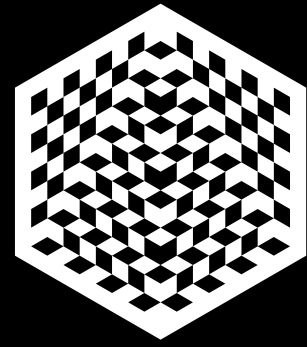




FIDE



World Chess

Championship Match 2020

The Bidding Procedure

World Chess, the official organiser of the World Chess Championship Cycle, in cooperation with the World Chess Federation (FIDE) is pleased to open the bidding procedure for the co-hosting partner of the World Chess Championship Match 2020.

The Championship Match is considered as one of the most exciting and one of the most dramatic events in the sport.

The co-hosting partner will be able to promote its organisation on the international level, benefit from media exposure associated with one of the most popular sporting events with reach of over 3.5 billion. Moreover, the company will enhance partnerships and greater commercial activity and investment from new sponsors, media, broadcasters and large corporations.

We are looking forward to working with you to make the Championship Match a part of the events that shape history.

Ilya Merenzon,
CEO of World Chess

World Chess

World Chess is the most intellectual brand in the world of sport and the organiser of the World Chess Championship Match and Cycle.

World Chess has been accorded the long-term commercial rights to the World Chess Championship by the World Chess Federation (FIDE).

Since 2013, World Chess has been staging the World Chess Championship Matches and saw the sport to grow into one of the biggest sporting events in the world. Called the hybrid of the most popular computer game and the Nobel Prize, chess has gained popularity among kids, millennials, business luminaries, celebrities, and politicians alike.

World Chess is based in London with offices in Moscow and New York.

