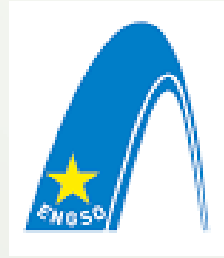




Sofia2018 – European capital of sport



Sport



Sport



ACES Europe and Sofia2018

ACES Europe is a non-profit association based in Brussels which assigns every year since 2001 the recognitions of European Capital, City, Community and Town of Sport. The allocation of these recognitions are done by ACES Europe, according to the principles of responsibility and ethics, being aware that sport is a factor of aggregation of the society, improvement in the quality of life, psycho-physical well-being and complete integration within social classes in the community. ACES Europe is recognized by the European Commission in the White Paper (Art.50).



Sofia has the privilege to become European Capital of Sport in 2018

The decision was announced on the base that "the city is a good example of sport for all, as a tool to improve healthy lifestyles, integration and education, which are the basis of the initiative."

Objectives and benefits for Sofia



OBJECTIVES

- ✓ Development of urban sports variations
- ✓ Healthy life style
- ✓ Integration of minorities and people with special needs
- ✓ Creating opportunities for sport for all ages
- ✓ Improving sports and urban infrastructure
- ✓ Development of volunteering in sport
- ✓ Long-term planning of sports activities in the city
- ✓ Combat negative effects of immobilization, lack of social protection

BENEFITS

- ✓ *Long term development of sport*
- ✓ *Improving the sports infrastructure of the city*
- ✓ *Restoration of sporting traditions of Sofia*
- ✓ *Chance of the citizens to participate in variety of sporting events*
- ✓ *Maximum use of the Vitosha mountain sports and tourism - an advantage that few world capitals have*
- ✓ *Promoting Sofia*



What provoked the need for physical activity:

- Information
- Organization
- Investment
- Motivation



Priorities of Sofia 2018

Main activities:

- **Information**
- **Organization**
- **Investment**



Welcome to InfoCenter Sofia2018

On March 5th 2015 Sofia2018 Information Centre was opened in the presence of the president of ACES Gian Francesco Lupateli. Located on the one of the busiest intersections in the capital, it offers a rich set of information and resources to promote the initiative Sofia2018 - European Capital of Sport and the ideas of ACES.



