



MUNDIAL OF
LEGENDS
— SWITZERLAND 2020 —



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SWITZERLAND



THE HIGHLIGHTS

The 1st Mundial of Legends
IN SWITZERLAND, 2020



Expect amazing days of International matches and exciting events!
8 teams will be selected from below list.

SWITZERLAND			ENGLAND
ITALY			FRANCE
BRAZIL			SPAIN
GERMANY			PORTUGAL

ALL-STAR teams' participation only during pre - after events

11 versus 11
60 minutes per match
200+ Legends involved
8 nations, 4 continents

Global broadcasting
Global promotion
International media coverage
Global Charity programs

INTRODUCING

the Mundial of Legends

Mundial of Legends will bring together legendary football stars and referees to benefit programs that will aid the underprivileged people of the world through an electrifying football tournament.

A magnificent number of legendary players and referees are already on board.



PREPARE TO BE AMAZED

Never before has the game of football reached such heights. Legendary footballers coming together to raise money for the world's underprivileged.

A unique worldwide platform based on innovative marketing strategies that will also promote the host country and its businesses on a global scale.

NOTEWORTHY FACTS



MANY DAYS OF THRILLING
MATCHES AND EVENTS



LEGENDS
FROM 35 ONWARDS



11 VERSUS 11



8 NATIONS REPRESENTED
BY 200+ LEGENDS



60 MINUTE MATCHES WITH
15-MINUTE HALF-TIME



KNOCK-OUT TOURNAMENT



7 MATCHES MINIMUM



LEGENDARY REFEREES



UNLIMITED SUBSTITUTIONS
DURING EACH MATCH



GROUP WINNERS AND
RUNNERS-UP GO THROUGH TO
THE KNOCK-OUT PHASE.



COMPETITION RULES ARE
THOROUGH AND REDESIGNED
FOR SENIOR PLAYERS.



A GREAT WAY TO GENERATE
RESPECT AND RAISE FUNDS AND
AWARENESS FOR THOSE LESS
FORTUNATE





GAMES OF LIFE

The Games of Life program aim to have a positive contribution to children's life by inspiring them to be great in whatever they do.

Football is the pillar of my life! A sport that taught me my values. Because nothing is hidden on the pitch. The discipline, the respect, the disappointments and the belief in yourself. But also: strategy, precision and of course the result.

Football is life; growing, developing and performing. To dream more. To learn more. To be great in whatever. Then you are a true Legend.

As a legend you inspire people to grow. And as a legend you play an important part in the lives of others. As an example. As an inspiration.

BACK ON THE FIELD

Legendary footballers playing once again for a epic football tournament - that's what **Mundial of Legends** tournament is all about.

Some of the best players in the history of football already endorsed the first edition in Switzerland. Alongside them, approximately 200+ footballing legends from 35 onwards will battle it out on the football field in December 2018 to see who will be the first champions of the **Mundial of Legends**.

Legendary players and referees coming together again to represent their nations and display their skills in a series of competitive matches.

TECHNOLOGY

Revolutionary sports technology will be used and tested by the legends and officials to promote fair play and innovation in the game. **Mundial of Legends** will allow top technology companies to showcase their state of the arts products and services on a global football platform.

GLOBAL EVENT PROMOTION

Spectacular images of the host country and key events/strategic partners will appear in over 1,000 hours of televised coverage across 100+ countries, including the media campaigns leading up to the event.

Thanks to an international team of broadcasters spread across five continents, it is possible to send out the key message on a global platform with the potential to reach hundreds of millions of passionate sports fans, spectators and other audiences

IMAGINE : YOUR FAVOURITE
LEGENDARY FOOTBALLER STRIDING
OUT ONCE AGAIN INTO THE ARENA
FOR AN EPIC FOOTBALL MATCH.
THAT'S WHAT THE
MUNDIAL OF LEGENDS
TOURNAMENT IS ALL ABOUT



FOOTBALL ART GALERIES

Sports has a beauty all of its own but art and culture will play a huge part in the first **Mundial of Legends** also.

Some of the best pieces of historic football moments will be showcased, frozen in time. Artistic football objects will be on display from all over the world. Portraits of participating players will be painted by well-known artists prior to the event and later auctioned for charity.

Due to the worldwide media exposure prior to **Mundial of Legends**, this sub-event will attract a wide audience.

From wealthy and influential collectors to die-hard football fans, each visitor will find something in the collection to their liking. These lovers of art and sports will have a rare and unique opportunity to meet the high profile and well-travelled art owners - those who have loaned their precious collections specifically for this event, as well as some of the artists who painted the player portraits.