Chess is enjoying one of the most
exciting periods in its history

3.5 billion media reach

11 million games per day online

600 million active chess players

1 billion smartphones with chess

World Chess is the brand that
creates chess history today

¹ World Chess Championship Events

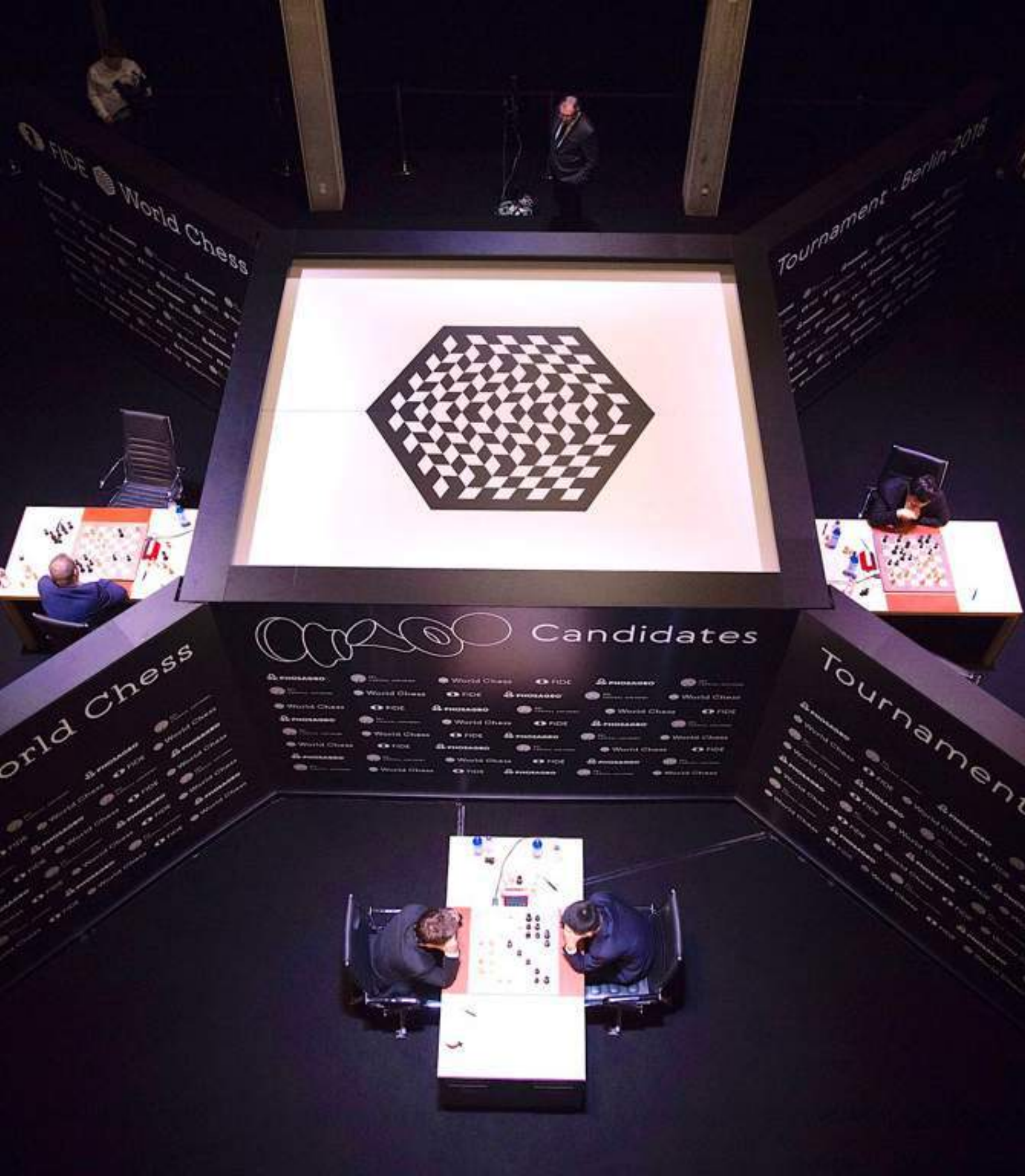
² Digital & Technology

³ Global PR

⁴ Design & Merchandising

⁵ GR & VIP Hospitality

¹ Events



The World Chess Championship cycle is a two-year series of tournaments and promotion events staged in global cities around the world eager to prove their new cultural and intellectual influence.

Championship cycle features the world's top grandmasters and culminates in a bi-annual Championship Match that determines the World Champion, one of the most prestigious titles in the world of sport.

² Digital & Technology

Worldchess.com, the official exclusive broadcasting platform for chess features full production live shows with exclusive access to the match, experts and commentary team, analytics, graphics and more.

World Chess is reinventing chess as a spectator sport by working with television and IT companies and introducing technical innovations, such as first-ever Championship level 3D broadcast, biometric inputs, to create unique lifetime experience for spectators.

Global online audience

10 million

Chess fans

Amount of video delivered each cycle

432

Hours





³ Global PR

The World Chess Championship cycle is a global-level news event. It's covered by sports, lifestyle and news media. With the reach of 3 billion contacts the cycle is one of the biggest events in the world of sport.

Featured on world's front pages, the World Chess Championship is the event that is closely followed by almost half of the world's population.

Appears on Bloomberg, CNN, ESPN, Sky Sports, Sky News, NBC, BBC, NRK, Euronews, Eurosport, Reuters TV, Channel One - Russia, NTV, RT, ABC, Fox, VG, TV2 and more.



⁴ Design & Merchandising

In each city, World Chess joins forces with leading architects and designers to transform chess tournaments into fashionable and stylish events. This shows that chess is not just a sport for millions of its fans all over the world, it has cultural interest and importance as well. Design of the chess championship is phenomenally important - it stays in the books forever and become a collectors' item immediately after each tournament is over.



⁵ GR & VIP Hospitality

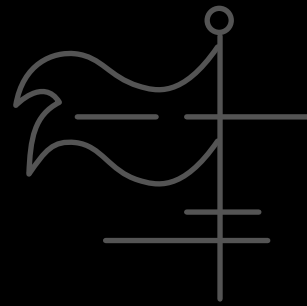
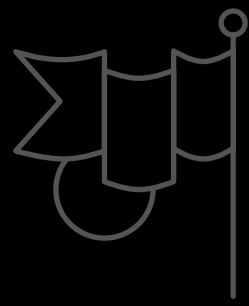
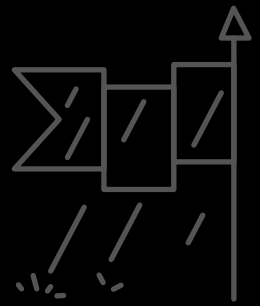
Chess Championship is both phenomenally popular sporting event and a trendy social and business platform.

Taking place in world cities, World Chess tournaments are some of the top sports events that host Heads of State, diplomats, business luminaries, and celebrities alike.

The Championship

World Chess Championship Cycle

Every tournament is a major sporting and entertainment event in the region where it is hosted, each with its own unique appeal and charm. Within each tournament an **eventful public program for visitors and VIP guests** is being developed including collaborations with art, science and music trendsetters, world ranked grandmasters.



