



HOSPICE CASA SPERANȚEI
MAKING EVERY MOMENT COUNT



HOSPICE Cup (Beach Football) 6th Edition – 1st July 2017



** Competition Logo subjected to change*

Concept

- HOSPICE Cup 2017 is a beach football competition between companies, destined for raising funds that will be used to finish the development of the third HOSPICE centre in Romania, a unique socio-medical centre in Adunatii Copaceni. The beneficiaries of this centre will be children suffering from life-limiting illnesses.
- Cup system (group phase + playoffs)
- 16 or 20 teams, split into 4 groups
- 5 players on the field – 1 goalkeeper + 4 field payers – 10 players in the team + 2 staff members
- Estimated duration: one day (Saturday, July 1) from 10:00 to 18:00
- In case there will be more than 20 teams participating in the HOSPICE Cup, the competition will take place in two days – Saturday, July 1 & Sunday, July 2.

HOSPICE Cup History



Competitia Caritabilă de Fotbal
Inter-Companii
„CUPA HOSPICE” 27 Iunie 2009
Locul II

Competitia Caritabilă de Fotbal
Inter-Companii
„CUPA HOSPICE” 27 Iunie 2009
acordată companiei
Deloitte

Competitia Caritabilă de Fotbal
Inter-Companii
„CUPA HOSPICE” 27 Iunie 2009
Locul I

Competitia Caritabilă de Fotbal
Inter-Companii
„CUPA HOSPICE” 27 Iunie 2009
acordată companiei
Electronics Arts

Competitia Caritabilă de Fotbal
Inter-Companii
„CUPA HOSPICE” 27 Iunie 2009
Locul III

5 editions of HOSPICE Cup: 2010 - 2014



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5 editions of HOSPICE Cup: 2010 - 2014



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CUPA HOSPICE 2014



FOTBAL PENTRU SPERANȚĂ
ediția a VI-a • 31 mai 2014



Partners of HOSPICE Cup 2010 - 2014

Coca Cola, Hellenic, Macromex, BCR, RBS, GlaxoSmithKline, KPMG, Deloitte, RTPR Allen&Overy, Actavis, Intercontinental, Procter&Gamble, Athene Palace Hilton, Schlumberger, Cosmote, Oracle, Vodafone, Ernst&Young, Stanley Bet, Electronic Arts, Gazeta Sporturilor, Provident Financial, Price Waterhouse Coopers, GE Garanti Bank, Raiffeisen Bank, Raiffeisen Leasing, Porsche Bank, Apollo Mod, SportLocal.ro, Asociatia Municipala de Fotbal Bucuresti, F.C. Steaua Bucuresti

2017 HOSPICE Cup - Beach Football



- As 2017 is the year when HOSPICE celebrates 25 years of activity in Romania, the foundation decided to reinvent a traditional competition: The HOSPICE Cup
- The concept was rebranded, as the 6th edition of the HOSPICE Cup has become a Beach Football tournament
- All funds will be directed towards the development of the HOSPICE socio-medical centre at Adunatii Copaceni (copaceni.hospice.ro)
- Location: [Divertiland Water Park](#)



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The Need

- More than 5,000 children living with a life-limiting condition in the Bucharest area alone
- More than 8,000 family members involved in care-giving, without any adequate support
- More than 10,000 children facing death of a family member and needing bereavement support
- Many families with sick children facing poverty and hardship



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The solution: Centrul socio-medical HOSPICE de la Adunatii Copaceni

- A property comprising of a conac “manor house” and 5 other buildings, in a beautiful location close to Bucharest, was donated to HOSPICE Casa Sperantei by the Florescu family in 2013 for the purpose of establishing a Centre for children and families affected by life-limiting conditions such as muscular dystrophy, cystic fibrosis and cancer.
- 6 apartments to provide temporary accommodation for families with a sick child in need
- 12 bed respite care facility and home-care team following up patients at home
- Day centre for various therapies, educational opportunities and summer trips venue
- Resource & counseling centre for families and activity workshops
- The revolutionary TECH House project, a place where the latest elements of technology will be used in child therapy.



