



SPONSORING BOOKLET

COMPANY SPORT AND

13% of European Union citizens practise sport and physical activity in the professional context (Eurobarometer, 2017)

Reduction of **25%** of turnover of employees thanks to physical activity (Price WaterHouse, 2008)

One sedentary employee starting practicing physical activity will improve his performance and productivity from **6 to 9%** (Goodwill study, September 2015)

The European Federation for Company Sport, created in 1962, is a voluntary non-profit organization. EFCS main objective is to promote and develop sport practice in the professional environment all across Europe. It groups national federations for company sport from all over Europe. Most of these federations' members are companies which differ in size, form and activity. The EFCS head office is situated in Paris and the secretariat in Wiesbaden.



ACTIVITIES

- Organization of sport events
- Organization of conferences and workshops
 - Exchange of regular and systematic information on initiatives taken in company sport across national borders
- Representation of national company sport federations at EU level

EFCS AND EU



- Official partner of European Week of Sport (EWoS)
- The EFCS project "European Meetings of Company Sport" (2018-2019) - EMoCS, co-funded by EU Commission under Erasmus+ Call for Proposals
- The EFCS project "Active Workplace, Healthy Lifestyle" (2015-2016) - AWHL, co-funded by EU Commission under Erasmus+ Call for Proposals
- Official partner of Healthy Workplaces Campaign
- Partner of the S2A Sport project funded by the European Commission under Erasmus+ with the European Observatoire of Sport and Employment (EOSE) and Active Cities with Sport and Citizenship
- Participant in EU expert groups such as HEPA Expert Group
- Participant in formal and informal meetings with EU services (e.g. Sport Forum)

EFCS PLAYGROUND

MAJOR FIGURES

17 million athletes

150,000 clubs

41,000 companies

900 employees in national federations

50 sport disciplines from athletics, bridge, golf to mountain biking, tennis, volleyball ...

21 summer company sport games

14 winter company sport games



EFCS is present in 39 countries of which 22 EU member states. The 40 national members are referent associations in their own countries to organize activities related to company sport.

AUSTRIA	GREECE	POLAND
		
AZERBAIJAN	HUNGARY	PORTUGAL
		
BELARUS	ICELAND	ROMANIA
		
BELGIUM	ISRAEL	RUSSIA
		
BOSNIA AND HERZEGOVINA	ITALY	SAN MARINO
		
CROATIA	LATVIA	SERBIA
		
CZECH REPUBLIC	LITHUANIA	SLOVAKIA
		
DENMARK	MALTA	SLOVENIA
		
ESTONIA	MOLDOVA	SPAIN
		
FINLAND	MONACO	SWEDEN
		
FRANCE	MONTENEGRO	SWITZERLAND
		
FYROM	NETHERLANDS	TURKEY
		
GERMANY	NORWAY	UKRAINE
		

EUROPEAN COMPANY IN A NUTSHELL...

A UNIQUE CONCEPT

WHAT ? « Mini Olympic Games » for employees – Winter and Summer Games grouping sport activities and social life moments

WHERE ? in cities of EFCS member countries

WHO ? From 800 participants in Eindhoven in 1977, 3,000 in Riga in 2001 to more than 7,500 today.

WHEN ? Every two years during 5 days

WHY ? To organize major events for employees throughout Europe and practice physical activities around issues of today and for the future: health, well-being, performance, diversity, management, CSR...

DAY 1

Arrival of the delegations and
accreditations
Opening ceremony

DAY 2

Sport activities and competitions

DAY 3

Sport activities



Y SPORT GAMES



DAY 3

ies and competitions



DAY 4

Sport activities and competitions /
10 Km race
Closing ceremony



DAY 5

Delegations departure



EUROPEAN COMPANY IN A NUTSHELL...

