



**The Employer's 5th
CORPORATE FOOTBALL
TOURNAMENT**

**Ramadan 2011
11th - 26th August**



Organized by

THE MARKETER



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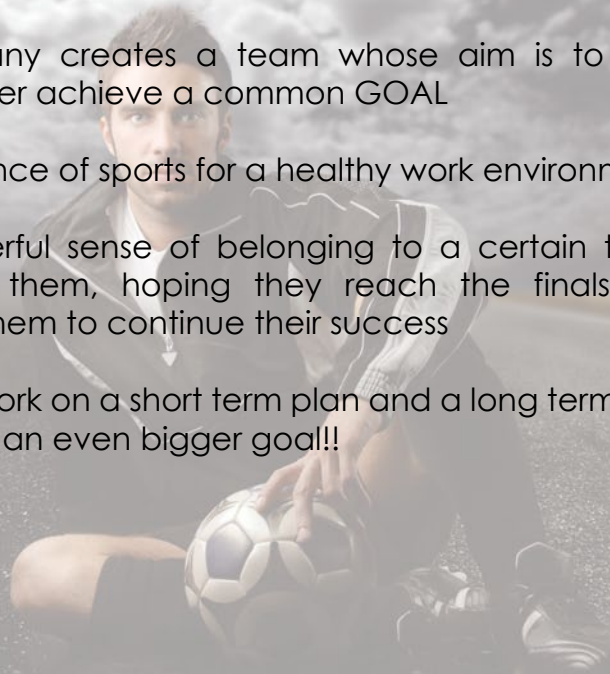


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THE IDEA BEHIND THE EMPLOYER'S CORPORATE TEAM BUILDING FOOTBALL TOURNAMENT SERIES

- Team building has become a milestone in every organization. The Employer's corporate FOOTBALL Tournament's main target is to enhance and develop the team building spirit within organizations
- Each Company creates a team whose aim is to work together to better achieve a common GOAL
- The importance of sports for a healthy work environment
- The wonderful sense of belonging to a certain team, cheering for them, hoping they reach the finals and encouraging them to continue their success
- The need to work on a short term plan and a long term plan to help achieve an even bigger goal!!





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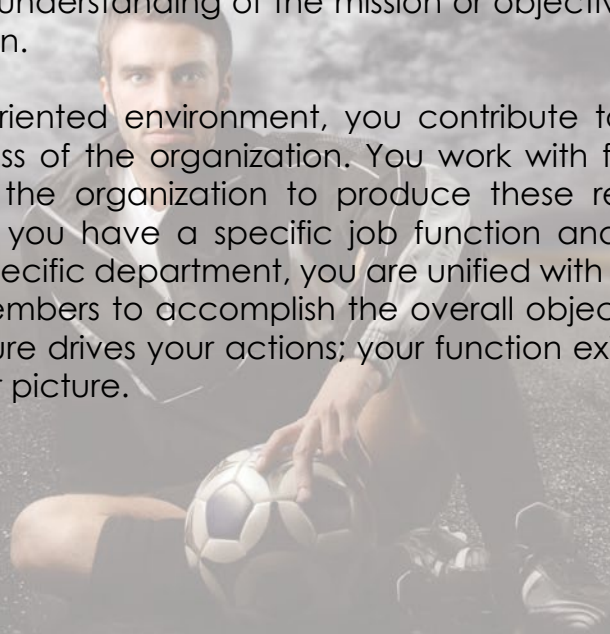


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IMPORTANCE OF TEAM BUILDING

- It is very common to talk about “Teams” in the work place. We often hear the words “my team”, “team building” and “unity” among employees, but few understand how to create the experience of team work or how to develop an effective team. Belonging to a team, in the broadest sense, is a result of feeling part of something larger than yourself. It has a lot to do with your understanding of the mission or objectives of your organization.
- In a team-oriented environment, you contribute to the overall success of the organization. You work with fellow members of the organization to produce these results. Even though you have a specific job function and you belong to a specific department, you are unified with other organization members to accomplish the overall objectives. The bigger picture drives your actions; your function exists to serve the bigger picture.





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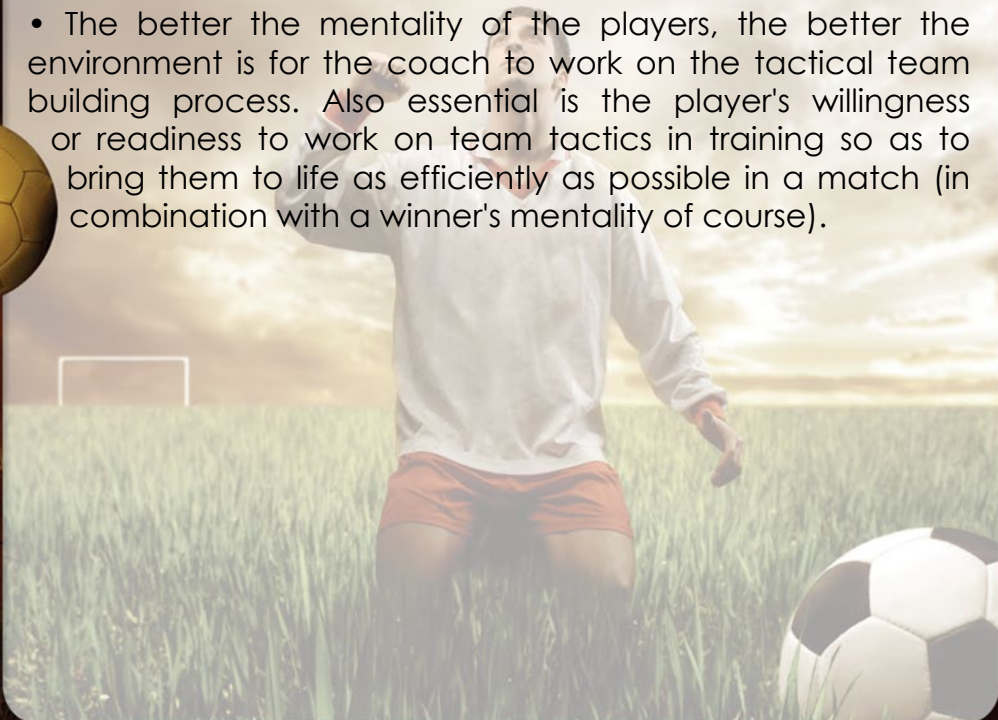


