

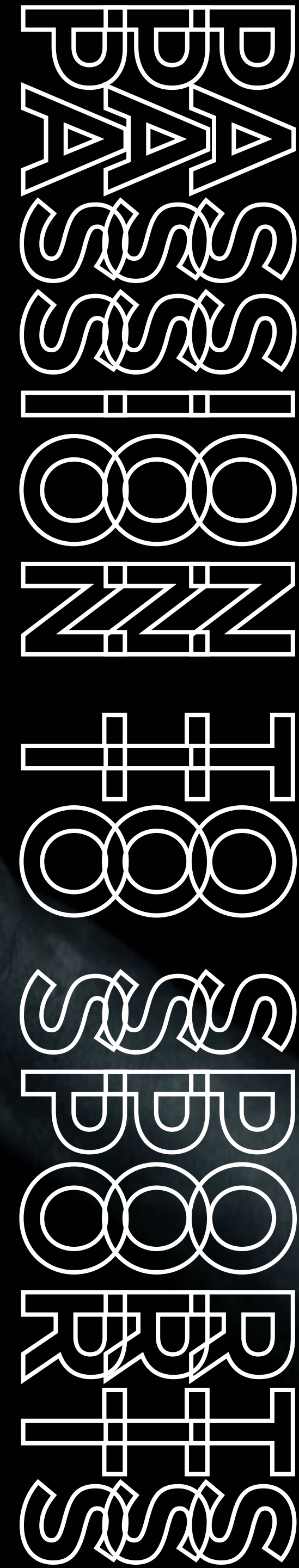
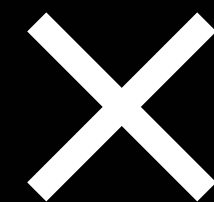


A4 SPORTS X

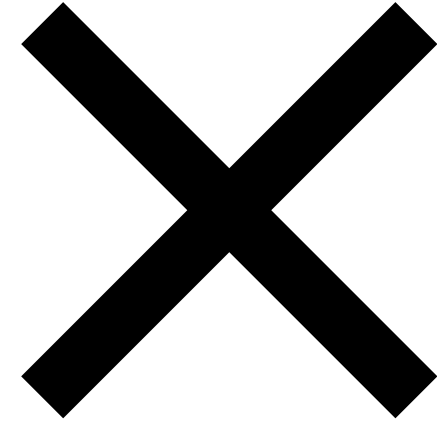




WE ARE UNITED BY OUR PASSION FOR SPORTS THAT WE PUT INTO EACH OF OUR PROJECTS. SPONSORSHIP, CONSULTING, SOCIAL MEDIA, CONTENT CREATION, SPORTING EVENTS - WE USE NEW TECHNOLOGIES AND DETERMINATION, OUR EXPERIENCE AND EXPERTISE TO CREATE STRONG RELATIONSHIPS BETWEEN BRANDS AND PEOPLE WHO LOVE SPORT AS MUCH AS WE DO!



WHAT WE DO?



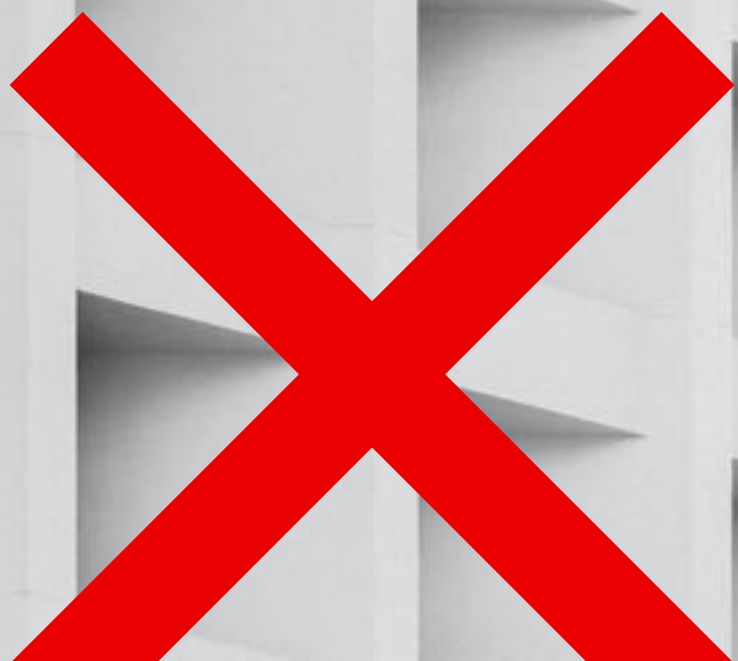
SPORTING EVENTS

ESPORTS

SPONSORSHIP INTEGRATION

SOCIAL MEDIA

PRODUCTION



SPORTING

EVENTS



**SPORTING
EVENTS**

PUMA SKILLS GAMES

2019

DEVELOPMENT OF THE CONCEPT OF THE EVENT IN ORDER TO TRANSFER THE CONSOLE GAME FIFA TO REAL LIFE WITH THE INTEGRATION OF THE RELEASE OF NEW BOOT MODELS - ONE AND FUTURE.

DEVELOPMENT AND INSTALLATION OF AN INTERACTIVE TRIAL ZONE OF BOOTS IN THE FORMAT OF JUGGLING-CHALLENGE.

WORK WITH OL AND BLOGGERS.

THIS IS MY FLOW!

