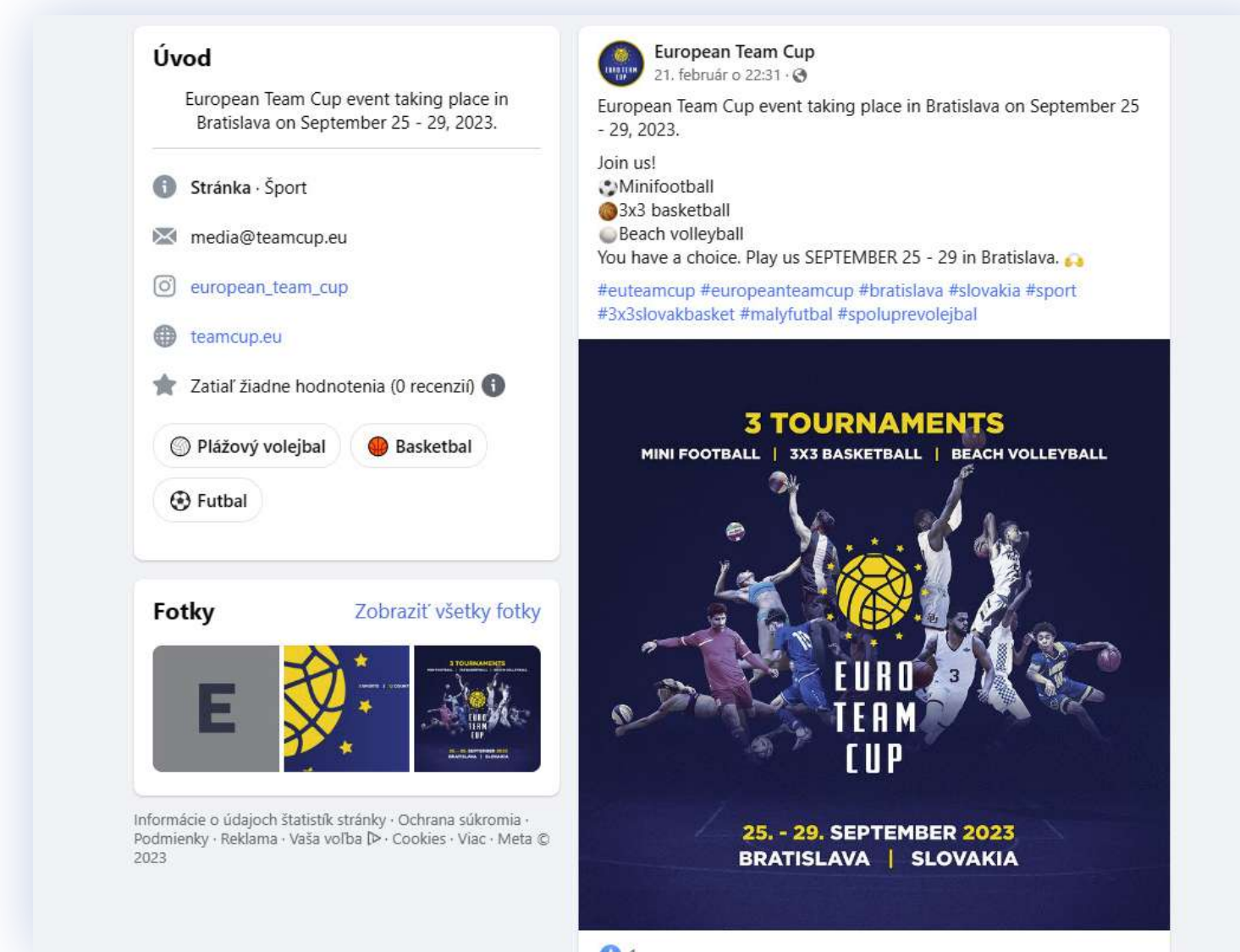
