

**SWATCH**  **FIVB**  
**WORLD TOUR 2010**

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MEDIAPLAN

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## TV

### **Eurosport Nordic (Finland, Sweden, Norway, Denmark)**

Eurosport will promote PAF Open through spots in their Nordic advertising window.

### **MTV3 (National TV Finland)**

The Host Broadcaster will promote PAF Open through spots leading up to the event. It will be possible for the partners of the event to buy spots.

### **SVT (National TV Sweden)**

The Swedish Public Service TV-channel are non-commercial but do promote their broadcasted sports events through announcements, reports and features in their programs.

### **TV Åland (Regional TV Åland)**

Will broadcast informative programs to educate the Åland population on the Swatch FIVB World Tour, the players, the game and the history of the sport.

## TV – GAME SCHEDULE

### Friday August 17th

18.00 Women's semifinal 1

19.00 Women's semifinal 2

### Saturday August 18th

13.30 Women's match for 3rd and 4th place

15.00 Women's final

16.30 Men's semifinal 1

17.30 Men's semifinal 2

### Sunday August 19th

15.00 Men's match for 3rd and 4th place

16.30 Men's final

## MEDIAPLAN – PRINT

■ ÅLANDSTIDNINGEN Åland's daily newspaper

■ XIT Åland's Entertainment Magazine

■ Swedish Volleyboll Magazine

■ KIILA Finnish Volleyboll Newspaper

NATIONAL SWEDISH AND FINNISH NEWSPAPER – under negotiation

	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th
<b>May</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<b>June</b>	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
<b>July</b>	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<b>August</b>	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

## MEDIAPLAN – RADIO

### ■ STEEL FM Åland Radio Channel – PAF Open official radio channel

(PAF Open information, marketing of games, matches and tickets, players interviews, PAF Open official song, live from PAF Open 14–19.8)

	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th
<b>May</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	
<b>June</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu
<b>July</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr
<b>August</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

## PRESS RELATIONS

### Kick-off

PAF Open has held a kick-off inviting journalists, politicians, partners and other influential and important actors to stage a successful event. PAF Open is planning to arrange similar events to create even more knowledge about the tournament and gain more media coverage.

### Press conferences

PAF Open is regularly having press conferences to gain space in the newspapers. For example there has been a press conference to announce the staging of the first ever Swatch FIVB World Tour event in Finland or Sweden, to announce the recruitment of two-time olympian Simon Dahl as Tournament Director, to announce that the major Swedish Television Network, SVT, will broadcast PAF Open. All these press conferences has resulted in national media coverage.

### Press meetings

PAF Open is actively working to get journalists to sign up for accreditations and cover the event. For example, all the major Finnish national media has already been attending presentations regarding PAF Open. PAF Open invite these journalists to happenings and combine creating networks and presenting the event, the Swatch FIVB World Tour, the game and the players.

### E-mail list distributions

PAF Open is regularly distributing information regarding the event through several e-mail lists. For example, through one of our e-mail distribution lists we are reaching approximately 6000 beach volleyball enthusiasts in the Nordic countries.

### Press / PR organization

PAF Open has recruited a press manager for Finland and a press manager for Sweden. These managers are working actively to gain media coverage on the different markets. Even though Finland and Sweden are neighbouring countries, the language and cultures are completely different. Therefore we have formed our organization to meet this challenge.

### Information meetings

PAF Open are having information meetings at strategic places in Finland and Sweden. For example, we have had information meetings with the major beach volleyball clubs. Planning to have a meeting for the public at Åland to present PAF Open, Swatch FIVB World Tour, the game and the players.