***In ONE YAAR in the
Infocentre were organized
68 press-conferences
17 Seminars
41 meetings and conferences***

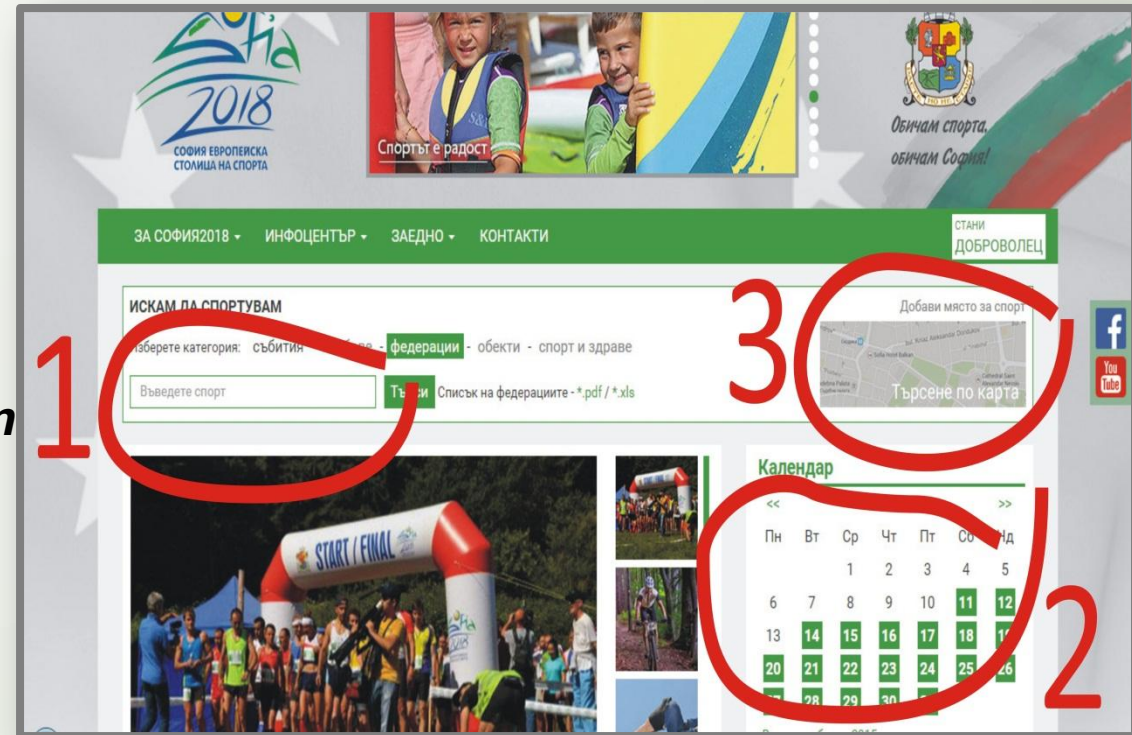
www.sofia2018.bg

Web site with unique

- **WEB Navigator «I want to do Sport»** in our site -*easy, convenient way to obtain precise information when and where to do sport*

Includes:

- - 975 sport venues
- - 128 events for 2015
- - 1001 sport clubs
- - 102 sport federations
- All you need to do sport in Sofia.



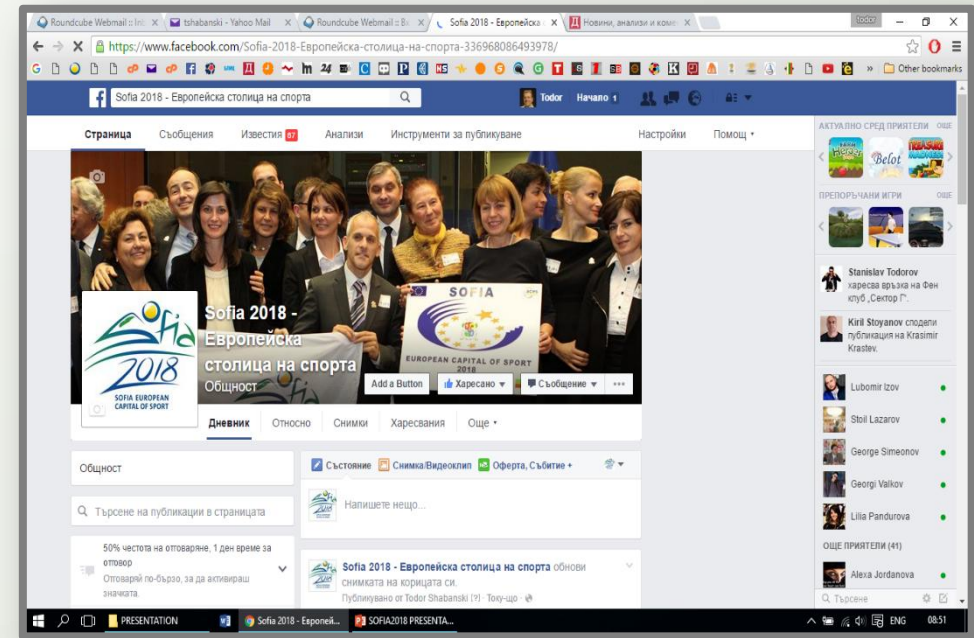
Sections: volunteers

- Mobile version of the search engine will follow

Application for mobile devices- Sofia Active

Facebook Sofia 2018

More than 2000 followers.



***RECORD: Only for five days in November
the video that presents the activity in the
European Parliament met:***

- 26,000 views***
- 102,000 people reached***
- 120 Likes***
- 540 shares***



SLOGAN



Love sports, love Sofia!

LOGO

The Logo Sofia2018 is decorated in blue, green and yellow.

The colors have been chosen to create a fresh, sporty and positive vision . It symbolizes nature, healthy lifestyle, solar radiation and vitality. The pattern of letters incorporates the dynamics of sport and physical activity.



Some More Sofia2018 Projects:

“TOGETHER” program

Program "Together" defines relations of partnership and cooperation with sponsors, partners, volunteers, people and institutions supporting Sofia 2018. It includes cooperation in the following areas:

- Sponsors
- Partners - institutions and factors
- AMBASSADORS
- VOLUNTEERS - a campaign to attract volunteers

Program "Together" is promoted by the website, Info center, Facebook and other social networks.