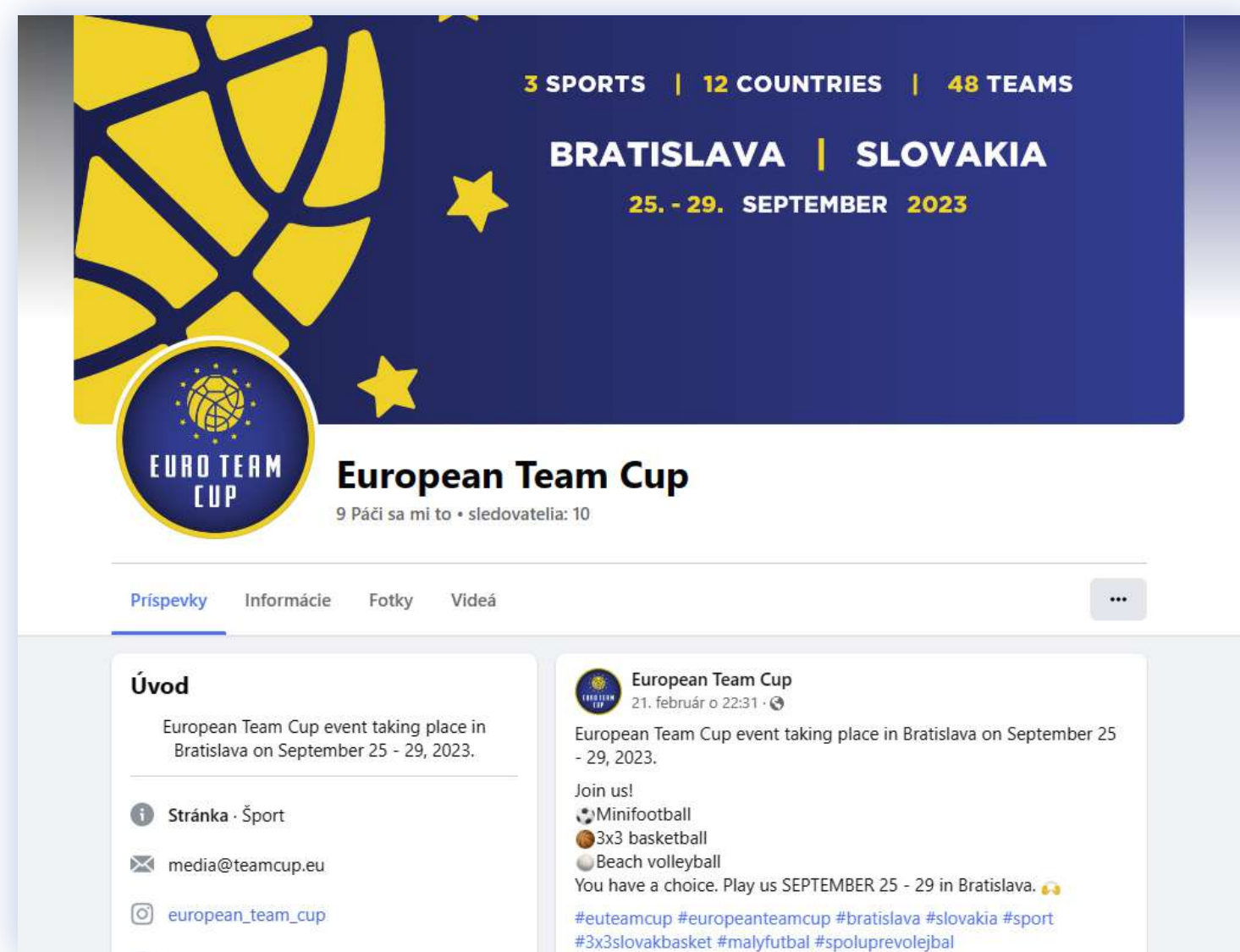