WINTER GAMES

500 participants

7 disciplines

100 staff and volunteers

...MORE TO COME

2020

Strbské Pleso, Slovakia

SUMMER GAMES

Eindhoven,
Netherlands

1977

Göteborg,
Sweden

1979

Hamburg,
Germany

1981

Caister,
UK

1983

Middelfart,
Denmark

1985

Vienna,
Austria

1987

Rovinj,
Croatia

1989

Norrköping,
Sweden

1991

Berlin,
Germany

1993

Zaragoza,
Spain

1995

Trondheim,
Norway

1997

WINTER GAMES

1990

Innsbruck,
Austria

1992

Sarajevo,
Yugoslavia

1994

Albertville,
France

1996

Bled,
Slovenia

1998

Lillehammer,
Norway

Y SPORT GAMES

SUMMER GAMES

7,000 participants

25 disciplines

1,000 staff and volunteers

More than 30 countries represented

More than 500 companies represented

...MORE TO COME

2019

Salzburg, Austria

2021

Arnhem, Netherlands

im, y	Trentino, Italy	Riga, Latvia	Salzburg, Austria	Clermont-Ferrand, France	Aalborg, Denmark	Rovinj, Croatia	Hamburg, Germany	Prague, Czech Republic	Riccione, Italy	Ghent, Belgium	Salzburg, Austria	Arnhem, Netherlands
7	1999	2001	2003	2005	2007	2009	2011	2013	2015	2017	2019	2021
1998	2000	2002	2004	2006	2008	2010	2012	2014	2016	2018	2020	
hammer, Norway	Cavalese, Italy	Kajaani- Vuokatti, Finland	Jaca, Spain	Spindleruv Mlyn, Czech Republic	Gastein, Austria	Les Saisies, France	Falun, Sweden	Les Saisies, France	Cortina d'Ampezzo, Italy	Kopaonik, Serbia	Strbské Pleso, Slovakia	

WHY BECOME A PARTNER ?

MOBILIZE YOUR CO-WORKERS IN :

Participating in a worldwide event (about 7,000 participants throughout Europe)

Allowing them to practice 25 physical and sport activities in conviviality for the well-being and health of everyone

Enrolling a team in the Games, which will be supported and stimulated by all the co-workers of your company

VALUE AND DIFFERENTIATE YOUR BRAND BY :

Your involvement in health and well-being items

Your social and societal involvement

Your company « jersey » worn proudly by your employees

Your financial support to your teams and the event

HIGHLIGHT YOUR RELATIONSHIP WITH COMPANY AND SPORT BY :

Engaging you with the leading organization in the field of company sport in Europe

Targeting 40 national company sport federations and their «clients» : companies (multinational firms, SMEs, public institutions...) and employees (profile CSP + as well men and women)

Taking the floor on company related topics and major issues and trends : diversity, social responsibility, well-being, management, productivity...

CREATE VALUE TO PERFORM BY :

Struggling against psychosocial risks and musculoskeletal problems

Activating the intergenerational relationship and the promotion of talents

Generating and developing the worker's confidence

Setting change in motion

DISTINGUISH YOUR BRAND FROM THE POTENTIAL CLIENTS BY :

Creating activities at the sites of the physical and sport activities

Contributing by sponsoring one or several sport disciplines

Mark the difference compared to your rivals with an important asset

CONNECT YOU TO AN ORIGINAL AND RELEVANT NETWORK :

Business area (CEOs, Human Resources, Communication, Health and Responsibility managers and directors, chambers of commerce...)

TAILOR-MADE OFFERS

BUILD OUR PARTNERSHIP TOGETHER !

Several collaboration offers are possible and need to be discussed depending on sponsorship, communication, budgets and other actions or programmes you would like to implement.

YOU CAN...

- ▶ Enrol teams in our events
- ▶ Define sport and physical activity programmes for your employees
- ▶ Communicate about your brand and identity through direct sponsoring
- ▶ Promote your products and services
- ▶ Develop your image and your messages through EFCS and members' media (mobile application, social network, newsletter...)
- ▶ Be visible on our events (stand, opening ceremony, packages for participants...)
- ▶ Target and contact specific companies and employees...



EUROPEAN FEDERATION FOR COMPANY SPORT

**28 RUE ROSENWALD
75015 PARIS**

Phone : +33 1 56 64 02 10

E-mail : companysport@efcs.org

President : Mr Didier Besseyre

General Secretary : Mr Musa Lami

General Treasurer : Mr Hugues Campan