1/4

1/4

1/4

1/4

1/2

Final



Grand Prix

Grand Prix

Grand Prix

Grand Prix

Semi-final,
Candidates
Tournament

Championship Match

Next cycle

Global Presence



London

United Kingdom

2018 Championship Match
2013 Candidates Tournament



Geneva

Switzerland

2017 Geneva Grand Prix



Berlin

Germany

2018 Candidates Tournament
2015 Championship Rapid & Blitz



Moscow

Russia

2017 Candidates tournament
2016 Moscow grand prix



Sochi

Russia

2014 Championship Match



New York

USA

2016 Championship Match



Palma de Mallorca

Spain

2017 Palma de Mallorca Grand Prix

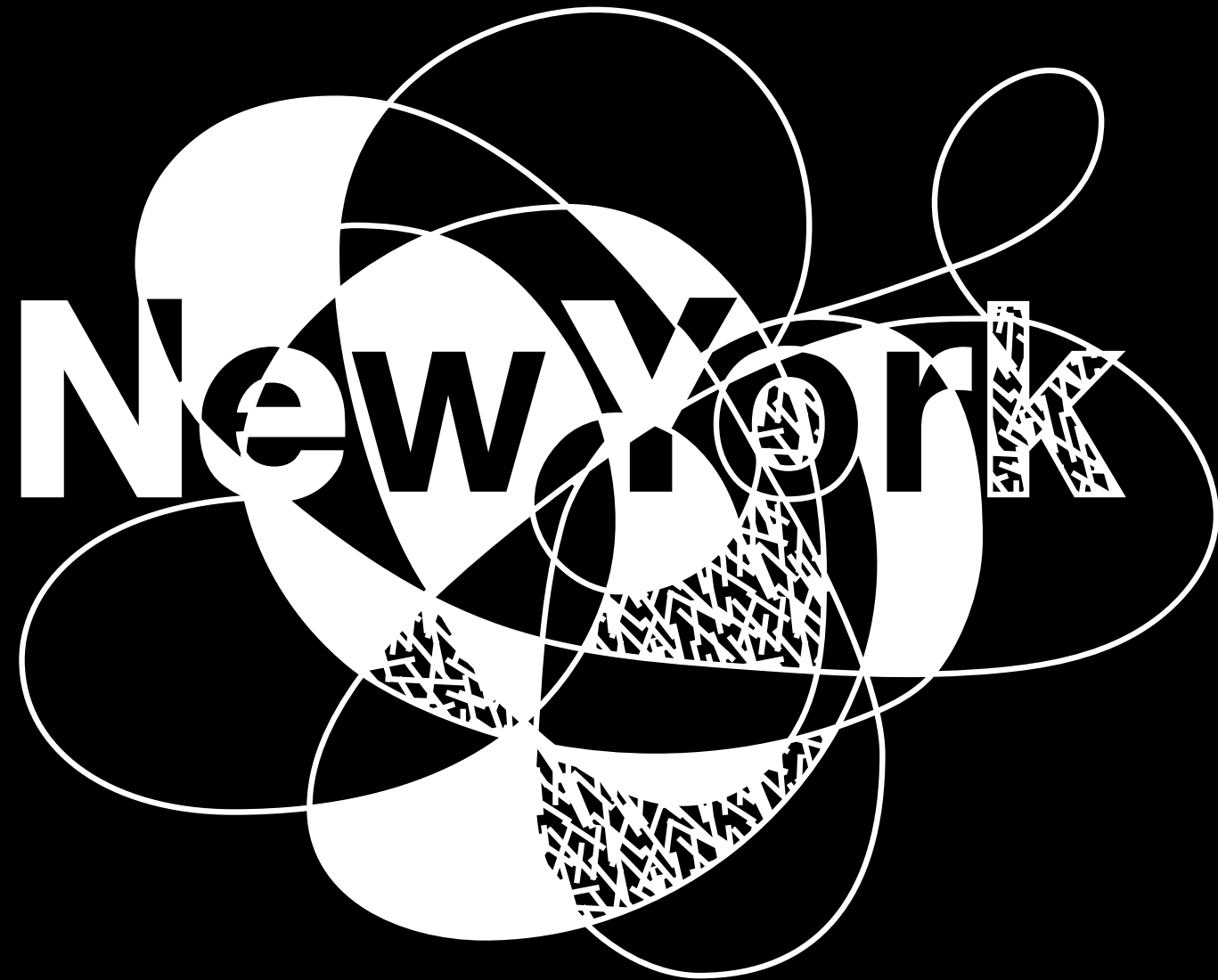


Sharjah

UAE

2017 Sharjah Grand Prix

In 2016 World watched Karjakin fought Carlsen for the Champion Title