## ANNOUNCEMENTS DURING THE EVENT

- Packages of 10 to 15 (30 to 60 seconds) organized per each event day
- Announcements of pre recorded jingles
- Announcements of competitions, offers and other marketing
- For FIVB official sponsors the above package
- If a sponsor is interested in additional public announcements, it is possible to send a request to:  
Promotion Director Victoria Backman, e-mail: [victoria.backman@pafopen.com](mailto:victoria.backman@pafopen.com) by June 30th

## CAMPAIGN

### **Åland May–August:**

3 streamers over main streets

Billboards 50 x 70 cm arranged in town along roads and in ferry terminals/airport leading up to the event

Flyers in strategic places; hotels, travel agents and city markets

Public beachvolley happenings June–August together with sponsors

### **Sweden May–August:**

Billboards 50 x 70 cm arranged in strategic places leading up to the event

Billboards, streamers and flyers:

- Easter Cup 07
- Beachhallen Cup Stockholm (Open/Challenger)
- Back to the Beach Tour 07 (with several numbers of beach volley events in Sweden)
- Mailing list (6,000 addresses)
- Travel Fairs in Stockholm and Gothenburg

### **Finland May–August:**

- Billboards 50 x 70 cm arranged in strategic places leading up to the event

- Billboards, streamers and flyers:

- Power Cup, Lahtis 7–10.6 (10.000 participants)
- Volleyball World League, Lahtis 8–9.6 (Finland–Canada)
- Åland Days in Helsinki 14–16.6 (beachvolley at Senate Square)
- Volleyball World League, Turku 15–16.6 (Finland–Korea)
- Volleyball World League, Espoo 29.6 (Finland–Brasil)
- Travel Fairs in Helsinki



## WEB & MOBILE SERVICES

WEBSITE [www.pafopen.com](http://www.pafopen.com)

- latest news
- program
- side events
- tickets
- VIP-packages
- travel and accomodation
- media services and accreditation
- players
- partners
- about Åland

The website will be promoted on all printing material, at press conferences, in media...

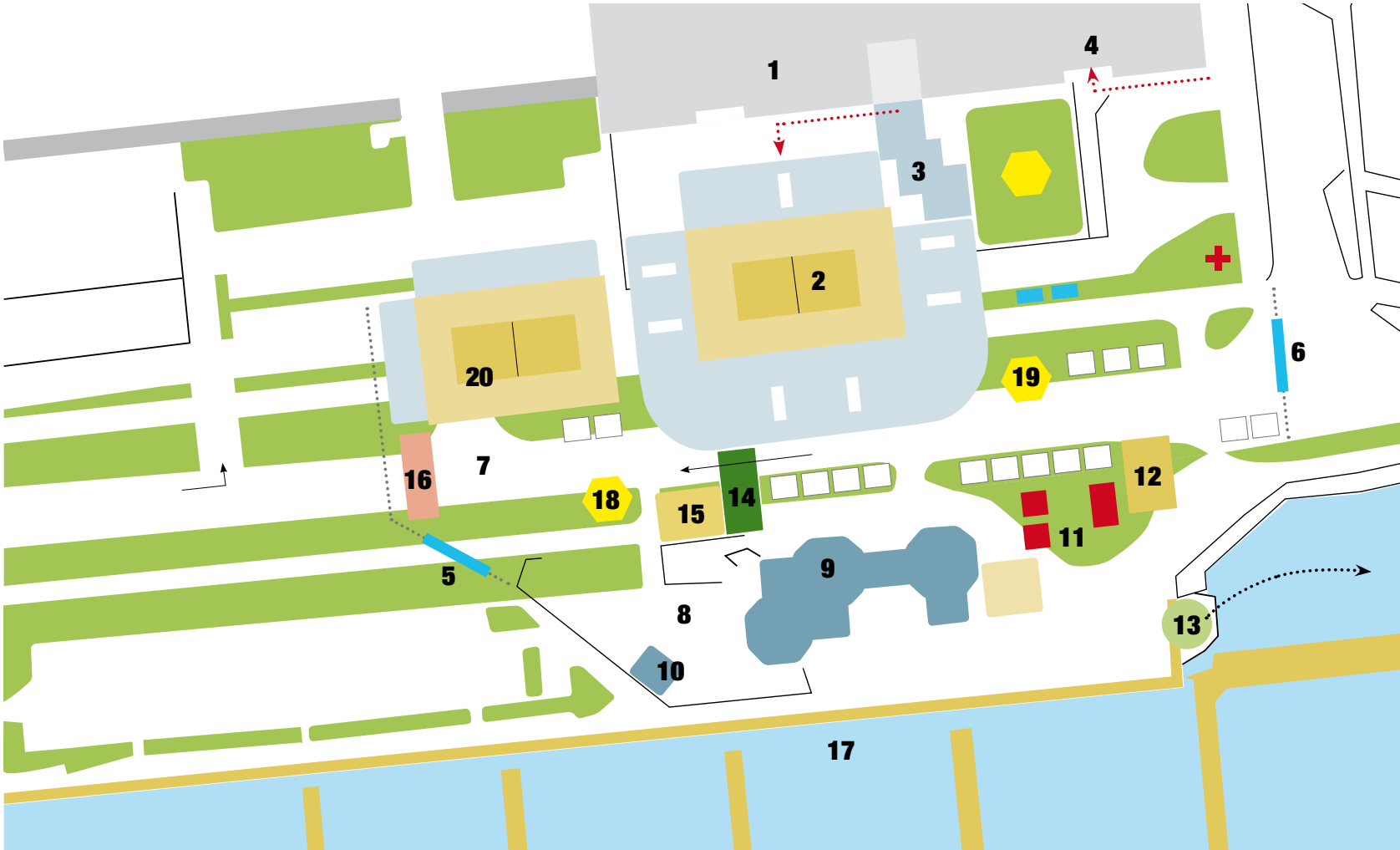
BANNERS on other websites connecting to [www.pafopen.com](http://www.pafopen.com)

