

UEFA EURO 2017

PRAGUE



Presented by:



History of Prague

Prague, or Praha if you're from the Czech Republic, the country that calls this city its capital, is also the largest city within the Central European country and the 15th largest city in the European Union with a population of around 1.26 million people. That number gets closer to 2 million if the suburbs and surrounding areas are included, but it is still a city known for being a cultural, political, and economic center of Europe going back to its founding in the Romanesque period. Also called the "City of a Hundred Spires", Prague is home to various cultural monuments, such as the Prague Castle, the Charles Bridge, and Old Town Square (all pictured below), which remained mostly unbothered by the fighting in either of the World Wars. Today, Prague is ranked by many travel lists as one of the top cities to visit in the world because of its history, and it receives around 6.4 million visitors and tourists a year based on a study from 2014.



Prague Castle



Charles Bridge



Old Town Square

In the late 5th century, following the collapse of the Western Roman Empire, Bohemian tribes moved west and during the 6th century, Slavic tribes settled in Central Europe including that area that we now call Prague. Over the course of the next few centuries, the now Czech tribes settled the area and in the 9th century, the Prague Castle began to be built. In the tenth century, the region became a bishopric until an archbishopric was established in 1344. Prague quickly became a center for trade and merchants from all over Europe decided to settle here and helped the city to grow and develop.

In the 14th century, Prague prospered even more thanks to Charles IV, who was the King of Bohemia and also the Holy Roman Emperor. As such, he made the city into a capital and it became the third largest city in all of Europe at the time behind Rome and Constantinople. He oversaw the building of the Charles Bridge, as well as the founding of Charles University which is still around and is the oldest university in Central Europe. In the following centuries, the city grew in its reputation as an epicenter for trade, and this economic rise continued through the 18th century. In 1784 and the early 19th century, various municipalities were merged and the first suburbs of Prague appeared. The Industrial Revolution had a strong influence on the further

growth of the city because of the region's coal and iron capabilities. Revolutions in Europe in the mid-19th century were briefly felt in Prague, but were unable to gain any real traction. Continuing into the 20th century an influx of Czechs from the surrounding areas and the return of a sense of nationalism slowly overtook the German-speaking majority, paving the way for the creation of Czechoslovakia following World War I and the end of the Austro-Hungarian Empire. Prague, continuing to be a highly developed European city, was of course chosen to be the capital of this new nation with Prague Castle being the seat of power.

When World War II came around, Hitler entered Prague in 1939 and named the area as a German protectorate. As a very multicultural city, there were many Jews in Prague who were deported or killed during the war, though in 1942, Reinhard Heydrich, one of the architects of the Holocaust and a high ranking official in Nazi Germany, was assassinated in Prague by Czechoslovak forces. Towards the end of the war, the city was hit by several bomb raids from the US killing more than 700 people and injuring over 1000 and damaging some buildings and landmarks, though many of the historic structures were spared and the damage was minimal compared to many other cities at the time, a fact that was attributed to a navigational error by American pilots. Following the war, Czechoslovakia became part of the Iron Curtain under the control of the Soviet Union, a rule that was strongly opposed by many people within the country. In 1989, the so-called Velvet Revolution took place after riot police beat down a peaceful student protest creating a new mood in the capital of the country. After the split of Czechoslovakia in 1993, Prague became the new capital of the Czech Republic. High rise buildings began to appear in the late 1990s and the city once again became and remains a cultural center in Europe.

Sports in Prague

As with most European countries, the Czechs are very loyal fans of their favorite teams and players, and sport plays a significant role in many of their lives. The two most popular sports in the country are ice hockey and soccer, and any international event involving these sports usually draws a lot of attention, especially if contests are being played against rivals such as Russia, Slovakia, and Germany. The Ice Hockey World Championship, Olympic Ice Hockey Tournament, European Soccer Championship, and World Cup are the most important sporting events viewed while the Summer and Winter Olympics as a whole are also very popular. Other sports that have major professional leagues include basketball, volleyball, and handball.