THE **MUNDIAL OF LEGENDS**
SPORTS PLATFORM PROVIDES A
ONE OF A KIND CHANCE TO PUT THE
HOST SPORTS-LOVING COUNTRY
IN THE SPOTLIGHT AS WELL
AS BRINGING PEOPLE TOGETHER
AND HELPING THE LESS FORTUNATE

A photograph of a person's legs from the knees down, standing on a soccer ball. The person is barefoot. The background is a bright, sunlit field with trees in the distance. The image has a warm, golden glow. A dark, geometric pattern of overlapping polygons is overlaid on the bottom half of the image.

GLOBAL CHARITY PROGRAMS

Mundial of Legends live charity events and auctions will offer fans and collectors alike, both online and in person, the chance to purchased a piece of football history, signed by the football legends themselves!

All donations raised through the charity programs will be donated to our partner charities to aid programs that benefit those less fortunate in the world.

INTERNATIONAL PRESS COVERAGE

We are collaborating with many International Press bodies to make the **Mundial of Legends** an even bigger draw for football fans around the world.

Mundial of Legends will bring top international sports journalists to the host country in 2018 that will provide expansive media coverage of all aspects of the tournament - before, during and after the game. Their coverage will not stop with the games themselves.

Coverage will also focus on the host country, providing the host country with an excellent opportunity to show the rest of the world what the host country has to offer as the host of this unique tournament.

As a result, the host country will benefit greatly from the additional global attention and tourism – potentially for years after the tournament.

Mundial of Legends platform provides a one-of-a-kind chance to put the host country in the spotlight and more importantly, to bring people together and help the less fortunate.



The background of the entire page is a dark, atmospheric image featuring two men in formal suits. The man on the left is a white man with a beard, and the man on the right is a Black man. They are both smiling and embracing each other in a warm, friendly manner. The background behind them is a dark blue or black field filled with a complex, glowing pattern of interconnected lines forming various geometric shapes, primarily hexagons and pentagons, reminiscent of a honeycomb or molecular structure. The lines are a light yellow or gold color, creating a shimmering, ethereal effect. The overall mood is one of celebration and elegance.

THE GRAND GALA

A BEAUTYFULL FAREWELL

As with every major event, **Mundial of Legends** will open and close with an elegant red carpet event.

The football stars, their guests and those who supported the event will attend for a glorious night of well-deserved enjoyment. This is our moment to say a heart-felt “Thank You” to all the football legends, officials and others who took part in the games and to all those who so generously contributed to the tournament events.

We will celebrate the success of the first ever **Mundial of Legends** - the first of many! A gourmet gala dinner will be served; spectacular performances will take place; a history and art exhibition will be on display; and a farewell party will be enjoyed!

The Grand Gala will be attended by some of the most important sports celebrities and influencers from around the world and will be broadcasted on television.

This is the ultimate opportunity for a worldwide audience to see the beginning of a new global event.

ECONOMIC IMPACT

An event on this scale is sure to have a positive economic impact on the host city and country.

Tourism, advertising and retail markets stand to benefit greatly from the tournament. Media coverage, event ticket sales, food and beverage sales and proceeds from souvenirs are only the tip of the iceberg.

In addition to the football matches, flight and accommodation bookings will increase greatly to make the event more accessible for fans; shopping vouchers to draw visitors into the local areas will be offered; street shows for entertainment; mouthwatering meal deals and fun activities for the whole family - from children to seniors - will all be provided.

People who visit Switzerland during **Mundial of Legends** will get a taste of what the host country has to offer.



THE LEGENDS

Legendary players require legendary referees!
These are the men who created the rules that sustain
fairplay and sportsmanship on the field.

THE LEGENDARY PLAYERS LIST

8 nations will compete in the first ever
Mundial of Legends in 2018.

Mundial of Legends teams will be split
according country and in some cases,
continental regions.

8 nations, 8 teams go head-to-head,
narrowing down the competition
until the final knock-out game. Can you see
them now? Each player, treading onto the
field in the football kit from his last pro
team?

Mundial of Legends teams will be split
according country and, in some cases,
continental regions.

Some countries have more legends than
others. Using this method, each continental
region or country will easily be able to put
together a team of minimum 25 football
legends.

Who will come out on top?

Well, that's something you will have to see
for yourself!



AMBASSADOR

**“I LEARNED
ALL ABOUT LIFE
WITH A BALL
AT MY FEET...”**

Ronaldinho



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MATCHWORLD
GROUP

Ch. de l'Arzelier 6, 1071 Chexbres, Switzerland
info@matchworldgroup.com
www.matchworldgroup.com