2016 World Chess Championship Match, covered in all major global media with over 3.5 billion contacts and over 30,000 articles, was dubbed the 'Match of the century'. GQ called it 'The most exciting sporting event happening right now' and the Independent called it 'The best thing that is happening in sports'.

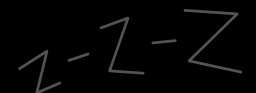
In November 2018 Global Chess Euphoria is coming to London



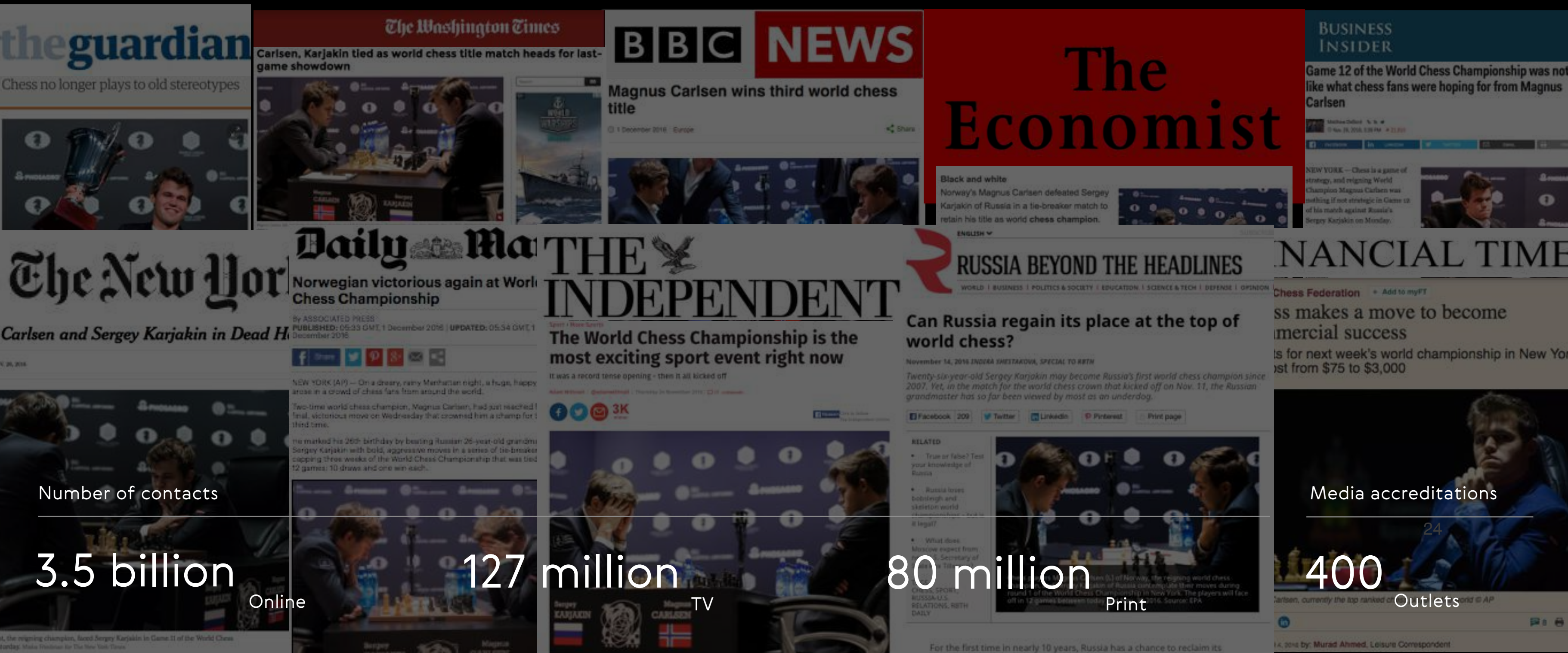
The 2018 World Chess Championship Match will take place in London on November 8 — November 28. The world's most prestigious chess tournament is to be the climax of a season of high-profile activity to make 2018 the Year of Chess in the UK. For a month, the news agenda will be dominated by the World Chess Championships. Covered by sports, business and culture media alike, the event will determine who is the smartest person in the world.