356

TRAINING PARTICIPANTS



236

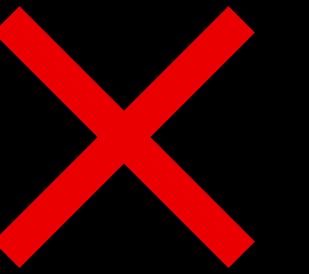
FOOTBALL TOURNAMENT PARTICIPANTS

FOOTBALL CHALLENGE FOR EVERYBODY



470+ REGISTRATIONS

239 CHALLENGE PARTICIPANTS



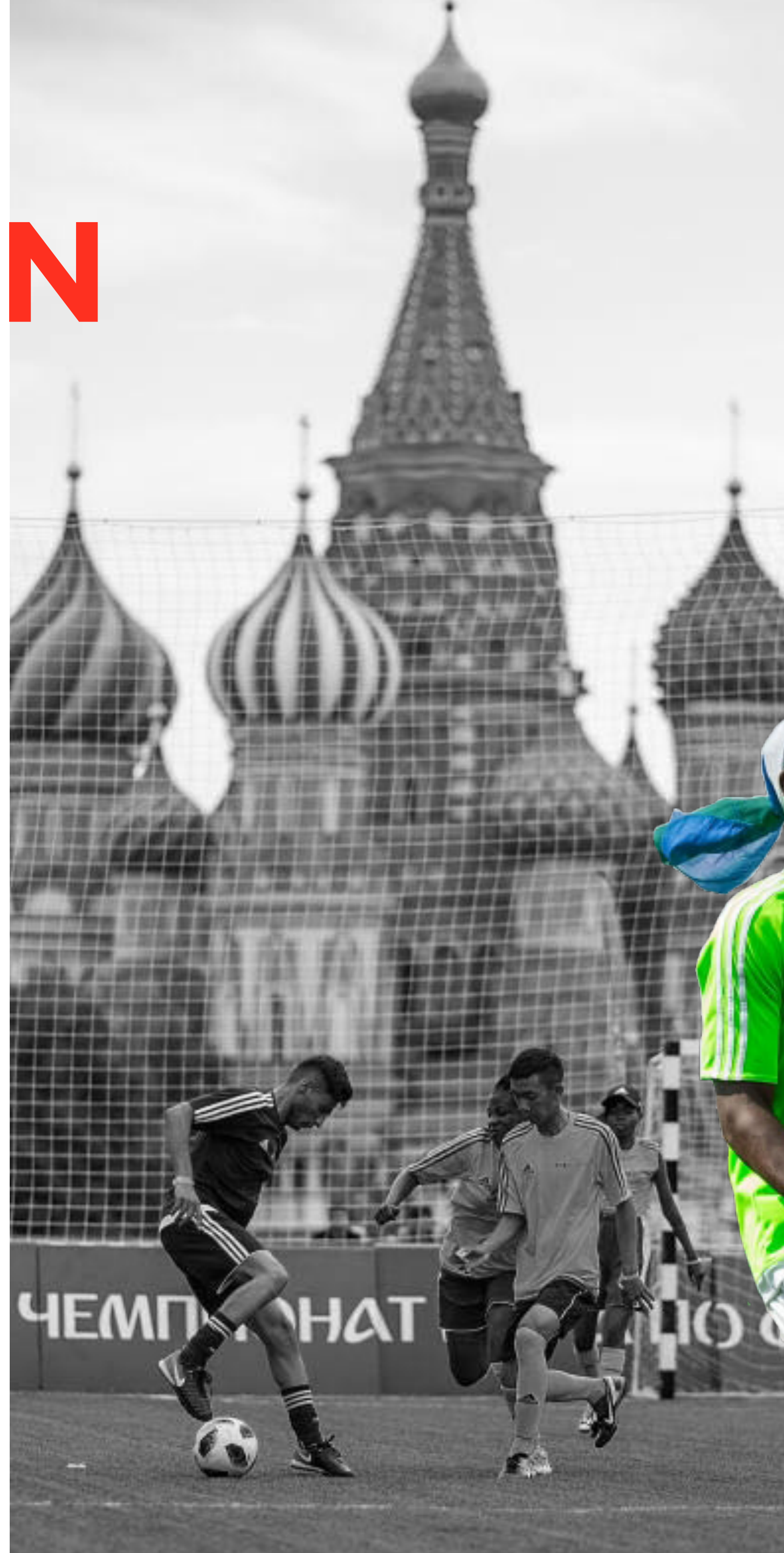
FIFA FOUNDATION FESTIVAL 2018

COLLABORATION WITH FIFA,
STREETFOOTBALLWORLD AND GLOBAL
PARTNERS

OFFICIAL CHAMPIONSHIP EVENT OF FIFA
WORLD CUP 2018 IN RUSSIA, WHICH SHOWS
THE WORLD THE POWER OF FOOTBALL AS A
SOCIAL CHANGE TOOL



ORGANIZATION AND HOLDING THE TWO
WEEK EVENT: OPENING AND CLOSING
CEREMONIES, ACTIVITIES, EXCURSION
PROGRAM, FINAL TOURNAMENT ON
THE RED SQUARE



FIFA FOUNDATION

FESTIVAL 2018

300+
PARTICIPANTS

48
DELEGATIONS

38
COUNTRIES

11
DAYS



OUTDOOR
HOCKEY
SUMMER
TOURNAMENT

MOSCOW HOCKEY 2019

EVENT ORGANIZATION:

CONCEPT DEVELOPMENT OF THE SPORTS PART OF THE EVENT AND ENTERTAINMENT ACTIVITIES FOR THE AUDIENCE

TECHNICAL SUPPORT OF THE EQUIPMENT USED FOR THE EVENT

DEVELOPMENT OF A 3-DAY PROGRAM WITH THE PRESENCE OF PROFESSIONAL HOCKEY STARS, A PROGRAM OF HOCKEY MASTER CLASSES

SOCIAL PROGRAM FOR THE DEVELOPMENT AND PROMOTION OF HOCKEY

WEBSITE PROGRAMMING AND ADVERTISING CAMPAIGN (INCLUDING SMM)

WORK WITH THE HOCKEY COMMUNITY OF MOSCOW

**THE LARGEST
OUTDOOR
TOURNAMENT**



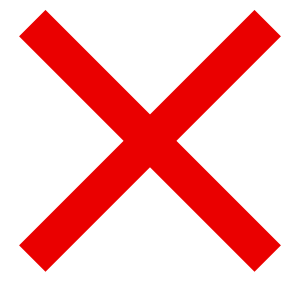
NIKE ALL FOR 1

2019



2500
FINAL
CONTEST
REGISTRATIONS

CONTEST IN CONTENT OF THE MODERN STREET DANCE PROGRAM



WORK WITH OL AND BLOGGERS

PRODUCTION AND INSTALLATION
OF BRANDING ON SITES

DESIGN AND INSTALLATION OF A
PRODUCT EXPOSURE AREA

WORK WITH PARTNERS

BIG BABY TAPE CONCERT MANAGEMENT

1200
VIEWERS

RED BULL NEYMAR JR'S FIVE

2016/2017/2018



40%

**INCREASE
IN THE NUMBER
OF PARTICIPANTS
SINCE 2017**

5369

PARTICIPANTS

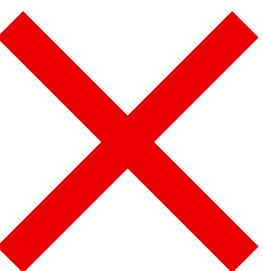
10

CITIES

THE WORLD'S BIGGEST AMATEUR FOOTBALL TOURNAMENT WITH THE FINAL IN BRAZIL

TOURNAMENT ORGANIZATION IN 10 CITIES IN RUSSIA, ESCORTING WINNERS AT THE INTERNATIONAL FINAL IN SANTOS.