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LINKING FOOTBALL TO TEAM BUILDING

- In the football world, it is apparent that most coaches think of team building in the mental or psychological terms; for example, the mentality of the players and team spirit. They are, of course, essential. Only with these as the basis, is it possible to perfect team tactics.
- The better the mentality of the players, the better the environment is for the coach to work on the tactical team building process. Also essential is the player's willingness or readiness to work on team tactics in training so as to bring them to life as efficiently as possible in a match (in combination with a winner's mentality of course).





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THE EMPLOYER'S NEXT CORPORATE TEAM BUILDING FOOTBALL TOURNAMENT'S LOGISTICS

Date: 11th August - 26th August 2011

Teams: 56 Teams

Game: Football

Number of Players: Minimum 10 - Maximum 15

Time: 7:30 pm – 12:00 am (depending on team's schedule)

Families, colleagues and Friends are welcome to come, watch, cheer and encourage their peers





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PRIZES

- First Place Winner **12,000 LE**
- Second Place Winner **8,000 LE**
- Third Place Winner **5,000 LE**

N.B Other prizes, vouchers, and giveaways will be given to winners and will be announced during the commencement of the tournament



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EVERYONE CAN WIN HIS OWN WAY!!

Winners are not only the best team playing football!!!!

Winners are:

- 1st Place
- 2nd Place
- 3rd Place
- Tournament Scorer
- Best Coach
- Best Cheering company
- Best Player
- Best Goal Keeper
- Fair Play
- Best Team Building Spirit in field
- Best Management Support

So set your target and achieve your goal of winning one of the above prizes!!!





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RULES & REGULATIONS

- The Tournament consists of a various number of competing teams
- Each team consists of 10 - 15 players from the same company
- Player's names have to be announced at least two weeks prior to the opening of the tournament
- Teams will be divided into groups, according to the number of participating companies in the Tournament
- A number of 16 teams will be qualified to the 2nd round
- The qualifying 16 teams will compete in the form of a series of knock out matches all the way to the final match
- The duration of each match is 20 minutes which are divided into 2 halves, with a 5 minute break between halves
- Finals and Semi-finals are 15 minutes long
- Opening Ceremony will take place first day of the tournament
- Winners will be announced and awarded during the closing ceremony at the last day of the tournament



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DOCUMENTS NEEDED FOR PLAYERS

- Companies are required to present Player's documents by the 20th of July 2011
- Player's Documents are:
 - Player's personal pictures
 - Copy of player's personal ID
 - Copy of player's Insurance Number
 - HR letter stamped by the company to state that those are company employees

Kindly note that all players have to be employees in the company and their insurance documents have to prove that they have at least been employed by the company for the past 6 months.

Insufficient documents for any player will not allow us to register him as a player in the tournament



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RULES FOR TEAM'S UNIFORM

- All teams have to have a unified uniform
- All Players have to have the following printed on their uniform:
 - Company Name
 - Player's name or nickname
 - Player's number (all numbers have to be different)
- Goal keepers have to have a different outfit



As our partners, adidas is offering all "The Employer's Corporate Football Tournament" teams reasonable offers on purchasing uniforms from adidas brand.

For ordering uniforms please contact adidas directly on:
0190102700



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TOURNAMENT PRICES

Share the fun & participate with your team for a total of **LE 5,000** per team

- Teams could have up to 15 players with a minimum of 10 players

In addition to 10% Tax Charge



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Marketing Options Available	Price
1 side banner on field	2,000
3 side banners on field	5,000
Distribution of promotional materials such as flyers, brochures...etc among attendees (provided by company)	1,500
1 day distribution promotional materials such as flyers...etc among audience (provided by the company)	400
Placing 1 wooden banner in entrance (provided by company)	3,000
Placing 2 wooden banners in entrance (provided by company)	5,000
Exhibition space in The Tournament (9 square meters)	10,000
Advertising in schedule booklet sent to all teams	1,500
Printing of 500 flags for cheering	2,000
Placing 1 large flag in the Tournament (provided by sponsor)	2,000
CD with all the matches + the opening & closing Ceremonies	400



The Employer's 4th CORPORATE FOOTBALL TOURNAMENT

24th March - 15th April 2011



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RAMADAN 2010 TOURNAMENT PARTICIPANTS

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The Employer's 4th CORPORATE FOOTBALL TOURNAMENT

24th March - 15th April 2011



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A GLIMPSE OF RAMADAN 2010 TOURNAMENT





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**DON'T MISS THE CHANCE TO JOIN THE
BIGGEST CORPORATE TEAM BUILDING
FOOTBALL TOURNAMENT IN EGYPT!!**

**LOOKING FORWARD TO A GREAT AND
EXCITING SERIES OF TOURNAMENTS!!**

FOR DETAILS ABOUT THE MARKETING
CAMPAIGN PLANNED FOR THE TOURNAMENT,
CONTACT US ON:

012-6067668 / 012-3222155

h.rafik@the-employer.com

