

The 2nd European Games 2019



Why a European Games?



- Europe was only continent not to have its own multi sport Games pre 2015
- Number of Olympic medals won by Europe was continuously reducing:
 - Seoul 1988 Europe won over 70% of Olympic medals
 - Beijing 2008 Europe won less than 40% of Olympic medals
- Success of Baku 2015 clear from athletes perspective:
 - 50 Gold, 50 Silver and more than 100 Bronze Rio 2016 Olympic medals were won by athletes who won medals in Baku 2015



50

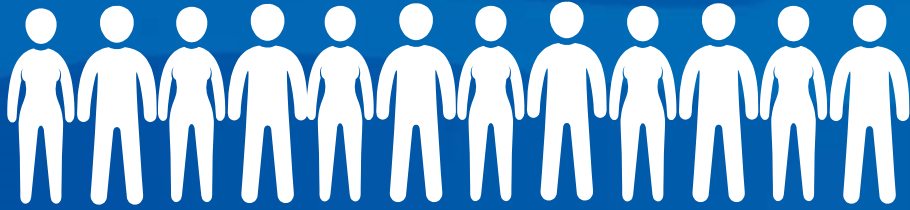
European countries



More than

18000

official participants



23

Events

15

Sports

10

Qualification events to Tokyo 2020

4

Official European Championships

4082

Athletes



200

Medal events

21

22

23

24

25

26

27

28

29

30

Opening ceremony

June 2019

Closing ceremony

The 2nd European Games Minsk 2019 Logo and Slogan



Час ярких
побед!

**BRIGHT
YEAR.
BRIGHT
YOU!**

Время
ярких побед!

Sports Programme – Competition Schedule



Version 17.0

SPORTS PROGRAMME

DAILY COMPETITION SCHEDULE

MEGOC 2019

| SPORT | VENUE | Events | Athletes |
|-----------------------------------------|------------------------|------------|-------------|
| OPENING & CLOSING CEREMONIES | | | |
| 1 Archery | DINAMO Stadium | 8 | 128 |
| 2 Athletics | DINAMO Stadium | 10 | 690 |
| 3 Badminton | FALCON Club | 5 | 160 |
| 4 3x3 Basketball | PALOVA Arena | 2 | 128 |
| 5 Beach Soccer | Olympic Sports Complex | 1 | 96 |
| 6 Boxing | Sports Palace URUCHIE | 15 | 316 |
| 7 Canoe Sprint | Regatta Course ZASLAVL | 16 | 350 |
| 8 Cycling | | 24 | 542 |
| - Track (20 events, 316 athletes) | MINSK Arena Velodrome | 316 | |
| - Road (4 events, 226 athletes) | Minsk City | 226 | |
| 9 Gymnastics | MINSK Arena | 32 | 286 |
| - Artistic (12 events, 90 athletes) | | 90 | |
| - Trampoline (4 events, 48 athletes) | | 48 | |
| - Aerobic (2 events, 56 athletes) | | 56 | |
| - Rhythmic (8 events, 52 athletes) | | 52 | |
| - Acrobatic (6 events, 40 athletes) | | 40 | |
| 10 Judo | CHIZHOVKA Arena | 15 | 400 |
| 11 Karate | CHIZHOVKA Arena | 12 | 96 |
| 12 Sambo | Sports Palace | 18 | 144 |
| 13 Shooting | | 19 | 330 |
| - Rifle & Pistol (13 events, 208 athl.) | Shooting Centre | 208 | |
| - Shotgun (6 events, 122 athletes) | Sporting Club | 122 | |
| 14 Table Tennis | Tennis Olympic Centre | 5 | 128 |
| 15 Wrestling | Sports Palace | 18 | 288 |
| - Freestyle (6 events, 96 athletes) | | 96 | |
| - Women (6 events, 96 athletes) | | 96 | |
| - Greco-Roman (6 events, 96 athletes) | | 96 | |
| OPENING & CLOSING CEREMONIES | | | |
| | DINAMO Stadium | | |
| Overall Events & Athletes: | | 200 | 4082 |
| Men's Events: | | 91 | |
| Women's Events: | | 89 | |
| Mixed Events: | | 20 | |



AD - Arrival Day TR - Training Day Q - Competition Day F - Medal Competition Day DD - Departure Day

Sport Qualifications – Road to Tokyo 2020



10 Sports are the Part of the 2020 Summer Olympics Qualification System:

- **Archery** – Ranking points
- **Athletics** – Qualification standards
- **Badminton** – Ranking points
- **Boxing** – Ranking points
- **Canoe Sprint** – The winners in C1 Men 1000m, C2 Men 1000m & C1 Women 200m, C2 Women 500m Olympic events
- **Cycling** – Ranking points
- **Judo** – Ranking points
- **Karate** – Ranking points
- **Shooting** – The winners in each individual Olympic event
- **Table Tennis** – Three medalists in the Men's and Women's Singles events, gold medalists in Men's and Women's Team events, gold medalists in Mixed Doubles events



TOKYO 2020



Competition Venues



1. Shooting Centre (Rifle & Pistol)
2. Sporting Club (Shotgun)
3. URUCHIE Sports Palace (Boxing)
4. Olympic Sports Complex (Beach Soccer)
5. Olympic Sports Complex (Archery)
6. Minsk City Centre (Cycling – Road)
7. DINAMO Stadium (Athletics)
8. Sports Palace (Sambo, Wrestling)
9. Palova Arena (Basketball 3x3)
10. Olympic Tennis Centre (Table Tennis)
11. Falcon Club (Badminton)
12. Velodrome Minsk Arena (Cycling Track)
13. Minsk Arena (Gymnastics)
14. ZASLAVL Regatta Course (Canoe Sprint)
15. CHIZHOVKA Arena (Judo)

Athletes' Village



- Capacity: over 6,000 athletes and officials;
- 9 residential buildings;
- Total of 3862 rooms;
- A typical accommodation unit will comprise a 50 sq.m. twobedroom apartment for 4 residents;
- Refurbishments, temporary structures and overlay completed by the end of April 2019.