MORE: Group “support Sofiya2018”

Promoting Sofia2018

We launched a positive promotion and advertising campaign with:

- 8700 leaflets for various sporting events
- 78 banner on the bridges
- 9 projects for graffiti
- 142 info boards
- 3200 posters
- 32 vinyl's
- 18 flags



Joint projects with National Sports Academy

Our cooperation with the National Sports Academy includes six main areas:

- ✓ Training with disadvantaged kids
- ✓ Volunteering
- ✓ Events partnership
- ✓ Scientific programs
- ✓ Presentation of the project
- ✓ Organizing gala spectacles



Partnership with TV and other media

The Team of Sofia2018 develop a broad program for cooperation and presence in the media.

Along with National TV a special project is being prepared - programs "sports", which aims to introduce the ideas and activities of Sofiya2018

There have been special radio and TV spots that aired 164 times in leading radio stations and 23 times in the programs of BNT.

Over 500 publications in print and online media were devoted to the project Sofiya2018.

Campaign on major TV, radio, press and online media for full coverage activities of Sofia



Torino2015

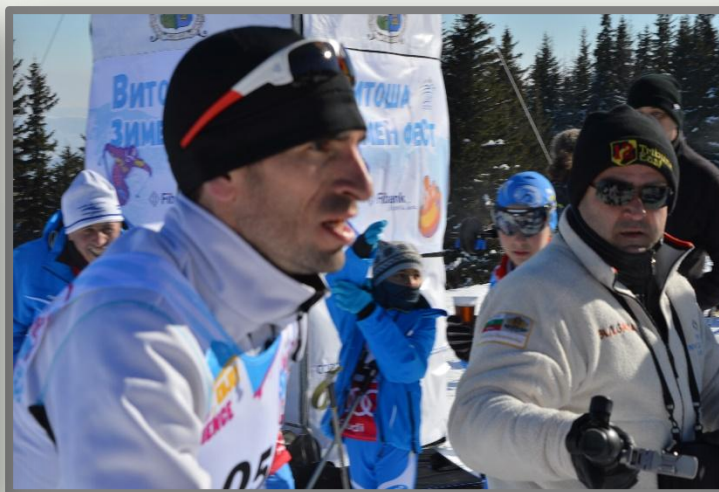
A special presentation on the activities of Sofia2018. was presented during the conference "Sport in Europe" on September 11 in Turin.

The theme "New Vision for the promotion of sport through web technology" was among caused the largest interest of the forum in the Italian city.

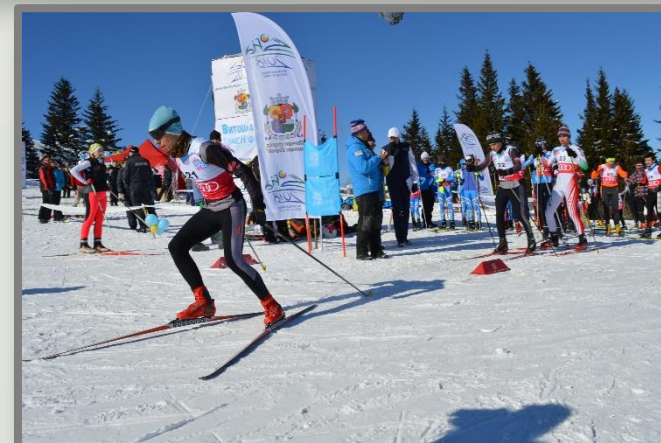


2016 activities

23 January: World Snow Day- Vitosha winter fest

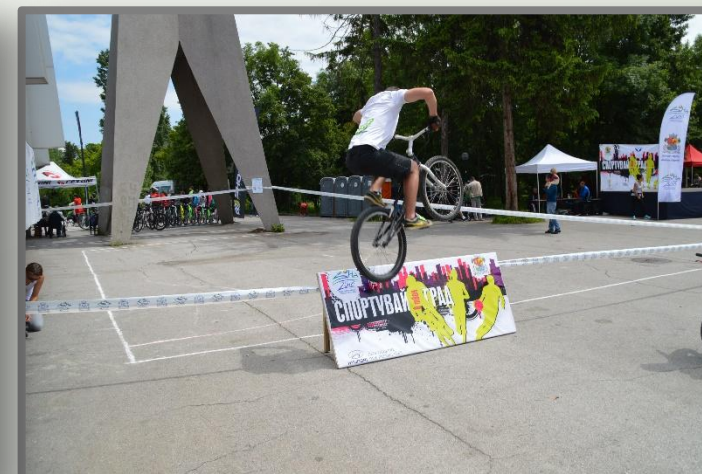


More than 400 children and their parents gathered together on Vitosha to celebrate with lots of sports, games and fun the World Snow Day



2016 activities

22 of May: Exercise in your city - Urban zone



More than 500 participants started into the popular among the young population and typical for the urban zones sports - basketball 3 x 3, skateboarding, BMX Street, blade (roller skating), wall climbing, athletics and cycling cross cross, plus fencing.