Championship Match Calendar 2020

The match lasts 12 rounds. To win, a player must reach a score of 6,5 points.

Thursday Nov. 5 Press conference Opening ceremony 	Friday Nov. 6 Round 1 First move ceremony	Saturday Nov. 7 Round 2 First Move 	Sunday Nov. 8 Rest day 	Monday Nov. 9 Round 3 First Move	Tuesday Nov. 10 Round 4 First Move	Wednesday Nov. 11 Rest day
Thursday Nov. 12 Round 5 First Move	Friday Nov. 13 Round 6 First Move	Saturday Nov. 14 Rest day 	Sunday Nov. 15 Round 7 First Move	Monday Nov. 16 Round 8 First Move	Tuesday Nov. 17 Rest day 	Wednesday Nov. 18 Round 9 First Move
Thursday Nov. 19 Round 10 First Move	Friday Nov. 20 Rest day 	Saturday Nov. 21 Round 11 First Move	Sunday Nov. 22 Rest day	Monday Nov. 23 Round 12 First Move	Tuesday Nov. 24 Rest day	Wednesday Nov. 25 Tie breaks Award Ceremony 

Estimated Reach of the Match is 3.5 billion



Accredited media

TV

Eleven Sports
CBS
Eurosport
Russia Today
NRK
Fashion TV
BBC

Radio

Deutsche Welle
BBC News
WHTZ
CFTR
KROQ-FM
Business FM

Wire Agencies

Thompson
Reuters
Bloomberg
AP
Agence
France-Presse
Reuters
RIA Novosti

Print

Financial Times
The Sun
The Daily
Telegraph
El Pais
Le Figaro
Vanity Fair
Vogue
Tatler
GQ

Online

ft.com
metro.co.uk
nytimes.com
elmundo.es
usatoday.com
tatler.com
gq.com
robbreport.com
grazia.com
stylist.co.uk

The Bidding Procedure

Rights and Privileges of the Co-Hosting Partner

¹ Right to appoint a National Sponsor

² Co-hosting Partner shall be entitled to all proceeds from ticket sales

³ Right to appoint local Sponsors in the following categories

City Partner, Car/Auto, Manufacturing, Catering, Hotels, Travel, Transport, VIP Program Partner /Alcohol

Obligations of the Co-Hosting Partner

¹ Prize fund in the amount of not less than 1,000,000 euros (net and free of any local taxes)

² FIDE fee in % of the prize fund

³ Accommodation and travel expenses for players and their teams, FIDE representations and organizing team in accordance with applicable FIDE rules and regulations

⁴ Marketing expenses of not less than 100,000 euros for advertising in the host city

⁵ Costs related to staging of the Event

⁶ A bank or governmental guarantee will be requested to provide by the successful bidder

⁷ Hosting of the Opening and Closing ceremony

⁸ A bid commission in the amount of 1,000 Euro shall be paid by each bidder in The payment will be returned to unsuccessful candidates.

Criteria for the Decision

1. Visa regime
2. Media presence and interest
3. Accessibility by transport
4. Hosting city brand strength
5. Necessary infrastructure (Hotels, Internet, etc.)
6. Interests of the sponsors



Important Dates

Bids should be presented not later than on 1 March 2019, 13:00 GMT by email office@worldchess.com

Inspection at the proposed venues will be made between 1 July and 15 August 2019. Each bidder will bear all travel and hotel expenses for three inspectors of World Chess and FIDE.