**OFFICIAL NEYMAR JR.
FOOTBALL TOURNAMENT
UNITING MORE THAN 60
COUNTRIES AROUND THE
WORLD**



JUGGLING CHALLENGE

2018

AFFILIATE FOOTBALL ACTIVATION
DURING THE FIFA 2018 WORLD CUP
IN RUSSIA



всемирный партнер



JOINT ACTIVATION OF VISA AND
SBERBANK IN THE FRAMEWORK OF
THE FIFA WORLD CUP 2018 IN RUSSIA

ORGANIZATION OF OFF-LINE PROJECT
ACTIVATION ON THE TERRITORY OF
FOOTBALL PARKS OF THE FIFA WORLD
CUP 2018 AND OTHER LOCATIONS IN
THE CENTER OF MOSCOW

INSTALLATION OF STRUCTURES,
PRODUCTION EQUIPMENT,
PERFORMANCE FREESTYLERS AND
GENERAL MANAGEMENT OF ALL SITES
THROUGHOUT THE ENTIRE PERIOD OF
THE WORLD CUP

SELECTION OF AMBASSADORS FOR
THE PROMOTION OF THE MOBILE
APPLICATION OF THE PROJECT

IGOR OLEJNIK
FOOTBALL FREESTYLER
NADEZHDA KARPOVA
PLAYER OF FC VALENCIA (SPAIN)



RED BULL SHLEM I KRAGI

2016/2017/2018/2019/2020

THE LARGEST
AMATEUR OPEN-AIR
HOCKEY
TOURNAMENT
IN RUSSIA



DEVELOPMENT OF A GAME CONCEPT
AND SUPPORT OF A TOURNAMENT
THROUGHOUT RUSSIA WITH THE
INVOLVEMENT OF NEW CITIES IN THE
EVENT:

8 CITIES IN 2016
9 CITIES IN 2017
12 CITIES IN 2018
16 CITIES IN 2019

BRINGING **ARTEMY PANARIN** AS A STAR
OF THE PROJECT

300%
INCREASE
IN THE NUMBER
OF PARTICIPANTS
SINCE 2017

5000+
PARTICIPANTS



ARTEMY PANARIN
COLUMBUS BLUE JACKETS
FORWARD



2017/2018/2019

RED BULL AIR RACE

RUSSIAN STAGE OF THE WORLD CHAMPIONSHIP RED BULL AIR RACE

Development and implementation of the concept of an interactive program for the audience throughout the entire area of the Red Bull Air Race:

FMX, Wakeboard, Fly Board Show, football freestyle, children's zone Red Bull Air Race, leading all zones, including international broadcasts, and more



ALEXEY KOLESNIKOV
FMX 13 HA RED BULL AIR RACE

Implementation of an advertising campaign using outdoor advertising throughout the city

100+
SPORTSMEN

250M
MEDIA CONTACTS

90K
VIEWERS

CCM SKILLS CAMP

2018



TRAINING CAMP OF THE OLDEST BRAND OF HOCKEY EQUIPMENT FOR CHILDREN

ORGANIZING A UNIQUE CAMP CCM SKILLS CAMP FOR YOUNG HOCKEY PLAYERS IN MOSCOW AND ST. PETERSBURG WITH THE PROVISION OF EQUIPMENT FOR ALL PROJECT PARTICIPANTS

PROMOTION OF THE EVENT IN SOCIAL NETWORKS, COMMUNICATION WITH CCM (SWEDEN) TO PROVIDE THE NECESSARY AMOUNT OF HOCKEY EQUIPMENT. CATERING, LOGISTICS AND STAFF AT THE EVENT



PAVEL DATSYUK
FORWARD OF HC «SKA» GUEST STAR
CCM SKILLS CAMP

RED BULL REIGN

2018/2019

ORGANIZATION OF QUALIFICATIONS IN RUSSIA WITH A FINAL ON THE CENTRAL SQUARE OF KRASNODAR

ADAPTATION OF REGULATIONS FOR THE TOURNAMENT IN RUSSIA

PRODUCTION OF EQUIPMENT AND SPECIAL POS FOR THE TOURNAMENT

COORDINATION OF THE PROJECT PARTNERS: BOSE, WILSON, IBIS PROJECT PARTNERS

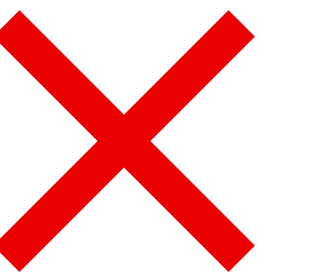


3000
FINAL EVENT
VIEWERS



1500
PARTICIPANTS

**3X3 INTERNATIONAL
BASKETBALL
TOURNAMENT WITH
A FINAL IN
TORONTO (CANADA)**



10
CITIES

100000
ONLINE VIEWERS

NIKE BOX MSK

2018

BASKETBALL EVENTS
IN THE FRAMEWORK
OF THE PROJECT

NIKE BOX MSK

ORGANIZATION OF THE
BASKETBALL PROGRAM ON NIKE
BOX MSK IN GORKY PARK

HOLDING AN EXPONENTIAL
MATCH INVOLVING THE LEADERS
OF THE BASKETBALL
COMMUNITY IN THE OPENING OF
THE NIKE BOX MSK

ORGANIZATION OF THE NIKE
BATTLEGROUND TOURNAMENT
IN 1X1 FORMAT WITH MONTHLY
QUALIFICATIONS IN MEN'S AND
WOMEN'S QUALIFICATIONS.