Focusing on soccer, the old Czechoslovakian team used to finish well in the major international tournaments, twice finishing as runners up in the world cup and winning the EUROs in 1976. Another point of pride for the country was when the Czech team qualified for their first World Cup since they split from Slovakia, helping the sport to gain even more traction in the country as it was closely related with the national sense of identity at the time. A few players such as legendary goal keeper Petr Cech (pictured below) have gone on to achieve great success at the international level and as such have become national icons. In the national league, Sparta Prague (also pictured below) has had success and been a regular in the UEFA Champions League for the winners of each individual countries' leagues in Europe. In recent years, they have also been joined in the UCL by Slavia Prague, another top division team based in the city, and FC Viktoria Plzen.



Petr Cech



Sparta Prague

Venues

In terms of soccer venues in the city, there are 4 Czech First League teams that have stadiums close to or within the city. However, according to data from the most recent EURO Championships, the average match attendance was around 47,000 people, and the largest of the Czech stadiums only holds 20,800 people. As such, new stadiums will have to be built or the new ones renovated.

In order to account for this necessity, the range of the actual tournament will expand outside of the borders of Prague proper to Teplice, which is an hour or so by car northwest of Prague. Teplice already maintains a stadium that can hold 18,000 or more fans. In the two cities combined, there are a total of four active stadiums that can hold 18,000+, but since that number is still nowhere near the average attendance expected, each of these stadiums will be undergoing renovations to double their capacity. A breakdown of the capacities and costs are below.

In addition to these changes, another set of renovations will be made on Strahov Stadium (pictured below), which is no longer used for competitive sporting events, but had a capacity of 220,000 when it did. The changes to modernize the grounds and split the area into 2 stadiums will cost a bit more but will be well worth it to have use of such a space again. Each stadium will hold over 50,000, making it the perfect place to host crucial games in an international football tournament.

Stadium	Location	Original Capacity	New Capacity	Cost
Strahov Stadium I	Prague	(220,000)	55,000	Kč1B
Strahov Stadium II	Prague	(220,000)	55,000	Kč1B
Eden Arena	Prague	21,000	42,000	Kč750M
Stadion Evzena Rosickeho	Prague	19,000	38,000	Kč600M
Generali Arena	Prague	19,000	38,000	Kč600M
Na Stinadlech	Teplice	18,000	36,000	Kč500M
Městský Stadion	Ostrava	15,000	30,000	Kč350M



Strahov Stadium

Lodging

The lodging for the national teams will take precedence over the lodging for fans, not that lodging for either should be an issue because of the already tourist heavy nature of the city. For 16 teams with around 30 players, coaches, and staff per team, that means accommodations will be needed for approximately 480 people. Add in referees and other officials that must be present for the tournament as well and the estimate is now around 600 people. This number will be broken up over the 2 cities (Prague and Teplice are close enough for the lodging to be the same) for the group stage of the competition, making it a little easier to find lodging for everyone. An estimated 2 million fans are expected to attend these games in Prague and Ostrava