- [www.eurosport.se](http://www.eurosport.se), [.dk.](http://www.eurosport.dk), [.no](http://www.eurosport.no) (Eurosport Nordic)
- [www.alandstidningen.ax](http://www.alandstidningen.ax)
- [www.xit.nu](http://www.xit.nu)
- volleyball websites in Sweden and Finland

SMS-MARKETING in cooperation with newspaper on Åland. Promotion of

- game
- matches

# EVENT LAYOUT – HOTEL ARKIPELAG ARENA



- 1. Hotel Arkipelag
- 2. Hotel Arkipelag Arena Centercourt
- 3. VIP-terrace
- 4. Entrance PAF Casino and VIP-lounges
- 5. Entrance to Festival Arena
- 6. Entrance to Festival Aren
- 7/8. Restaurant area
- 9. Restaurant Club Marin
- 10. Stage
- 11. Kid's Arena
- 12. Inflatable beach volley court
- 13. Water Golf
- 14. PAF Games
- 15. PAF Games Beach
- 16. Restaurant
- 17. Guest Harbour
- 18/19. Bars
- 20. Side court

## PROGRAM

### Tuesday 14. August

09.00–19.00 Women Qualifying matches

#### What's going on

08.30 Festival arena opens

09.00–12.00 PAF Open Beach Camps

13.00–17.00 Julles Kid's Beach with kids activities and entertainment

18.00–20.00 Åland Get Together – welcome party at Festival Arena

20.00–24.00 Late Night Beach Party at Festival Arena – live music

### Wednesday 15. August

09.00–19.00 Women Matches

Men Qualifying Matches

#### What's going on

08.30 Festival arena opens

09.00–12.00 PAF Open Beach Camps

17.00 After Beach with live music

17.30 PAF Open Run & Fun Race at Festival Arena

20.00–24.00 Late Night Beach Party at Festival Arena – live music

### Thursday 16. August

09.00–19.00 Women Matches

Men Matches

#### What's going on

08.30 Festival arena opens

09.00–12.00 PAF Open Beach Camps

16.00–17.30 Business Seminar. Arr: Ålands Handelskammare

17.00 After Beach at Festival Arena, warm up before Finnish football league.  
Live music and entertainment

20.30 Finnish football league: IFK Mariehamn – FC Honka at Wikiöf Holding Arena

20.00–24.00 Late Night Beach Party at Festival Arena – live music

### Friday 17. August

09.00–15.00 Women Quarter Finals

Men Matches

16.00–20.00 Women Semi Finals

Men Matches

#### What's going on

08.00 PAF Open Golf Challenge at Åland Golf Club

08.30 Festival arena opens

17.00 After Beach with live music

19.00 Live entertainment on stage together with Mariehamn's Culture Night

20.00–24.00 PAF Open Poker

21.00–04.00 Players Party

### Saturday 18. August

09.30–14.30 Women Bronze Match

Men Quarter Finals

15.00–19.00 Women Final

Men Semi Finals

#### What's going on

09.00 Festival arena opens

17.00 After Beach with live music

20.00–04.00 Final Evening Party

### Sunday 19. August

12.00 Festival arena opens

15.00–18.00 Men Bronze Match

Men Final

18.15 Awarding Ceremony Women & Men

## HIGHLIGHTS

BEACH CAMPS Tuesday 14.08-Thursday 16.08 9:00-12:00; learn how to play beach volleyball together with the stars (09.00–10.00 children 4–8 years, 10.00–11.00 9–15 years, 11.00–12.00 16 years–)