CAMPAIGN

SOCIAL MEDIA ACCOUNTS SET-UP AND MANAGEMENT

FACEBOOK:

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



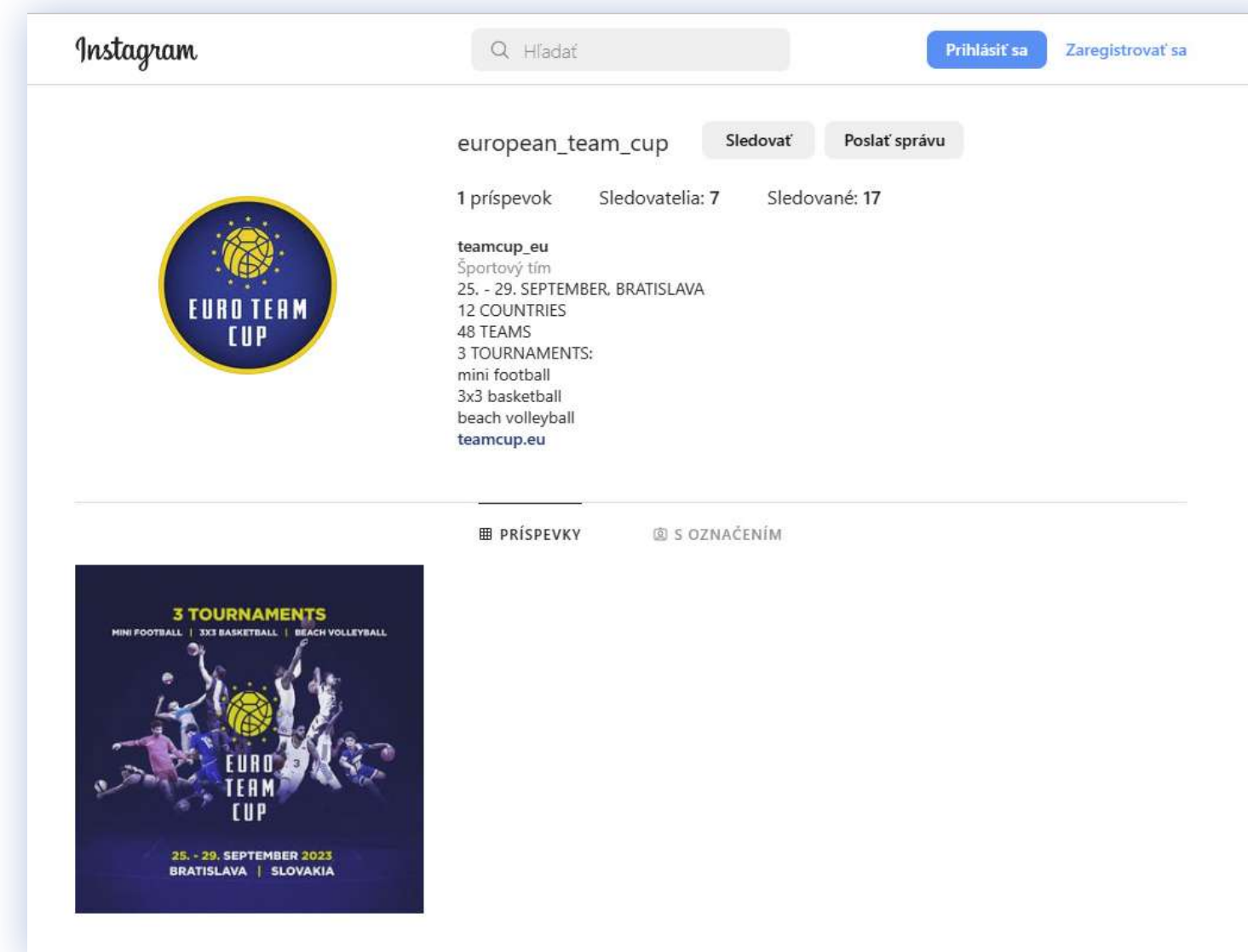


CAMPAIGN

SOCIALMEDIA ACCOUNTS SET-UP AND MANAGEMENT

INSTAGRAM:

https://www.instagram.com/european_team_cup/



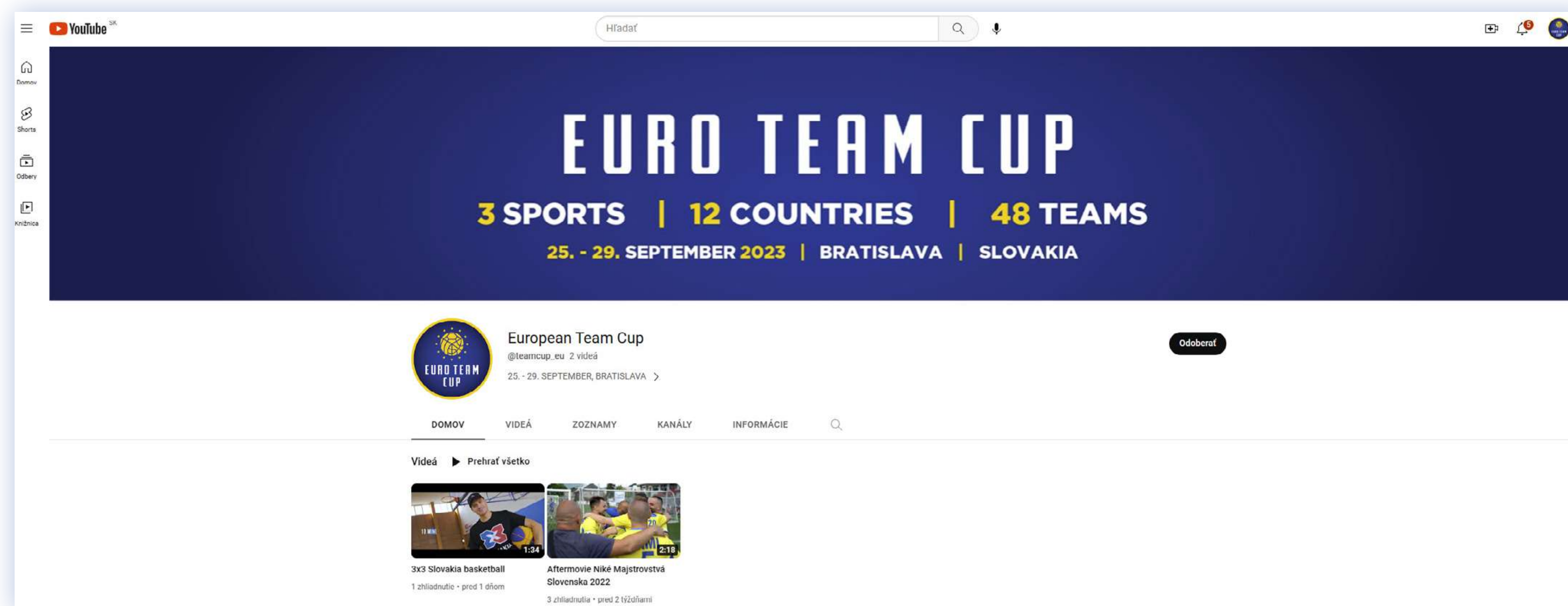


CAMPAIGN

SOCIALMEDIA ACCOUNTS SET-UP AND MANAGEMENT

YOUTUBE:

https://www.youtube.com/@teamcup_eu





CAMPAIGN

FOLLOW US

GOAL: 2 000 FOLLOWERS OVERALL BY THE END OF THE PROJECT

SCOPE: 50 POSTS

PLEASE, COOPERATE WITH US DURING SHARE OUR SOCIAL MEDIA AND SHARE PRESS RELEASES WITH YOUR INTERNATIONAL MEDIA PARTNERS.



teamcup.eu



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TOURNAMENT

SYSTEM OF THE TOURNAMENT

- Double elimination
- Groups A,B
- Each team will have 2 players + 1 captain
- Will be played on 2 winning sets (21 points)
- Will be played 3 on 3 players
- Teams can change the player show they want during the game
- Players will get the uniforms
- Female only tournament

ORGANIZATIONAL STANDARDS

- Tournament Manager
- Court manager
- Referees
- Helpers

DISTRIBUTION OF TEAMS

	SLOVAKIA	2		SERBIA	1		SPAIN	1
	CZECHIA	1		ITALY	1		CROATIA	0
	BULGARIA	1		ROMANIA	0		SLOVENIA	1
	TURKEY	1		HUNGARY	2		AUSTRIA	1



3x3 TOURNAMENT

TOURNAMENT

Structure of the competition

2 groups by 6 teams

2 teams from each group - elimination phase

Winner of the semifinals - FINAL

Losers of the semifinal - 3rd place game

RULES

FIBA 3x3

10 minutes/21 points

6 players in one team

Female only tournament

CONTACT

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DISTRIBUTION OF TEAMS

	SLOVAKIA	2		SERBIA	2		SPAIN	1
	CZECHIA	1		ITALY	1		CROATIA	0
	BULGARIA	1		ROMANIA	1		SLOVENIA	1
	TURKEY	0		HUNGARY	1		AUSTRIA	1



**EUROPEAN
TEAM CUP
MINIFOOTBALL
25.-29. 9. 2023**

SYSTEM: 6 a side (5+1)

MAXIMUM OF PLAYERS IN ONE TEAM: 9 (already with GK)

NUMBER OF TEAMS: 24

NUMBER OF GROUPS: 4 (A-D)

TEAMS PER GROUP: 6 (draw)

TIME OF THE MATCH: 1x25 min

SIZE OF THE PITCH: 26m (width) x 48m (length)

SIZE OF THE NET: 2m (height) x 4m (width)

SIZE OF THE BALL: number 5 (classic ball)

EVERY TEAM: minimum of 5 games (5x25 min = 125 min)

KO STAGE: best 2 teams from each group (quarterfinal)

RED CARD PENALTY: 3 minutes (one player down)





EUROPEAN TEAM CUP MINIFOOTBALL 25.-29. 9. 2023

SERVICE - player profile, player statistics, team statistics, tables, match program, results, match detail, match highlights, referees and more.

ALLOWED FOOTBALL BOOTS: turfs, plastic stud boots AG, indoor boots

NOT ALLOWED BOOTS: boots with metal studs are strictly NOT allowed!!!

RULES: official WMF rules

JERSEYS: all teams will receive fully equipped jersey complets (jersey, short and sock) with same colour (except goalkeeper)

SHINPADS: obligatory (must be)

POINT SYSTEM: win (3 points), draw (1 point), loss (0 points)





**SLOVAK
MINIFOOTBALL
FEDERATION**

**THANK YOU
AND ENJOY THE
WORKSHOPS
AND SESSIONS**

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