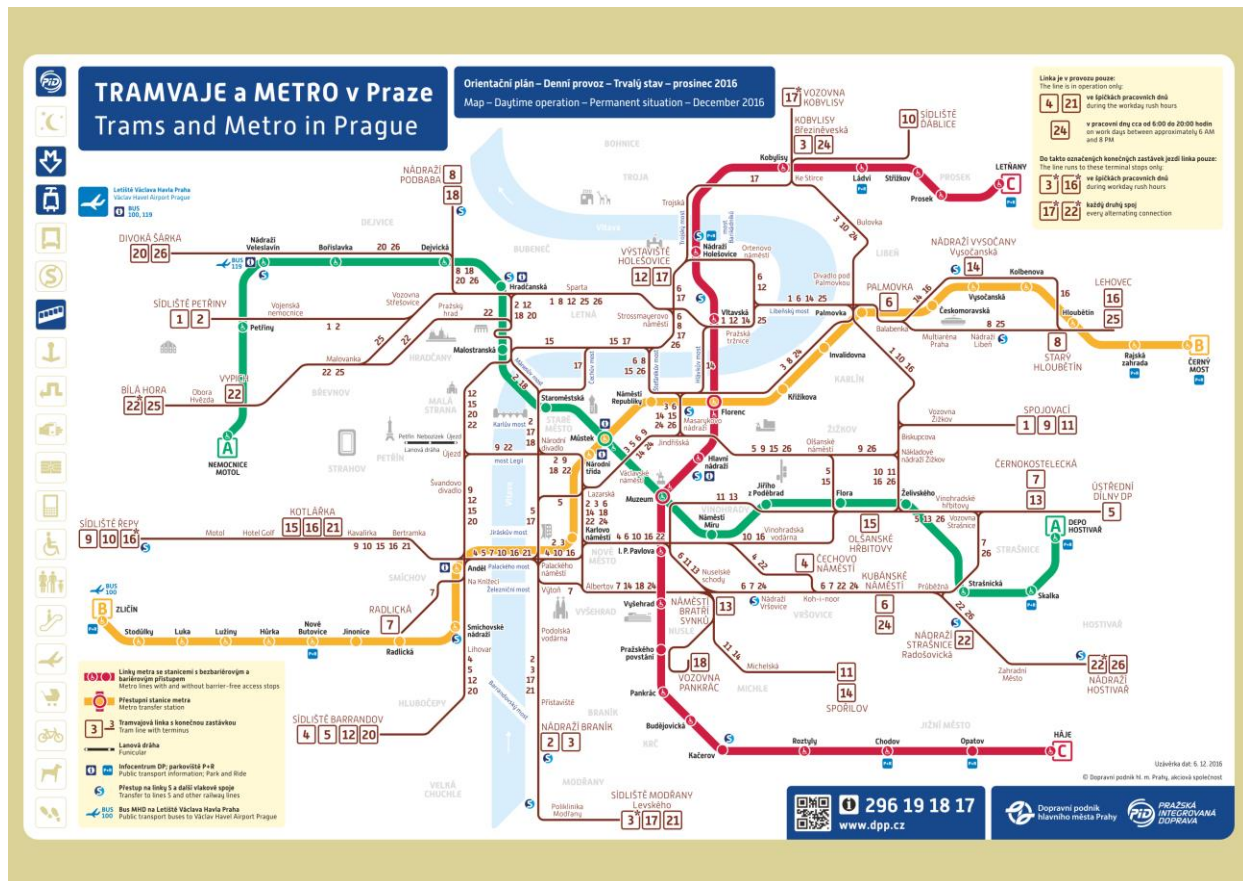
In Ostrava, no more than 4 teams will be staying at a time, and they'll be split between the Imperial Hotel Ostrava (from Kč 1400) and the Park Inn by Radisson Ostrava (from Kč 1200). Both hotels are within downtown Ostrava and are a short 10 minute drive to Městský Stadion. In terms of guest lodging for Ostrava, it is a smaller city, but there are over 22 other hotels located in the city with an estimated total capacity of around 25,000 people, not to mention that hostels, villas, and even camping are very popular in this area and that there are numerous hotels in nearby areas that are not within Ostrava themselves.

In Prague, and for the games in Teplice as well, there will be ample room for the remaining 12 teams. They will be split among the Hilton Prague (from Kč 3000), the Hotel First Republic Prague (from Kč 2500), and the Design Hotel Jewel Prague (from Kč 4000). All of these hotels are central to Prague and as such should provide teams with all the access they need to the various stadiums and facilities for the tournament. During the later stages of the tournament, these hotels will continue to be used for the remaining teams.

For guest lodging in Prague, there will be a partnership with the Hilton Prague to provide fans with a travel package to fit their needs, should they need to extend or shorten their stay depending on the play of their team. The package will include a room type to the guests' liking, complementary Wi-Fi for the duration of their stay, and a continental breakfast every day as well. The hotel has also agreed to assist fans in making adjustments to their bookings should the need arise, such as filling rooms with the fans of teams that have moved on to the knockout stage and helping out fans who wish to go home if their teams do not do so well. There are over 200 hotels just in the greater Prague area itself, able to host over 300,000 people comfortably and even more for an event such as the European Soccer Championship. It is also not uncommon for these types of event for locals who may not be that interested to travel or go on vacation themselves and rent out their lodgings to people who are coming in for the games. In total, there will definitely be a noticeable increase in the number of people in the area for the duration of the tournament, but it is our hope that everyone will find lodgings to fit their desires.