Co-Hosting Partner and Sponsorship Opportunities



On Site
Signature



Product
Placement



Award Ceremony
Participation



Logo on the
Player's Outfit



Press Conference
Participation



Special Events
with Players



Opening & Award
Ceremony
Activation



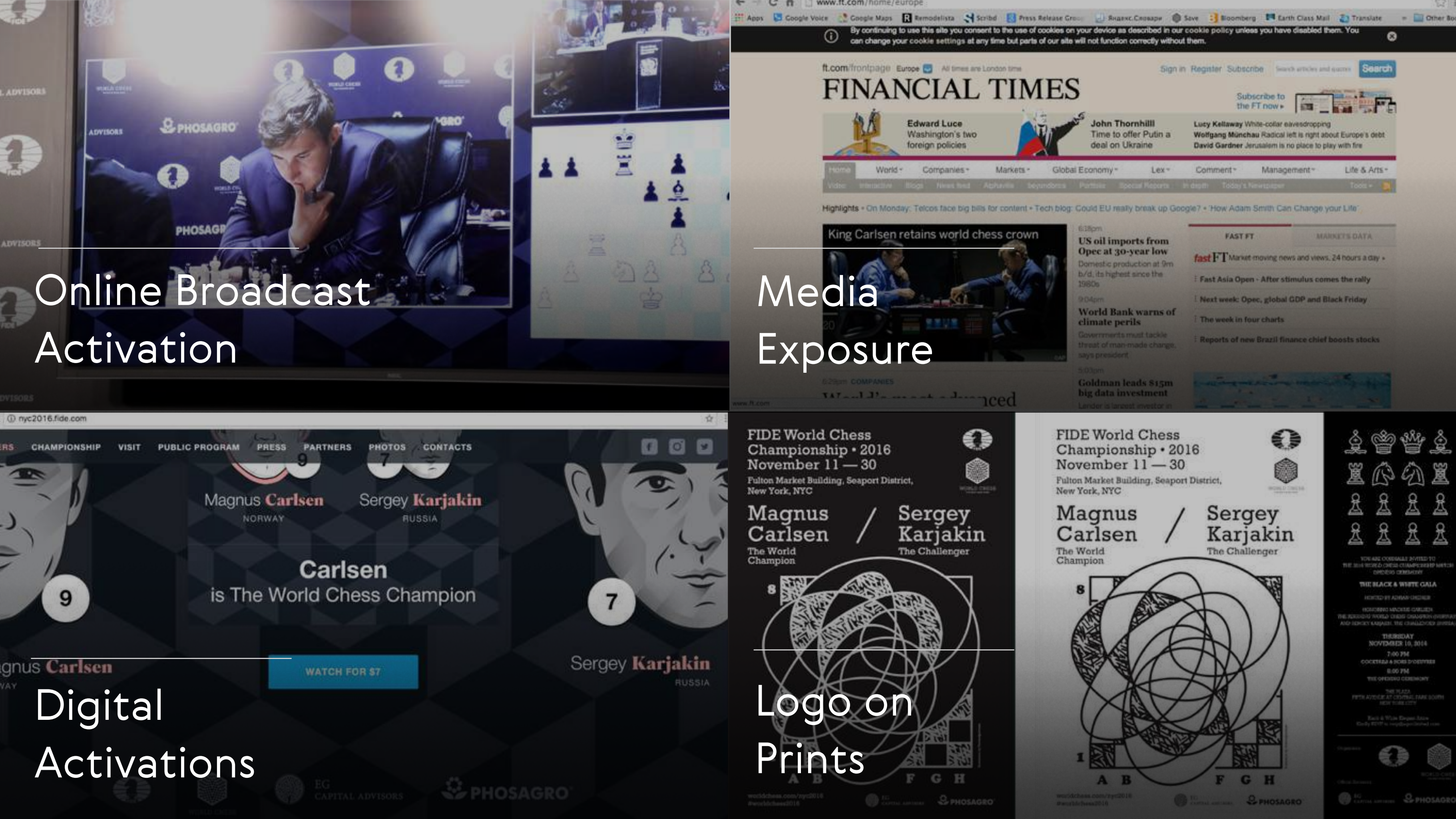
First Move
Ceremony
Participation

Online Broadcast Activation

Media Exposure

Digital Activations

Logo on Prints



Host Cities

Cases



Sochi, 2014

The 2014 Match between the incumbent champion Magnus Carlsen and challenger Viswanathan Anand was held in Sochi, Russia.

The Match gathered attention of millions of people and was widely covered by media all over the world. The closing ceremony of the Match was attended by Russian President Vladimir Putin.

Over 15,000 mentions in media worldwide, including The Guardian, Huffington Post, The Wall Street Journal and many others. Over 7 million unique website visitors.



New York, 2016

The Championship in New York wheeled out a fierce battle for the chess crown between Magnus Carlsen and Russian Sergey Karjakin and marked a new wave of interest in this sport from around the world.

The world championship opened with a Gala at the legendary Plaza Hotel. The chess tournament itself was "housed" for a month in the former Fulton market building in the Seaport area, gathering more than 10,000 spectators, 400 international media representatives, and numerous celebrities.

Public Program included more than 50 events with more than 8 000 children taking part.