2016 activities

18-19 June: Vitosha 100km



Over 2,000 participants started either cycling maraton Saturday morning or athletic super run on Sunday morning. Some try both. One of the mega two-day competitions. Participants make a full tour of Vitosha mountain, as the start is before the President's Palace, the route goes through Kladnitsa, Chuipetlovo, Yarlovo and Zheleznitsa.



2016 activities

10 of July: Vitosha summer fest



Several thousand fans gathered near the mountain hut -Momina Skala for the Summer Sports Fest "Vitosha". In the mountain running start more than 400 people, in the mountain biking - about 450, and in the nordik walking approximately 200 people. New for 2016 - Children cycling tour.



2016 activities

16-18 September: Extreme fest– European week of sport



Three days our city center turns into a huge playground for 22 sports.

The Extreme Fest gathers nearly 10,000 participants and spectators to mark the finale of the European week of sport: basketball, motor show, extreme skiing, bungee acrobatics and martial arts, table tennis, climbing wall, test raid bikes and Long board, free run, dancing, carnival and others.



2016 activities

9 October : Sofia marathon

33rd edition of the largest mass sports event in the capital gathered record number of participants in 42,195 km, 20 km, 8 km and 3 km.



Co-organizers and partners in 2016

- **Vitosha Run from the city centre to Black Peak**
 - Table Tennis Fest
 - Sports street within the "Sofia breathing»
 - Flowers of Bulgaria – kids rhythmic gymnastics
 - The Day of dancing
 - Health and active aging Fest
 - Mountain biking- family format
 - NN Kids Run
 - Volleyball Festival
 - Baby aerobic "Future Stars»
 - Vitosha Home Mountain- Enduro biking
 - My Vitosha Mountain - mountain running and festival



All activities 2016

January – May 2016

January 23 : World Snow Day- Vitosha winter fest

February 27-28 : Int. taekwondo tournament – „Triadica hall“

March 10 -urban ski tournament for schools children – Vitosha

April 9: A football tournament for diplomats - sports complex "Bonsist"

April 24: Table Tennis Fest - Tournament Hall of Dianabad

May 8: Vazrajdane Festival – Sporting Sofia complex Zone B5

May 22: Exercise in your city - Urban zone

May 23 to 24: Flowers of Bulgaria - children's tournament in rhythmic gymnastics



All activities 2016

June-September 2016

June 18 to 19: Vitosha 100 km – marathon bike / run

July 10: Vitosha Summer Fest Sports Festival - Momina Skala hut

July 15 to 17: Vitosha Mountain Enduro biking - in Vitosha

August 21: Sports street during Sofia breathing - on the street. "Shishman"

August 27: Vitosha Run - mountain running - from the city center to Black Peak/Vitosha/

September 8 to 9 : Meeting of the European Capitals and Cities of Sport - Prague

September 16 to 18: Extreme Fest - European Week of Sport and bike carnival

September 18: Athletics and cycling tour- Sofia monasteries - The northern part of the Sofia field

- September 21 to 22: Mountain Biking family format - Lyulin and Bankya

September 25: Vitosha my mountain - mountain running and fest - from Boyana to x. Aleko



All activities 2016

October-December 2016

1 to 2 October: VII International Fitness Festival - Paradise Centre

October 9: SOFIA Marathon 2016

October 18: Tournament for refugee- children and single mothers

October 21 to 23: Corporate tournament basketball, volleyball, mini football and tennis

15 to 20 November: World Cup Sambo and '60 YEARS Sambo in Bulgaria - "Arena Armeec hall"

November 26 to 27: Aerobic Baby Fest - hall "Triaditsa"

November: Annual Presentation Sofia2018 – Brussels

December 6: Christmas Cup and National Championship for Children at risk - "Armeec hall"

December 16: Christmas celebration 'Support the team sports "- " Arena Armeec "



Presentation to the EP in Brussels



Infoboards Sofia2018 in the city



6 branded dashboards with LCD screens with HD resolution will be located in the busiest areas of the capital. They will contain a wealth of information about the sports PROGRAMM of Sofia - European Capital of Sport, which appears at the request of users of the system.