Transportation

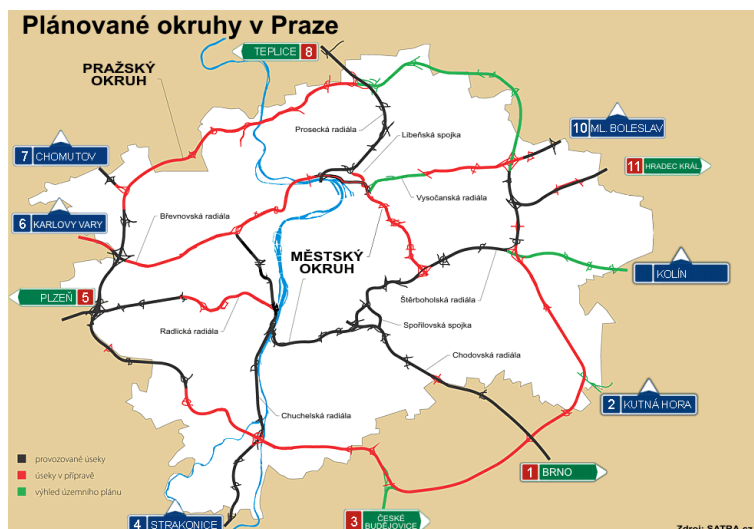
Prague has a very integrated public transportation system that should allow for people to move throughout the city as well as the surrounding area with relative ease. The system is made up of a series of metro trains, a tram system, buses, inclines and ferries. Prague has one of the largest tram systems in the world, with over 900 cars carrying more than 365 million people a year. Two-thirds of the Prague population regularly uses the transportation so the system is very well designed to always be moving a high volume of people, which bodes well for an international soccer tournament to be held here. Because of the integration, short term visitors are able to purchase day or 3-day passes that work on all of the transit lines. The cost for a day pass is Kč 110 while a 3-day pass is Kč 310, and these passes are available at most metro stations and tourist information centers. Please see the below image for metro and tram line information, and for more on Prague’s public transportation, such as connections and schedules, please visit the following page: <http://www.dpp.cz/en/>.



Infrastructure

The public transportation system that Prague has would not be possible without a great infrastructure as the foundation, which the country as a whole inherited from Czechoslovakia because so many people have lived in the Prague area for a long time. The main points of pride for the infrastructure are the roads around Prague, as well as the rail and air systems that service all of the Czech Republic and many places outside of the country in central and Eastern Europe. There are a number of main train stations and airports that allow for relatively easy access throughout the area, with Václav Havel Airport being the main airport serving Prague with over 11 million passengers a year and Hlavní nádraží the main railway station serving over 22 million passengers a year, making them both two of the most popular transportation stations in all of Europe.

Prague's roads on the other hand are not as well established, but nonetheless just as impressive. The main flow of road traffic goes directly through the city center, but there are also two ring roads currently under construction that will helpfully relieve a lot of the traffic and congestion that has built up in recent years in the city. The inner ring road, called the M0, will surround the central part of the city when it is completed. Parts on the northwestern side of the city have already been completed, including the longest city tunnel in Europe, the Blanka Tunnel Complex, which is over 3 miles long and cost over Kč 43 billion during 8 years of construction. The remainder of the ring is estimated to be completed around 2020. The second ring road, called to D0, is an outer ring road, similar to Cincinnati's I275 that connects all major highways and motorways that converge in the area around the city to provide for the easier access of different routes and directions. This beltway is about half complete on the more southern side, but due to uncertainties relating to public office positions and local politics, there is not a target completion goal or estimate for the D0 motorway. The below image gives an idea of what the finished ring roads will look like:



Fan Zone (“Athlete’s Village”)

The Fan Zone for the 2017 EUROs will be located in the Old Town Square (pictured below during a Christmas festival) at the heart of Prague. This central place will be the main gathering ground for people in the city wishing to catch a game on the big screen that’ll be setup against one of the bordering buildings or just to meet up with some friends. The area will feature booths and boutiques licensed by the tournament selling food and drink as well as souvenirs and other shopping. As mentioned, there will be a jumbo Tron setup and broadcasting all games for the enjoyment of the crowds gathered in the square. Entrance for fans will be free of charge, though there will be a security presence maintained at all times. Hours for the fan zone will run from 2 hours before kickoff of all games to 2 hours after the final whistle on game days, and from 10 am to 2 pm on non-game days. Roads into and out of the square will also be closed and blocked off during the fan zone’s open hours.