5000+
VIEWERS

250
PARTICIPANTS

8
QUALIFYING
DAYS

BOX
MSK | 

NIKE BATTLEGROUND



SIBUR BASKETBALL PROJECTS

2018/2019

BASKETBALL SCHOOL SIBURCAMP
LINKING GENERATIONS SNIPER ASB

СИБУР



ORGANIZATION OF SPORT EVENTS FOR SIBUR IN COOPERATION WITH THE LEADERS OF THE BASKETBALL INDUSTRY: RFB, BC ZENIT, ASB



IMPLEMENTATION OF THE SPORTS PART OF THE ALL-RUSSIAN SELECTION "BASKETBALL SCHOOL»

ORGANIZATION OF THE CAMP #SIBURCAMP IN ANAPA

DEVELOPMENT OF A NEW FORMAT "SNIPER" AS PART OF ACTIVATIONS OF THE SIBUR AND ASB AGREEMENT

ORGANIZATION OF THE SPORTS PART OF THE PROJECT "LINKING GENERATIONS"



RED BULL RUBIK'S CUBE

ORGANIZATION OF SPEED COMPETITIONS RUBIK'S CUBE IN THREE DISCIPLINES: "SPEEDCUBING", "ONE-HANDED" AND "RESKRAMBL"

QUALIFYING COMPETITION AND NATIONAL FINAL ON THE TERRITORY OF THE INTERACTIVE AND ENTERTAINMENT COMPLEX CYBERSPACE

ORGANIZATION OF THE FINALISTS' TRIP TO THE NATIONAL FINAL IN BOSTON (USA)

2018/2019

RUSSIAN QUALIFYING STAGE OF WORLD CHAMPIONSHIP

RED BULL RUBIK'S CUBE



ANDREY CHE
2018 WORLD CUP BRONZE MEDALIST
IN ONE-HANDED CATEGORY



RED BULL 400

2017/2018

STAGE OF THE WORLD SERIES OF RACES ON THE PRINGBOARD RED BULL 400



PARTICIPATION IN THE ORGANIZATION OF THE STAGE OF THE WORLD SERIES RED BULL 400 IN SOCHI AND TCHAIKOVSKY WITH THE TASKS OF BRANDING THE PROJECT, PREPARATION OF THE ROUTE, PRODUCTION OF EQUIPMENT AND PREMIUM PRODUCTS, RUNNING THE RACE GROUP AND COMMUNICATION WITH PARTICIPANTS

ORGANIZATION OF THE RECOVERY ZONE TOGETHER WITH NORMATEC AND ELECTROLUX (INVOLVEMENT OF THESE PARTNERS IN THE EVENT) FOR THE PARTICIPANTS OF THE RACE AT THE STAGE IN SOCHI

DEVELOPMENT OF A SERIES OF ONLINE TRAINING WITH DMITRI MITYAEV, THE WINNER OF RED BULL 400



DMITRI MITYAEV
WINNER OF RED BULL 400



ARAF

ALL-RUSSIA ATHLETIC FEDERATION



ВСЕРОССИЙСКАЯ ФЕДЕРАЦИЯ
ЛЕГКОЙ АТЛЕТИКИ



RUSSIAN WINTER

ANNUAL INDOOR ATHLETICS
COMPETITIONS ARE THE LARGEST
ATHLETICS START IN RUSSIA

RUSSIAN ATHLETICS FURTHER STEPS

PRESENTATION FOR A MEETING WITH THE
IAAF COMMISSION IN LONDON.

DEVELOPMENT OF CORPORATE IDENTITY
AND LOGO OF THE RUSSIAN NATIONAL
TEAM



SERGEY SHUBENKOV
RUSSIAN ATHLETE



SPORTS FESTIVALS

**2014/2015/2016/
2017/2018/2019/2020**

AS A CONTRACTING ORGANIZATION A&A SPORTS PROVIDES SPORTS MANAGEMENT SERVICES AT OLYMPICS AND CORPORATE SPORTS COMPETITIONS



РОСНЕФТЬ

**WINTER SPORTS FESTIVAL
(KRASNOYARSK)**



НОРНИКЕЛЬ

**SUMMER SPORTS FESTIVAL
(NORILSK)
SPORTING DIRECTORATE**



**SUMMER SPORTS FESTIVAL
(MOSCOW)
SPORTING DIRECTORATE**



ДЕПАРТАМЕНТ ИНВЕСТИЦИОННОЙ
И ПРОМЫШЛЕННОЙ ПОЛИТИКИ
ГОРОДА МОСКВЫ

**MOSPROM SPORTS FESTIVAL
(MOSCOW)
SPORTING DIRECTORATE**



Ростелеком

**SUMMER SPORTS FESTIVAL
(EKATERINBURG)**

ИНТЕР  **РАОЕЭС**
энергия без границ

**VOLGIN'S HOCKEY CUP
(MOSCOW)**

MILLENNIUM RACE

UNIQUE MOTOR SPORT
EVENT WITH
A THEATRICAL SHOW

G'DRIVE



ORGANIZATION OF THE SPORTS PART
OF THE EVENT (TRACK DESIGN,
CONCEPT OF THE SHOW, SELECTION
AND INVITATION OF ATHLETES)

TRAVEL SUPERVISION OF ATHLETES
AND ARTISTS OF THE EVENT
(TICKETS, ACCOMMODATION, MEALS)

PRODUCTION AND INSTALLATION OF
SPORT EQUIPMENT AND MACHINERY
(CARS, MOTORCYCLES, TIRES, ROAD
ELEMENTS, ETC.), EVENT-STYLE DESIGN

PREPARING CARS FOR THE EVENT
(DESIGN, STYLE AND TECHNICAL
SUPPORT)

FOR THE FIRST TIME IN THE SPORTS
COMPLEX "OLYMPIC" A TRACK WAS BUILT,
WHICH CHANGED 5 TIMES DURING THE
SHOW

16 000

VIEWERS

84

**MOTORSPORTS
ATHLETES**



G-DRIVE NIGHT SHOW

WINTER EXTREME OPEN-AIR SHOW AT VDNH

ORGANIZATION OF THE SPORTS PART SHOW:

FULL SUPPORT OF THE ATHLETES
DURING THE EVENT (TICKETS,
ACCOMMODATION, MEALS)

TECHNICAL SUPPORT OF THE
EQUIPMENT USED FOR THE EVENT

PARTICIPATION IN THE PROJECT FROM
CONCEPT TO IMPLEMENTATION. SCRIPT
UPDATING IN ACCORDANCE WITH THE
SPORTS PART OF THE PROJECT