Yearly Impact

- 400 admissions for respite care
- 2.000 attendances for assessment/
play therapy
- 600 family members receiving
counselling and support
- 300 children attending camps

- 200 children attending
rehabilitation/education centre
- 200 medical professionals trained
from all over Romania
- 800 home-care visits per year



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Partners of the Campaign for Copaceni



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DISTRACȚIA VINE ÎN VALURI

- | | |
|-------------------------|------------------|
| 1 BUCATARIA DE VARA | 16 LAZY RIVER |
| 2 BEERS & CHEERS | 17 PAVILIOANE |
| 3 ARENA DEL SOL | 18 FOOD CORNER |
| 4 PAVILIOANE | 19 PAVILIOANE |
| 5 PAVILIONUL CU SUMATAT | 20 BAR |
| 6 WAVE POOL | 21 SPLASH ATTACK |
| 7 BUNGEE DOME | 22 EASY BREEZY |
| 8 PAVILIOANE | 23 COPA BANANA |
| 9 ELEPHANT SPRINGS | 24 PISCINA COPII |
| 10 EXPERIENCE ZONE | 25 VOLEI |
| 11 DIVERTILAND DINER | 26 PAVILIOANE |
| 12 LINKO | 27 BISTRO |
| 13 PISCINA OLIMPICA | 28 RAINBOW TOWER |
| 14 HIPPO POOL | 29 WATERFALL |
| 15 PAVILIOANE | 30 KILIMANJARO |

- ATRACTII
- PAVILIOANE
- RESTAURANT



Divertiland DIVERSITY

Bucharest's *Best Entertainment Center!*

The most *Secure and Clean Water* park in Romania!

Considerable surface with *over 100.000 sqm* for fun and parking!

Special mix of *Premium Entertainment Facilities*, food area and complete services!

Unique Selling Position for the summer, building a strong premium brand and values!

Addressability to *Over 4.7 million people* in the primary and secondary catchment areas (Bucharest, and 4 high income counties)!





River Island



Surfing School



Olympic Pool



Pool Parties

Divertiland KEY FIGURES in 2016

Over **170.000 visitors** visited the park !

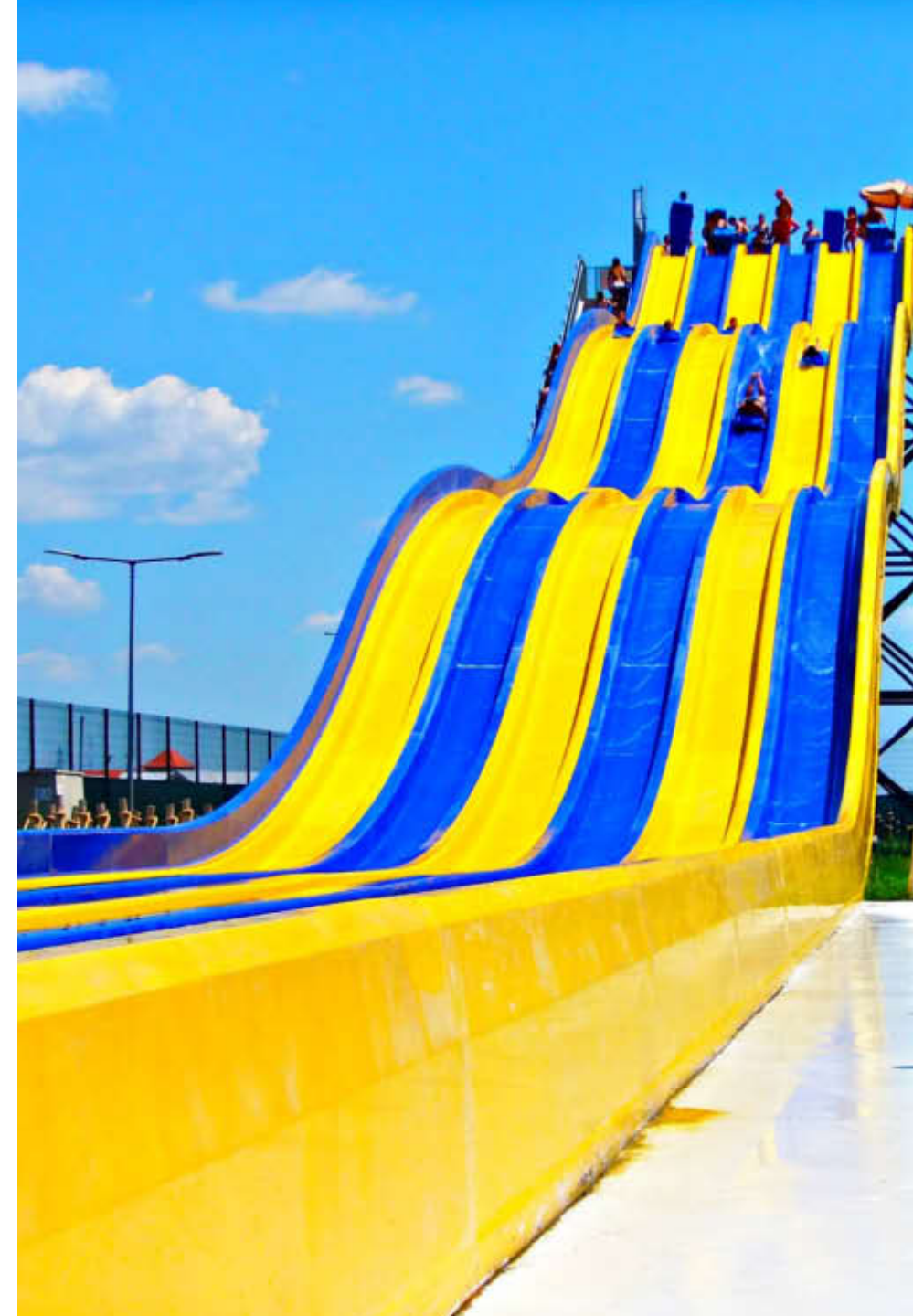
Tuesdays and **Sundays**, best selling days !