Webpage and Online Activities



- **Official webpage** www.minsk2019.by: Games news, program sports news
- 2 languages: English, Belorussian, Russian
- **Social media:** Facebook, Instagram, Twitter, YouTube, VK (links available on the official website)
- **Strategy:**
 - Exciting content: Games, sports and tourism
 - Users can like, share and comment
 - Branded visual content
 - Cooperation with other social media communities
 - Increasing of post views in social media



Ticketing Strategy



The MINSK 2019 European Games is a unique multi-sport event, which will attract thousands of spectators from all over the world.

The strategic planning and delivery of the ticketing programme of the Games will be developed to meet the key objectives, such as:

- support full stadiums attendance;
- delivering an effective, service-oriented ticketing programme;
- providing fans in Belarus and abroad with equal opportunities for obtaining tickets to the 2nd European Games 2019.

Information on ticket pricing will be presented to the public in October 2018



Ticketing



Start of the ticket sales is planned on **1 December 2018**;

- minsk2019.ticketpro.by is already available for news subscription;
- sales to the general public will be conducted by MEGOC though minsk2019.ticketpro.by in the territory of Belarus and through Official Resellers on their territories starting from 1 December 2018 until 28 February 2019;
- tickets will go on sale worldwide to the general public on 1 March 2019 at www.minsk2019.ticketpro.by;
- general public will also be able to buy tickets offline in the City Ticket Outlets and Venue Ticket Box Offices as well as in more than 400 Partnership Sales Outlets around Belarus.

TICKETPRO®
www.ticketpro.by



VISITING BELARUS VISA-FREE FOR TICKETHOLDERS

10 June - 10 July 2019 года

A VISA-FREE TRAVELER MUST HAVE:

- 1 Valid passport
- 2 Medical insurance of 10.000 euro (can be purchased on site)
- 3 Daily monetary allowance – at least 2 base amounts* for each day of stay













































































Citizens of 74 countries can stay in Belarus without visa for thirty days, including the arrival and departure days



Mandatory requirement – arrival and departure via Minsk National Airport

LIST OF COUNTRIES WHOSE CITIZENS ARE EXEMPT FROM VISA REQUIREMENTS FOR 30-DAY VISITS TO BELARUS

| | | |
|----------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
|  Australia |  Iceland |  Panama |
|  Austria |  Spain |  Peru |
|  Albania |  Italy |  Poland |
|  Andorra |  Canada |  Portugal |
|  Antigua and Barbuda |  Cyprus |  Romania |
|  Barbados |  People's Republic of China** |  Samoa** |
|  Bahrain |  Korea (Republic) |  San Marino |
|  Belgium |  Kuwait |  Saudi Arabia |
|  Bulgaria |  Latvia |  Seychelles |
|  Bosnia and Herzegovina |  Lebanon** |  Saint Vincent and the Grenadines |
|  Vanuatu |  Lithuania |  Singapore |
|  Vatican |  Liechtenstein |  Slovakia |
|  United Kingdom of Great Britain and Northern Ireland |  Luxembourg |  Slovenia |
|  Hungary |  The Republic of Macedonia |  United States of America |
|  Vietnam** |  Malaysia |  Uruguay |
|  Haiti** |  Malta |  Finland |
|  Gambia** |  United Mexican States |  France |
|  Germany |  Federated States of Micronesia |  Croatia |
|  Greece |  Monaco |  Czech Republic |
|  Denmark |  Namibia** |  Chile |
|  Dominica |  Netherlands |  Sweden |
|  India** |  Nicaragua |  Switzerland |
|  Indonesia |  New Zealand |  El Salvador |
|  Ireland |  Norway |  Estonia |
| |  Oman |  Japan |

*A base amount is equal to 10 euro

**A traveler must have a valid document for travelling abroad with a valid multiple-entry visa of one of the European Union member states or the Schengen Area member states bearing a European Union or Schengen Area entry stamp, and also tickets with a return date from Minsk National Airport



Current Promotional Activities



- Participation in international sports and touristic conferences and exhibitions
- Joining international sports festivals and campaigns
- Collaboration with national and European sports federations



PR projects



- **Sport Ambassadors project** - promoting athletes in 15 sports of Minsk 2019.
- **Informational Ambassadors project** – local and international famous persons participate in promotion of the 2nd European Games 2019
- **Bright Team project** - famous people try their skills in 15 sports of Minsk 2019



Volunteers



- On-line registration at www.minsk2019.by: over 8000 applications
- Applications from foreign countries include: Azerbaijan, Hungary, Lithuania, Poland, USA
- Advertising placed on most visited and relevant websites
- Social networks activities via dedicated Instagram, Vk, Facebook
- Collaboration with leading universities to promote the volunteer programme and inspire the youth
- Education and Training Concept developed
- Ongoing special projects, dates and events



BRIGHT YEAR,

Время
ярких побед!

Час ярких
побед!

BRIGHT YOU!