BUILDING A UNIQUE SPRINGBOARD
AND LANDING IN A LIMITED SPACE
AND FULL SYNCHRONIZATION
WITH THE DECORATIONS OF THE
EVENT

HIT FRISBEE X
-GAMES CHAMPION

OWN PROJECTS



SNEAKERCON

THE FIRST AND THE LARGEST EXHIBITION OF EXCLUSIVE SHOES IN RUSSIA, WHERE EACH PARTICIPANT CAN SELL OR BUY A RARE PAIR SNEAKERCON.RU

RFFC

THE OFFICIAL RUSSIAN FOOTBALL FREESTYLE CHAMPIONSHIP, WHICH GIVES THE WINNER THE RIGHT TO QUALIFY FOR THE WORLD RED BULL STREET STYLE CHAMPIONSHIP

ANATOLY YANCHEV
RFFC 2016 WINNER
3RD PLACE IN THE WORLD CHAMPIONSHIPS IN FOOTBALL FREESTYLE RED BULL STREET STYLE 2016 IN LONDON



RFFC
RUSSIAN FOOTBALL
FREESTYLE CHAMPIONSHIP



OTHER EVENTS

«IVOLGA» STAND AT AFISHA PICNIC EVENT



- DEVELOPMENT OF A UNIQUE CONCEPT COMBINING A MUSIC EVENT AND THE INDUSTRIAL DEVELOPMENT OF MOSCOW TRANSPORT IN ORDER TO DEMONSTRATE INNOVATIVE DEVELOPMENTS
- SCENARIO DEVELOPMENT OF THE ZONE AND THE ALBUM OF TECHNICAL DRAWINGS
- DEVELOPMENT OF THE DESIGN OF THE TROIKA MAP AS PART OF THE COLLABORATION OF THE METRO AND AFISHA PICNIC
- PRODUCTION AND DEVELOPMENT OF A LARGE-SCALE EXHIBITION AREA OF THE ORIOLE WAGON, AS WELL AS ADJACENT LOUNGE AREAS FOR GUESTS
- WORK WITH BLOGGERS (ADVERTISING CAMPAIGN & EVENT)



ESPORTS

ESPORTS

2018

RED BULL ULOL



18 905 **306**
REGISTRATIONS TEAMS

300 000+
TWITCH BROADCAST VIEWS

10 MLN **500 000**
MEDIA COVERAGE COVERAGE

20 979
VIEWERS ONLINE

THE LARGEST AMATEUR FOOTBALL TOURNAMENT IN THE WORLD WITH A FINAL IN BRAZIL

ORGANIZATION OF THE TOURNAMENT IN 10 CITIES ON THE TERRITORY OF RUSSIA, SUPPORT OF THE WINNERS AT THE INTERNATIONAL FINALS IN SANTOS

OPEN COMPETITION FOR STUDENTS FROM ALL UNIVERSITIES OF RUSSIA AND CIS COUNTRIES

RED BULL R1V1R RUNES

2019 / 2020

DEVELOPING OWN PLATFORM FOR THE DOTA2 TOURNAMENT

ORGANIZING AN OFFLINE FINALE EVENT

BROADCASTING

WORK WITH OPINION LEADERS

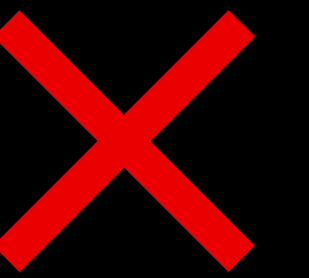
1 000 000+
MEDIA COVERAGE



A NEW FORMAT
TOURNAMENT FOR DOTA2
FANS WHO WANT TO TRY
THEIR HAND AT 1 ON 1 ON
A NON-STANDARD MAP

2210
PARTICIPANTS

1 000 000
BROADCAST VIEWS





2018

RED BULL M.E.O.

1X1 TOURNAMENT IN MULTIPLAYER ONLINE GAME CLASH ROYALE

ORGANIZATION OF A FOUR-DAY
ONLINE QUALIFICATION AND HOLDING
AN ONLINE FINAL OF RED BULL M.E.O.
(TOURNAMENT ON MOBILE DEVICES)

INVOLVEMENT THE GAME'S CLASH
ROYAL LEADER SERGEY AURUM TO THE
PROJECT: HOLDING COMPETITIONS IN
THE VC, ARRIVAL TO THE FINAL,
AUTOGRAPH SESSION

ORGANIZATION OF LIVE BROADCASTS
OF THE EVENT

30 000

VK BROADCAST VIEWS
OF NATIONAL FINAL

400+
PARTICIPANTS

450 000
VIEWS IN VK

120 000

YOUTUBE
BROADCAST VIEWS
OF NATIONAL
FINAL

RED BULL KUMITE

2018

THE MOST PRESTIGIOUS CIS TOURNAMENT IN THE DISCIPLINE OF STREET FIGHTER V GIVES PARTICIPANTS THE OPPORTUNITY TO COMPETE FOR THE RIGHT TO DEFEND THE HONOR OF RUSSIA IN THE RED BULL KUMITE LAST CHANCE QUALIFIER OPEN CHAMPIONSHIP IN PARIS, WHERE THE WINNER OF THE NATIONAL FINAL FROM RUSSIA WILL COMPETE WITH 256 BEST PLAYERS IN STREET FIGHTER IN THE WORLD



ORGANIZATION OF ONLINE SELECTION IN RUSSIA AND OFFLINE FINALS IN MOSCOW

CREATING THE DECOR OF THE MAIN SCENE FOR THE FINAL IN RUSSIAN STYLE OF THE ORIGINAL GAME STREET FIGHTER V

VIKTOR ZANGIYEV INVOLVEMENT, A SOVIET WRESTLER WHO BECAME THE PROTOTYPE OF THE ZANGIEV CHARACTER OF STREET FIGHTER, AS A STAR OF THE PROJECT