5 days with over **5.000 visitors** (June, July, August) !

Over **350 private parties** hosted - children and corporate !

35 special activations on Saturdays in collaboration with partner brands !

Over **230.000 fans** on Facebook, **500.000 unique visitors** on the website and **1.000 followers** on Instagram !



Divertiland

KEY DEMOGRAPHICS

Customer structure - **60% families** !

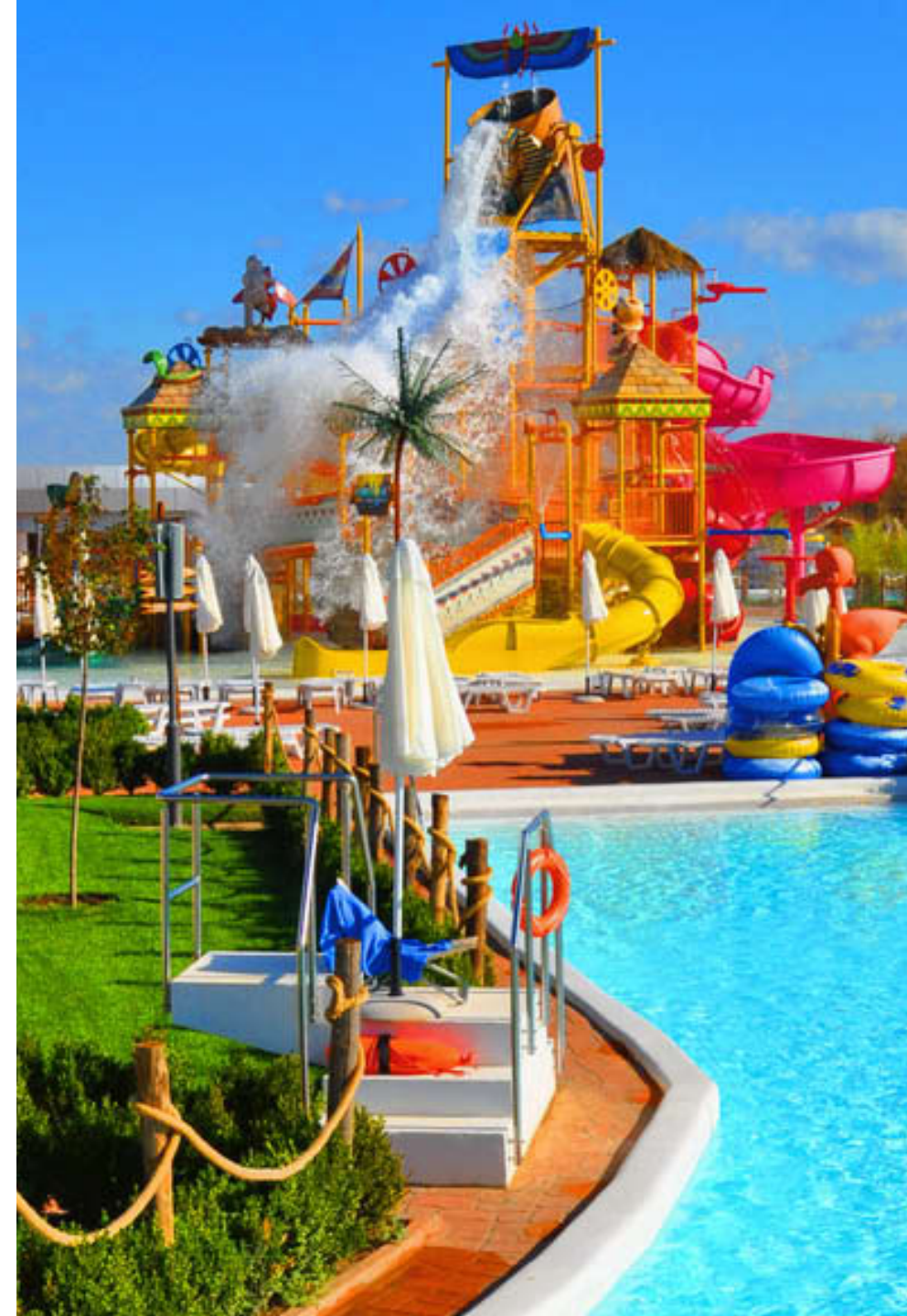
Daily park load exceeded **52%** (average)!