World Chess Championship Match 2016

Statistics

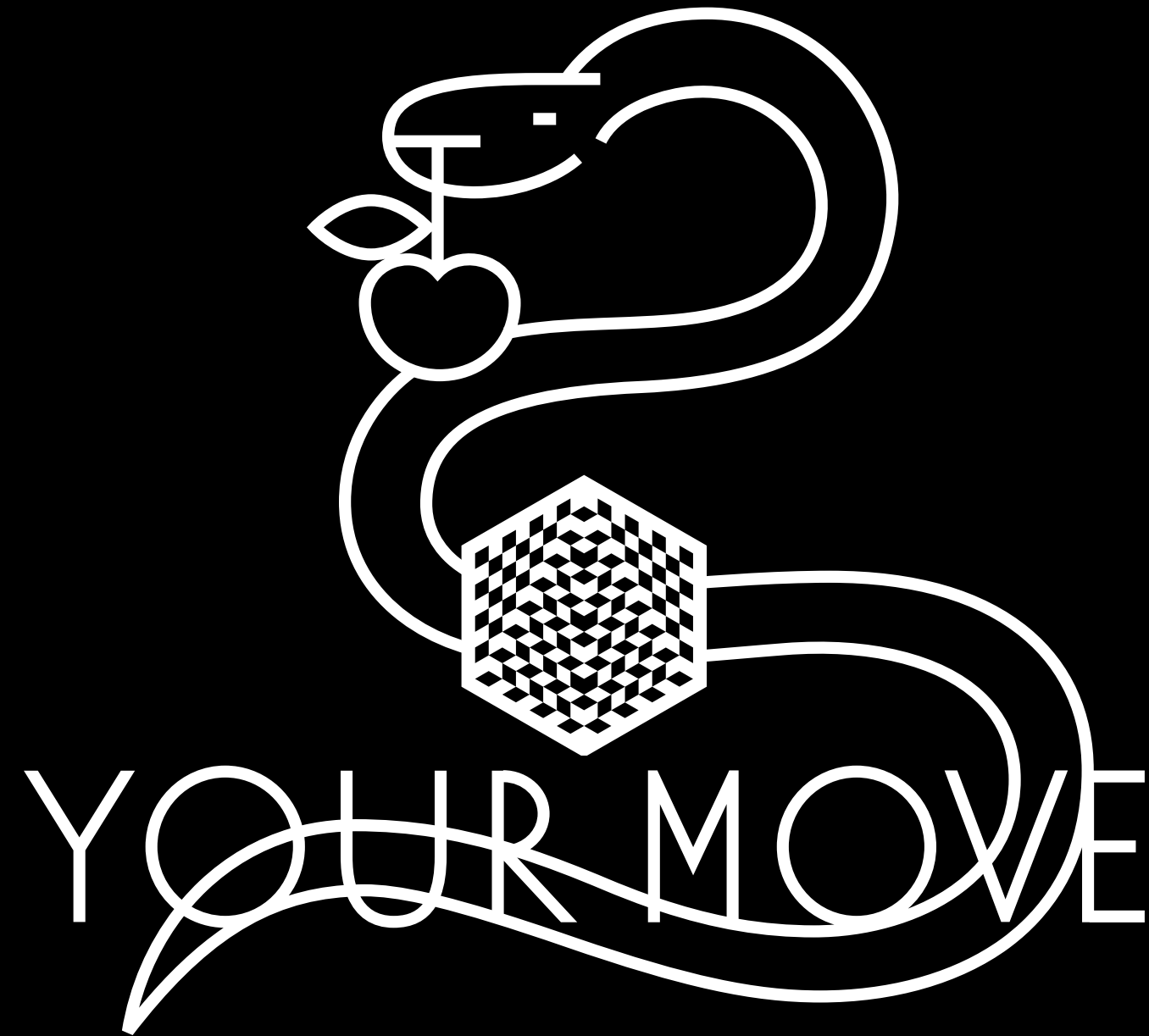
2016 World Chess Championship Match, covered in all major global media was dubbed the 'Match of the century'. GQ called it 'The most exciting sporting event happening right now' and the Independent called it 'The best thing that is happening in sports'.

3.5 billion media reach

10 million followed the Match online

30 000 publication worldwide

10 000 people visited the Match



contact details: Nadia Panteleeva e-mail panteleeva@worldchess.com phone +7 915 492 80 10