

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



23

Events

15

Sports

10

Qualification events to Tokyo 2020

4

Official European Championships

4082

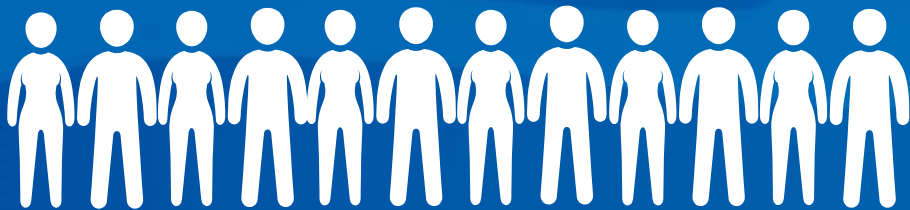
Athletes



More than

18000

official participants



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 80 countries can stay in Belarus without visas for five 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 FIVE-DAY VISITS TO BELARUS

	Australia		Ireland		Oman
	Austria		Iceland		Panama
	Albania		Spain		Peru
	Andorra		Italy		Poland
	Antigua and Barbuda		Canada		Portugal
	Argentina		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
	Brazil		Lithuania		Singapore
	Vanuatu		Liechtenstein		Slovakia
	Vatican		Luxembourg		Slovenia
	United Kingdom of Great Britain and Northern Ireland		Macao - Special Administrative Region of China**		United States of America
	Hungary		The Republic of Macedonia		Uruguay
	Vietnam**		Malaysia		Finland
	Haiti**		Malta		France
	Gambia**		Order of Malta (not a state)		Croatia
	Germany		United Mexican States		Czech Republic
	Honduras**		Federated States of Micronesia		Chile
	Hong Kong Special Administrative Region of the People's Republic of China		Monaco		Sweden
	Greece		Namibia**		Switzerland
	Denmark		Netherlands		El Salvador
	Dominica		Nicaragua		Estonia
	India**		New Zealand		Japan
	Indonesia		Norway		

*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!