Peak arrival hours between **10.00 - 14.00** !

Average expenditure per customer was **120-150 RON/person/day**, including entrance !

55% customers arriving by private car (car park value estimated around 30.000 Euro) !

Over **3 million people** reached through integrated communication campaign (TV, radio, outdoor) !



Join the 2017 HOSPICE Cup

- Be part of the HOSPICE Cup by subscribing your company's football team to the competition
- Team composition: **10** members of the team (2 goalies, 8 players) & 2 coaches
- Receive a **HOSPICE Cup Kit**
- Extra benefit: Company logo on site & company name in the press release
- **Entry fee:** a **2.000 Euro** donation for the HOSPICE Adunatii Copaceni centre



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Diamond Sponsorship Package

- Sponsor logo on the back of every playing uniform (for all teams)
- Competition branded: “Powered by [Company name]”
- Sponsor brand in tournament branding & awarding ceremony
- Company officials handing the HOSPICE Cup Award
- Tournament branding materials (badges, media spiders, banners, stationary)
- Side fences branding
- Grand stands branding
- Side panels branding
- Logo display on umbrellas/tables for the technical area
- Sampling activities during competition days
- Sampling pavilion
- Mentions in social media, website, online media & communication materials
- Visibility during live transmissions (only for side panels branding & players uniforms)
- Price: 15.000 Euro