8 new fitness outdoors playgrounds was opened



In 2015- 8 new outdoor fitness playgrounds was opened (worth over 180,000 leva) and so in the capital we have a total of 25.

New sports complex “Vazrajdane”



On August 14, 2015 new sports complex was opened - «Vazrajdanel». On an area of 23,897 sq.m there are 3 playgrounds for mini football, 3 tennis courts, beach soccer and beach volleyball, skating and ice hockey field, which in summer is used for alternative sports as streetball, petanque and others. Covered field with 8 tennis tables and a kids playground. The complex also has a movable grandstands for 150 seats, allowing it to organize various tournaments and competitions.



Sofia Bike Park



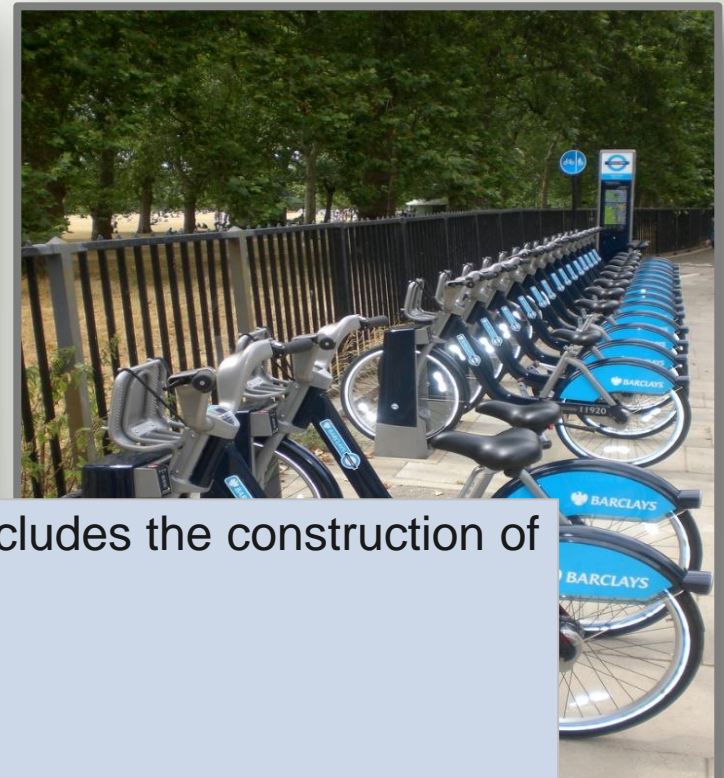
In 2015, the team of Sofia2018 - European Capital of Sport began the work on the construction of the Sofia Bike Park. Along with cycling clubs, communities and experts we started procedures for establishment of permanent trails for cycling fans in the South Park area.

Sofia bikes map

Sofia City's Bike Lanes, Bike Paths and Greenways will be mapped using a color- coded legend to help you find your way through Sofia