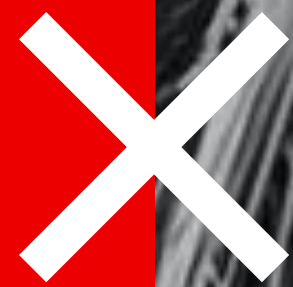
70 000
VK BROADCAST
VIEWS

69
REGISTRATIONS

200
OFFLINE VIEWERS
OF NATIONAL FINAL

32 240
TWITCH BROADCAST
VIEWS

SPONSORSHIP INTEGRATION





2018

FC KRYLIA SOVETOV

ONE OF THE MOST POPULAR FOOTBALL CLUBS IN EASTERN EUROPE

EVALUATION OF FC WINGS OF SOVIETS UEFA COMPLIANT SPONSORSHIP EQUIPMENT, WHICH INCLUDES A MEDIA AND SPONSORSHIP VALUE ASSESSMENT



DEVELOPMENT AND FORMATION OF TEN PACKAGES WITH OPTIONS

RED BULL NEYMAR JR'S FIVE

2018

DEVELOPMENT OF SPONSORSHIP PRESENTATIONS WITH INTEGRATIONS FOR DIFFERENT CATEGORIES OF PARTNERS. ENGAGING SPONSORS TO THE PROJECT

re:Store



ENGAGING A GENERAL PARTNER TO THE PROJECT

DEVELOPMENT OF A SPECIAL ACTIVATION "CATCH THE MOMENT WITH RE: STORE", THE PURPOSE OF WHICH WAS TO CREATE CUSTOM CONTENT AMONG THE PARTICIPANTS OF THE TOURNAMENT

ENGAGING TO THE PROJECT ONE OF THE BEST PHOTOGRAPHERS OF RUSSIA DENIS KLERO AND ONE OF THE MOST POPULAR FOOTBALL BLOGGERS IGOR OLEYNIK

CONDUCTING SPECIAL LECTURES IN MOSCOW AND ST. PETERSBURG ON THE TOPIC OF CREATING CONTENT USING THE IPHONE, AS PART OF THE ACTIVATION

ПОЙМАЙ МОМЕНТ
С RE:STORE



DENIS KLERO & IGOR OLEYNIK

RED BULL SHLEM I KRAGI

2017/2018/2019/2020



ПРИВЛЕЧЕНИЕ **CCM** В
КАЧЕСТВЕ ТЕХНИЧЕСКОГО
СПОНСОРА ПРОЕКТА.
РАЗМЕЩЕНИЕ ЗОНЫ ТЕСТИНГА
НА МЕРОПРИЯТИИ.
РЕАЛИЗАЦИЯ В СОЦИАЛЬНЫХ
СЕТЯХ АКТИВАЦИИ «**ЛУЧШИЙ
СНАЙПЕР CCM**»

DEVELOPMENT OF SPONSORSHIP PRESENTATIONS WITH INTEGRATIONS FOR DIFFERENT CATEGORIES OF PARTNERS; ENGAGING SPONSORS TO THE PROJECT

ENGAGING CCM AS A TECHNICAL SPONSOR OF THE PROJECT; PLACEMENT OF TESTING AT THE EVENT; THE IMPLEMENTATION IN SOCIAL NETWORKS OF THE ACTIVATION "BEST SNIPER CCM"



ENGAGING A GENERAL PARTNER TO THE PROJECT. DEVELOPMENT OF INTEGRATION WITH "BEAT A COUGH TO THE MAXIMUM," FOLLOWED BY IMPLEMENTATION THROUGHOUT RUSSIA



PRODUCTION OF 11 VIDEOS WITH THE BEST MOMENTS OF THE QUALIFYING STAGES IN A SPECIAL FORMAT HIGHLIGHTS EXPRESS BY TOTAL QUARTZ



UEFA CHAMPIONS LEAGUE (RUSSIA)

ORGANIZATION OF THE NISSAN CHAMPIONS CLUB PARTNER ZONE DURING UEFA CHAMPIONS LEAGUE MATCHES IN THE RUSSIAN FEDERATION

THE IMPLEMENTATION OF THE OPTION "REMOVAL OF THE FLAG OF THE CHAMPIONS LEAGUE"

EXPOSURE OF CARS

FC «ZENIT»

THE IMPLEMENTATION OF THE COMMERCIAL RIGHTS OF NISSAN IN THE FRAMEWORK OF THE AGREEMENT WITH FC «ZENIT»

DEVELOPMENT AND IMPLEMENTATION OF THE TABLE TOUCH CONTEST USING THE MAIN PLAYERS

FC «SPARTAK MOSCOW»

ORGANIZATION OF THE NISSAN LAB PREMIUM ZONE AT THE «OTKRITIE ARENA» STADIUM

DEVELOPMENT AND IMPLEMENTATION OF THE ACTIVATION "THE BEST REVIEW FROM NISSAN" WITH A UNIQUE LOCATION OF THE SEATS

ORGANIZATION OF A LIGHT SHOW ON THE FACADE OF THE DISCOVERY ARENA STADIUM FOR THE PRESENTATION OF THE UPDATED NISSAN X-TRAIL AT THE MATCH SPARTAK LOKOMOTIV

2018/2019/2020

NISSAN

SUPPORT OF THE NISSAN SPONSORSHIP AGREEMENT





BC ZENIT

**MEMBER OF THE
EUROLEAGUE
2019/2020,
ONE OF THE MOST
POPULAR CLUBS
IN RUSSIA**

| Sponsorship Opportunity Assessment
BC Zenit St. Petersburg
in accordance with Euroleague standards,
which includes an assessment
Media and Sponsorship Value



Euroleague
Basketball

| Development and formation of
seven packages for different
categories

NORMATEC®

NORMATEC

LEADER IN FAST RECOVERY

PNEUMATIC SYSTEM OF STEP-BY-STEP COMPRESSION NORMATEC IS A SET OF SEVERAL SYSTEMS OF DYNAMIC COMPRESSION, INTENDED FOR RESTORATION AND REHABILITATION



IRON STAR
TRIATHLON

- Signing and support of the sponsorship contract with the Ironstar triathlon series:
- Organization of the Normatec zone at the exhibition events
- Placement of the Normatec recovery zone at all stages of the Ironstar triathlon series
- Development of specialized articles on recovery
- Development of Normatec content for Ironstar social networks with visual design
- Engaging the ambassadors for the brand, including world champion Sergey Shubenkov