JULLE'S KIDS BEACH Tuesday 14.08 13:00–17:00 with kid's activities and entertainment

PAF OPEN RUN & FUN RACE Wednesday 15.08 17:30

BUSINESS SEMINAR (Sponsorship in Sport Events) Thursday 16.08 16:00–17:30 in cooperation with Åland Chamber of Commerce

FINNISH FOOTBALL LEAGUE (IFK Mariehamn–FC Honka) Thursday 16.08 20:30

PAF OPEN GOLF CHALLENGE Friday 17.08 08:00

LIVE ENTERTAINMENT ON STAGE WITH MARIEHAMN CULTURE NIGHT Friday 17.08 19:00

PAF OPEN POKER TOURNAMENT Friday 17.08 20:00

PLAYERS PARTY Friday 17.08 20:00, accredited people and players, featuring DJ and entertainment

FINAL EVENING PARTY Saturday 18.08 20:00, accredited VIP guests and people, players, press and sponsors; featuring dance music,

## EVERYDAYS ATTRACTIONS

BEACH LUNCH AT FESTIVAL ARENA

POKER AND OTHER GAMES

WATER GOLF

INFLATABLE BEACH VOLLEY COURT

SPONSOR ACTIVITIES

WATER SPORTS

RESTAURANTS & BARS

ICE CREAM & REFRESHMENTS

LIVE MUSIC AND ENTERTAINMENT

MEET THE STARS (autographs)

KID'S ARENA

GET READY FOR THE GAME (outdoor workout in cooperation with the gym on Festival Arena)

TRADE ALLEY featuring sponsor products, services and competitions

## SPECIAL BUSINESS OPPORTUNITIES

BUSINESS SEMINAR (Sponsorship in Sport Events) Thursday 16.08 16:00–17:30 in cooperation with Åland Chamber of Commerce

FINNISH FOOTBALL LEAGUE (IFK Mariehamn–FC Honka) Thursday 16.08 20:30

PAF OPEN GOLF CHALLENGE Friday 17.08 08:00

PAF OPEN POKER TOURNAMENT Friday 17.08 20:00

PLAYERS PARTY Friday 17.08 20:00, accredited people and players, featuring DJ and entertainment

FINAL EVENING PARTY Saturday 18.08 20:00, accredited VIP guests and people, players, press and sponsors; featuring dance music, players interviews and entertainment

## VIP PACKAGES

PAF Open offers a great opportunity of meeting business partners combined with exciting matches and side events during the week. Our V. I. P. -packages include the best seats on centercourt and of course entrance to our V. I. P. lounges and special restaurant services.

To get a great Åland experience, it is possible to book exclusive side events with the packages; for example Archipelago Cruises, Gourmet Nights and visits to special Åland places.

## FRIDAY AUGUST 17<sup>TH</sup> – SUNDAY AUGUST 19<sup>TH</sup>

### Friday August 17th

- 08.00 PAF Open Golf Challenge for invited guests
- 18.00 Women's semifinal 1
- 19.00 Women's semifinal 2
- 20.00 PAF Open Poker Tournament
- 20.00 Players Party; free entrance for accredited people, players, sponsors

### Saturday August 18th

- 13.30 Women's match for 3rd and 4th place
- 15.00 Women's final
- 16.30 Men's semifinal 1
- 17.30 Men's semifinal 2
- 20.00 Final Evening Party for accredited people, players, sponsors

### Sunday August 19th

- 15.00 Men's match for 3rd and 4th place
- 16.30 Men's final
- 18.15 Awarding Ceremony