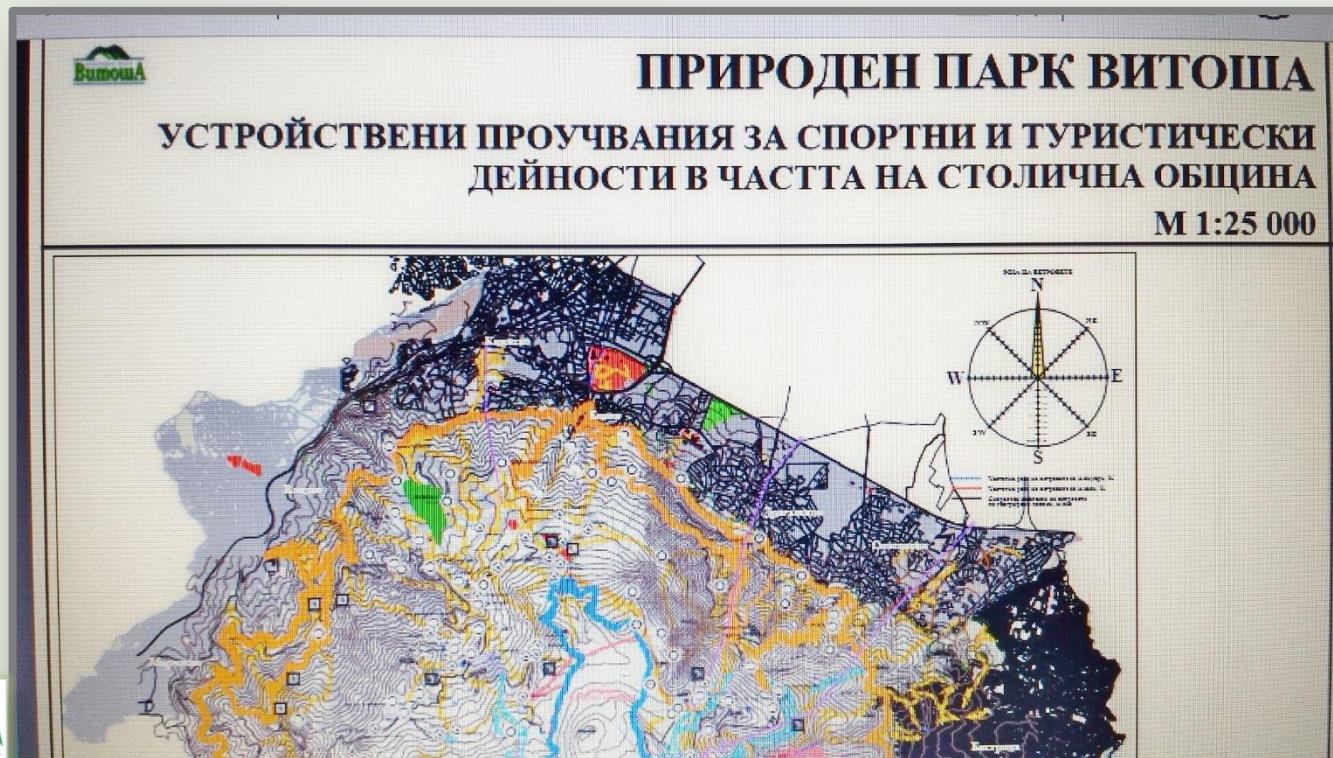
Sofia Bike - cycling system of capital



Sofia bicycle system is built on the model of leading European capitals. It includes the construction of 33 velo stations with 400 bicycles.

Vitosha - zoning of sports areas

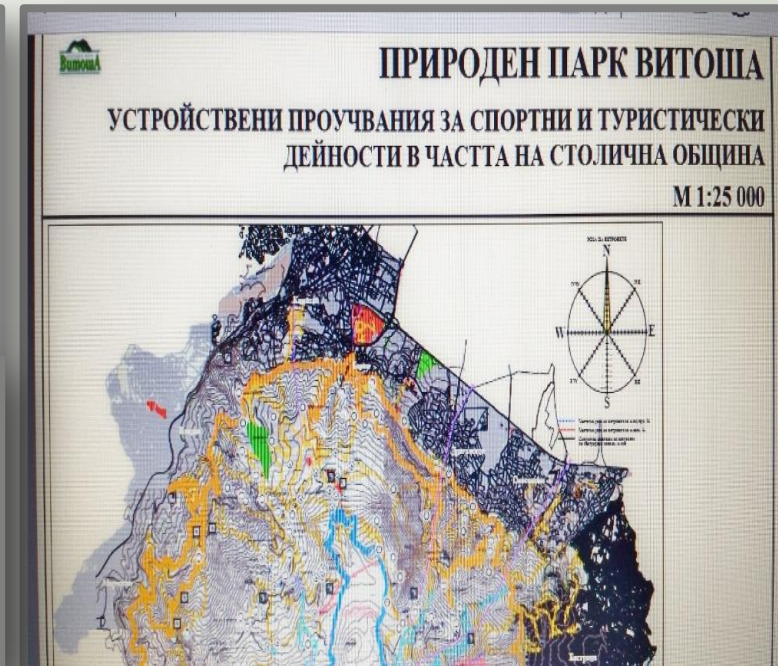
After 10 meetings held in Info center -Sofia2018 - European Capital of Sport, all sport organizations benefiting Park Vitosha agreed on drafting a map that lists areas for sport, recreation, tourism and activities beginning of the lift stations and tourist sites. Maps with all suggestions from the group was sent to the team developing out the Master plan of Vitosha Nature Park.