ЗОНА
ВОСТАНОВЛЕНИЯ

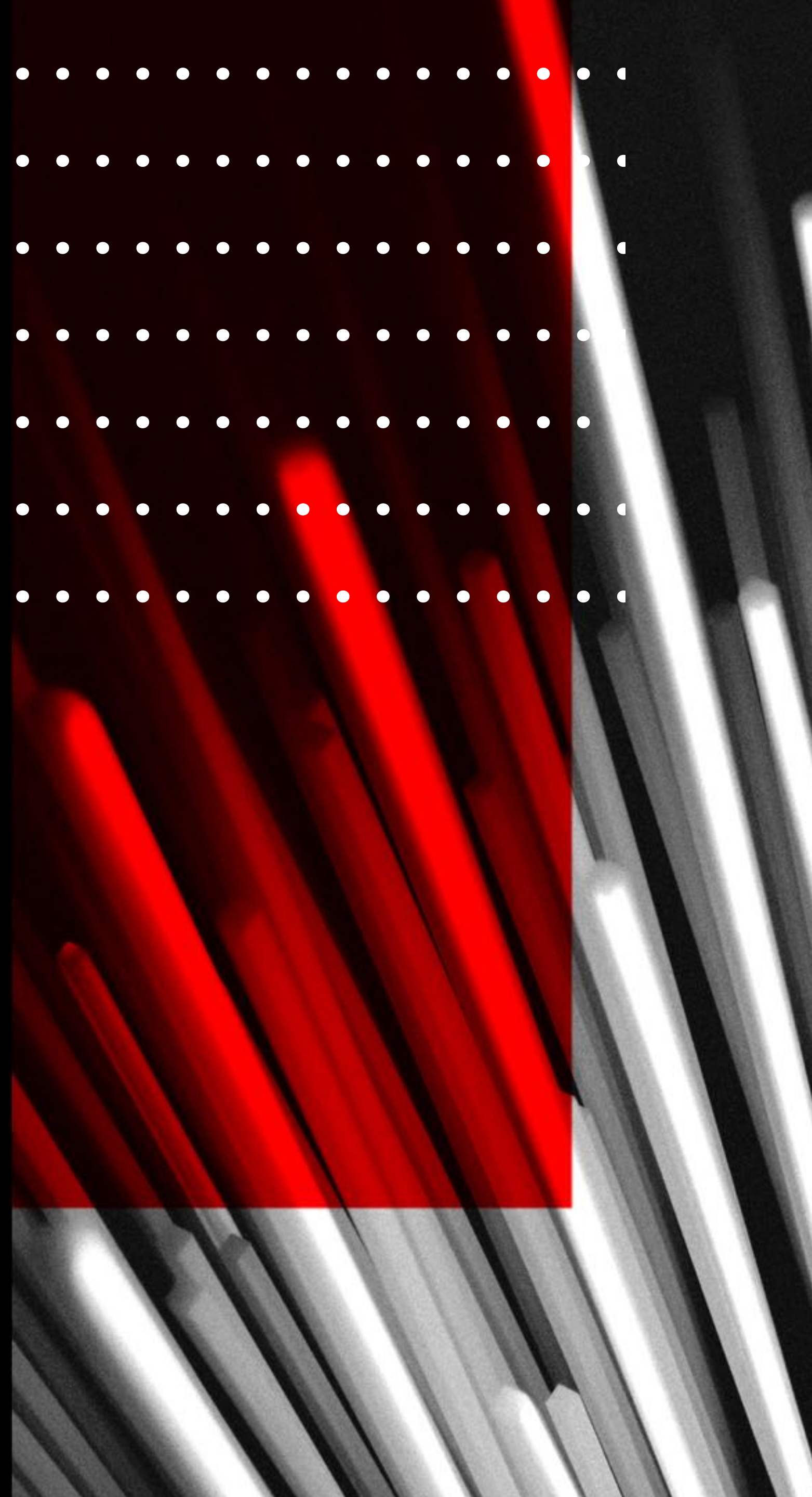
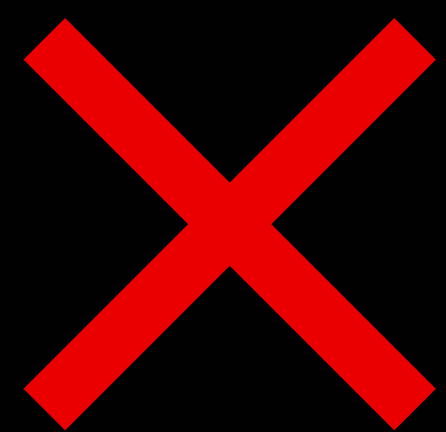
Partnership with **Red Bull**

Integration of the brand together with **Red Bull** into a mass sports and music festival by creating a special **Normatec** Recovery recovery zone, which was used by more than 1000 athletes

Displaying **Normatec** at **Red Bull** Major Events



SOCIAL MEDIA



WINGS FOR LIFE WORLD RUN



WORLD CHARITY RUN, RUNNERS GO TO THE START AT THE SAME TIME AND RUN NOT TO THE FINISH LINE BUT FROM IT

CONTENT

SOCIAL MEDIA

WEB PAGE

WORK WITH CELEBRITIES



25 000 000

ACCORDING TO RED BULL - MEDIA COVERAGE HELD AT THE MATCH BETWEEN FC "KRYLIA SOVETOV" - FC "SPARTAK"