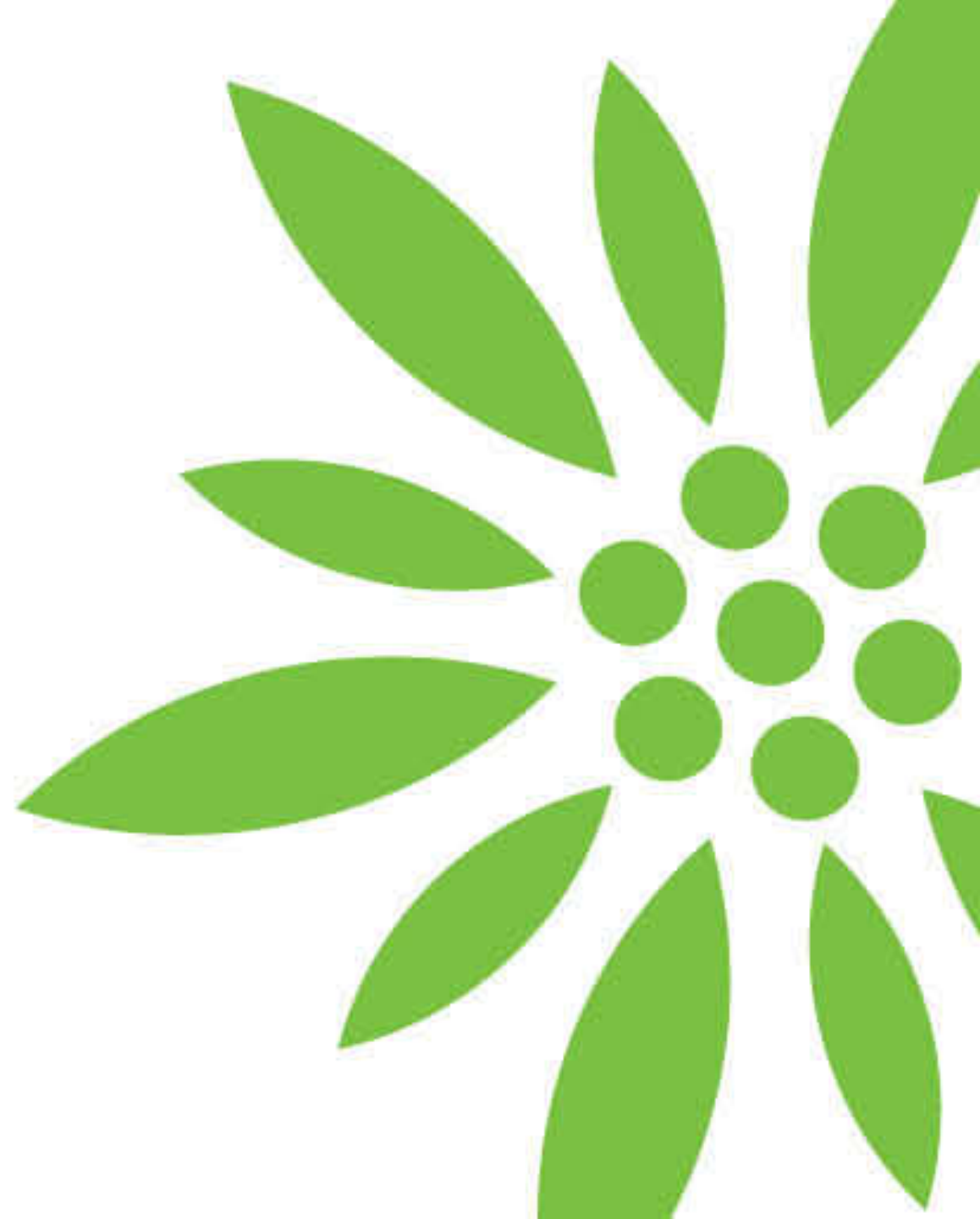


Gold Sponsorship Package

- Company brand on live scoreboards
- Sponsor brand in tournament branding & awarding ceremony
- Company officials handing the 2nd place medals
- Tournament branding materials (badges, media spiders, banners, stationary)
- Side fences branding
- Grand stands branding
- Sampling activities during competition days
- Sampling pavilion
- Mentions in social media, website, online media & communication materials
- Price: **10.000 Euro**

Silver Sponsorship Package

- Sponsor brand in tournament branding & awarding ceremony
- Company officials handing the 3rd place medals
- Tournament branding materials (media spiders, banners, stationary)
- Side fences branding
- Grand stands branding
- Sampling activities during competition days
- Sampling pavilion
- Mentions in social media, website, online media & communication materials
- Price: **5.000 Euro**



Contact

Mihai Manescu
HOSPICE Casa Sperantei
Project Manager

0721.885.751
mihai.manescu@hospice.ro

Razvan Stoian
Divertiland
Marketing Manager

0723.567.561
Razvan@SagaEvents.ro

Aura Goia
HOSPICE Casa Sperantei
Assistant Fundraiser

0732.509.552
aura.goia@hospice.ro





**Thank
You!**



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