NEW - Sofia Municipality with Commission for Vitosha mountain

Sofia Municipality created a temporary commission to analyze the state of Vitosha. Within six months the 12 councilors should draw up a report and give detailed information on the status and problems and suggested ways to overcome recent.

"Sofia Municipality is aware of its responsibility for the future of Vitosha and although has no property there, is eager to do everything that depends on us to allow the mountain to be accessible to everyone and in much better condition," said the President of the Commission Mr. Elen Gerdjikov.



Biking and Sports Zone Station Pioneer

At the site of the former Pioneer railway station and along unused rail lines new construction of a large area for sports and cycling activities is planned



Roller and roller tracks in the city parks

- Determination and asphaltting of roller-lanes in the South Park and in Central Park
- Making short skate (Roller), chassis and cycling routes in different regions -new options for sports



Urban area in Sofia

Sofia urban area is planned to be separated next to the Museum "Earth and Peoples" in South Park (dogs park), which already have a project ready.

Routes, ramps and small obstacles will be provided to local residents to practice "Urban" sports:

skateboarding, inline skates, biking, climbing wall slakeline, Long board, free running, etc..



Two new projects

Mobile Info center

The mobile unit will include all necessary means for Presentation of the initiative (awnings, banners, souvenirs, audio equipment for the info and show programs, web game, quiz, brochures, banners) and can quickly and easily reach and be fixed at any events.



Mobile sports arena

By light prefabricated and easily moveable structure arena can quickly and easily be mounted and dismantled in different areas and will include options tournaments in major urban sports - mini football, basketball, basketball 3x3, bike and skate skiing, volleyball, martial arts and techniques, demonstrations and presentations, a small climbing wall.



Photo exhibitions "Sofia Photo Sport



*Sofia 2018
organized this year
four mobile
exhibitions "Sofia
Sport Photos":*

1. In the Crystal garden - April
- 2 in front of Momina Skala -Vitosha - July
- 3.on the Bridge near national palace of culture - August
4. Knyazheska garden Extreme Fest

Essay, photo and video contests

The essay, photo and video competition in support of Sofia - European Capital of Sport distinguish young talents. Winners among students received their prizes from world champion of table football (djagi) Ekaterina Atanasova in Infocenter Sofiya2018.



Sofia Sport Film Festival



Sofia2018 - European Capital of Sport launched an initiative to organize a festival of sports films in the Bulgarian capital. The forum will attract every year the best works of sports themes to present the active lifestyle through powerful arsenal of cinema. Sofia2018 scored first Sofia International Sport Film Festival from 27 to 29 May with a program of over 15 new films in cinema Lumiere.

Sofia2018 presented at „Sofia brathing“

Sofia - European Capital of Sport was included into the festival "Sofia breathing." On August 21 at str. "Knyaz Alexander I" to the Bulgarian national bank among visual and performing arts, literary, environmental and socio-educational initiatives through special stalls we presented sport and multinational practices in promoting it as a priority and a necessity to everyday people.



First Ultra Marathon "Sofia monasteries"



Sofia - European Capital of Sport organized the first Ultra in mountain running and mountain biking. The route of 73 km through 10 historical for city and region monasteries - Klisura St. Petka, Divotino St. Trinity Gornobanski St. Cyril and Methodius, Vladaiski St. Petka, Dragalevski St. Mary Bistritsa St. Petka, Bistritsa St. Joachim and Anna Urvich St. Nicholas Kokalyanski St. Michael and St. Lozenski. Spas.

So sport includes new noble cause - Meeting with history and remembrance national values of the Bulgarians.

Graffiti on the side walls and overpasses



By modern art –graffiti-so loved by the youngest and with this unusual urban advertising, Sofia2018 seeks to promote the sport, its values and active lifestyle among the audience of children and teenagers.

First bike carnival in Sofia

Sofiya2018 organized the first Bike Carnival in Bulgarian capital. Two colorful rays crossed the boulevards and parks of the city.



What does it mean Sofia2018...

It is a

- **Chance**
- **Stimulus**
- **Commitment**





Love sports, love Sofia!

Thank you!

mila.sofia2018.bg