Kristina Asmus
2,3 mln

Anna Khilkevich
6,3 mln

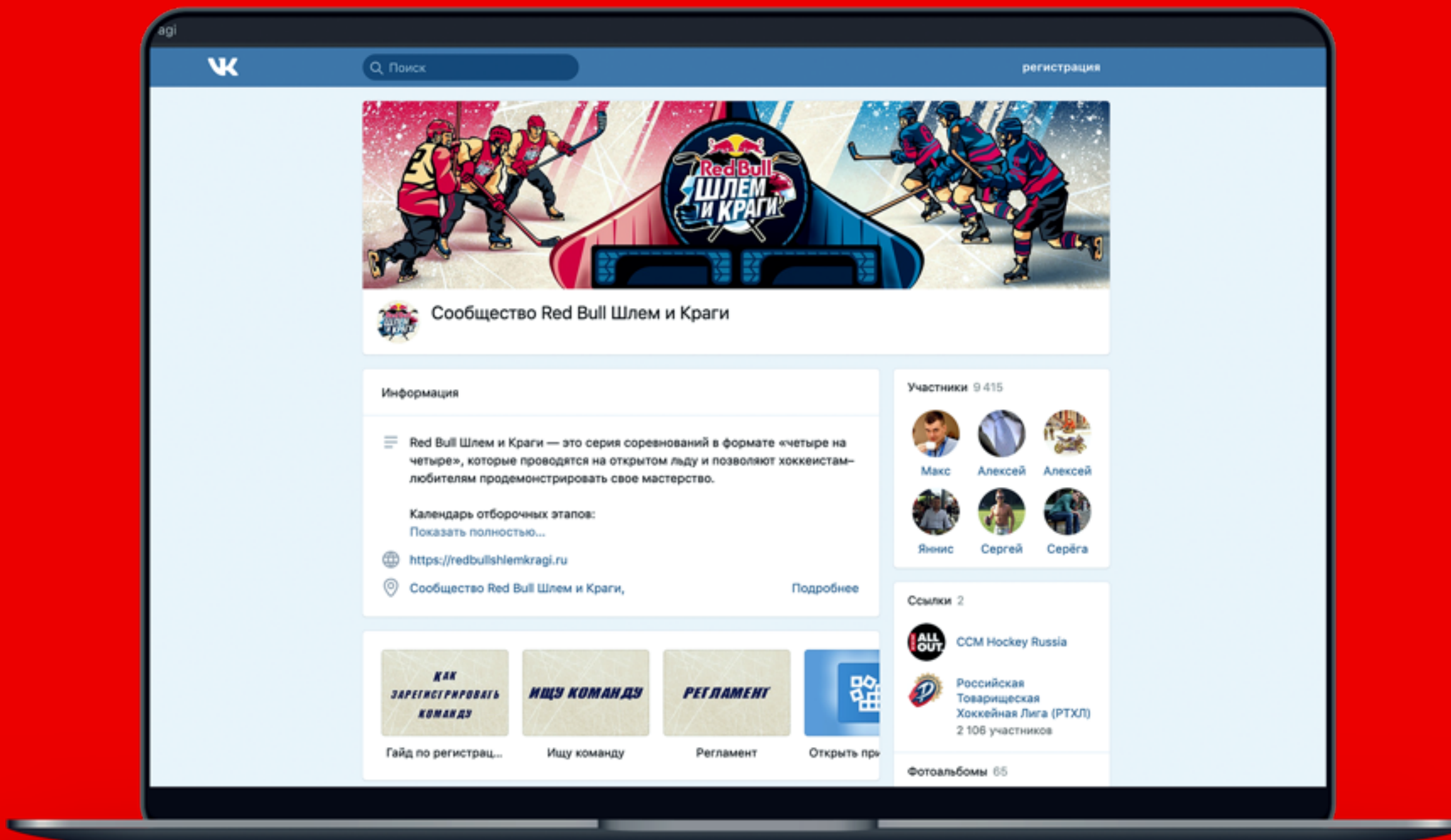
Garik «Bulldog» Kharlamov
2,9 mln



RED BULL SMM PROJECTS

>30

MORE THAN 30 SMM PROJECTS
FOR RED BULL SINCE 2015



FROM 1 TO 10 000
INCREASE IN PARTICIPANTS OF THE
COMMUNITY RED BULL SHLEM I KRAGI

SMM NISSAN PROJECTS

NISSAN **TABLE TOUCH**
NISSAN **BEST CHOICE**
NISSAN **MATCH TOUR**



NISSAN

DEVELOPMENT OF A NUMBER OF SMM PROJECTS FOR THE ACTIVATION OF NISSAN SPONSORSHIP RIGHTS

PROMOTION OF CREATED COMPETITIVE PUBLICATIONS IN PROFILE GROUPS TO INCREASE COVERAGE

UNIQUE OPPORTUNITIES: PLAY A MATCH WITH THE MAIN PLAYERS OF A FOOTBALL CLUB, WATCH FOOTBALL FROM INACCESSIBLE PLACES FOR FANS, GET INTO PLACES NOT ACCESSIBLE TO ORDINARY VIEWERS

>400 000

**NISSAN TABLE TOUCH
VIDEO VIEWS**

>1000

**PARTICIPANTS
INVOLVED IN
TABLE TOUCH
COMPETITION**

PRODUCTION
CTION

PRODUCTION
CTION



2016/2017/2018/2019

**CCM (WINDOW DISPLAY
SPORT DEPOT)**

**RED CAR SHOP
DECORATION**

**PRODUCTION OF CYBER
SPORTS TABLE FOR RED
BULL UNIVERSITIES
(LEAGUE OF LEGENDS)**

**REGISTRATION OF A
SPECIAL ZONE**

**NISSAN THE BEST REVIEW
AT THE STADIUM
"DISCOVERY ARENA"**

**BENCH SPARE ZENIT-
KAZAN**

PRODUCTION OF SPECIAL CONSTRUCTIONS



SPORTS TROPHIES

2015/2016/2017/2018/2019/2020

RED BULL OPEN ICE

RED BULL TRANS-SIBERIAN
EXTREME

RED BULL REIGN

NEYMAR JR'S FIVE

RED BULL 400

RED BULL SHLEM I KRAGI

RED BULL (ESPORTS)

RED BULL THE FASTEST HOLE

RED BULL ULOL

RED BULL KUMITE

RED BULL MEO

PRIVATE BANKING GOLF
(SBERBANK)

INNOPROM GOLF CHALLENGE

NIKE BATTLE GROUND

& OTHERS



DEVELOPMENT OF
SPORTS TROPHIES
AND PRODUCTION
OF COMPLEX PRODUCTS
FOR SPORTS EVENTS
OF THE HIGHEST LEVEL

>100

TYPES OF SPORTS
TROPHIES SINCE 2015

CUPS FOR THE RED BULL AIR RACE
INTERNATIONAL SERIES DEVELOPED
ALONG WITH ART4YOU
(MENTIONED IN SOSTAV.COM)



WHAT WE OFFER?

**WE OFFER OUR SPORTS
EXPERTISE TO SOLVE
PROBLEMS OF DIFFERENT
LEVELS**

**IN ADDITION, OUR ADVANTAGE
IS OWN PRODUCTION
OF DECORATIONS FOR
EVENTS, AND WE CAN
CONTROL THE TECHNICAL
PART OF THE EVENT ALONG
WITH SPORTS**

A1 SPORTS



NO FLAME
NO GAME
**NO FLAME
NO GAME**



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