Also setup during the fan zone will be a separate stage for performances and concerts during non-game hours for fans to enjoy, festival like booths in addition to the food such as face painting and ring toss will also be available. The entire square will also be outfitted with Wi-Fi__33 so that supporters will always remain connected for the latest team news. Numerous tables and chairs with shaded areas and hammocks for relaxation will be setup for everyone’s enjoyment, as the weather could be variable at this time of the year. Overall we hope to maintain a festival like atmosphere in the fan zone for the duration of the tournament’s games so that all fans feel like they were a part of the once in a lifetime experience.



Opening & Closing Ceremonies

The opening and closing ceremonies will consist of concerts both in the fan zone and at the stadium venues of the first and last games. The main show, which will be the one in the Fan Zone on the day of the first game, Friday June 9th, will feature the bigtime English rock band MUSE, while the concert during the pregame at the stadium will be a show from Dutch DJ Martin Garrix, who will also perform the official anthem of the tournament, his hit song “Animals”. These concerts will serve to kick off the almost month-long festivities both in the fan zone and at the various stadiums around Prague. The concerts will be essentially for the fans only, with the athletes not having an active role unlike the Olympic ceremonies, but then again it is a different type of event. For the closing ceremonies, Swedish DJ Avicii will perform during the pregame ceremonies at the final game, creating his own remix of “Animals” to close out the playing, while in the Fan Zone Danish rock band Volbeat will close the festivities with a show of their own. Each performance in the stadiums will last for the better part of an hour as the teams make final preparations for their games in the locker rooms, while the concerts at the Fan Zone will be longer, full length shows open to the public for a night of fun centered on the European Championships.



Muse



Martin Garrix



David Guetta



Volbeat

Event Management

The format of this tournament will take the same form as many soccer tournaments have in the past – with a group stage followed by a bracket style knockout round. Each group will consist of 4 teams, randomly seeded from the qualifying 16 countries, for 4 different groups labeled A, B, C, and D. Each group will play 3 games, one against the other teams in their group, and the top two teams from each group will move on to the knockout round. Teams get 3 points for a win, 1 point for a tie, and zero points for a win. In the case of a tie, goal differential will be the first tiebreaker, head to head result the second, goals for the third, followed by goals against, and then a coin flip will be the fifth tiebreaker if necessary. There will be both a championship game as well as a third place match to determine the rankings of teams across Europe.

Every game will be played at 2:00 pm local time, which is 8:00 pm Eastern time, so as to get the widest viewership possible online and as well as on TV. Each game will follow the standard FIFA timing rules of two 45 minute halves, with stoppage time at the end of each half determined by the officials. There are 4 officials per game, one referee running the field, a linesman on either sideline, and a fourth official to handle substitutions and the stoppage time. Oftentimes the fourth official also has to deal with the complaining of the coaching staffs from either team, but that has gotten better in recent years in international soccer, and so this is shaping up to be a great, competitive tournament. Below is an example bracket of a European tournament in which more teams advance to the knockout round:



Schedule

Group Stage Schedule – all times 2:00 pm local time:

Date	Team #1	Team #2	Location
Friday June 9, 2017	D1	D2	Městský Stadion
Saturday June 10, 2017	A1	A2	Strahov Stadium I
Saturday June 10, 2017	A3	A4	Stahov Stadium II
Saturday June 10, 2017	B1	B2	Eden Arena
Sunday June 11, 2017	B3	B4	Stadion Evzena Rosickeho
Sunday June 11, 2017	C1	C2	Generali Arena
Sunday June 11, 2017	C3	C4	Na Stinadlech
Sunday June 11, 2017	D3	D4	Městský Stadion
Tuesday June 13, 2017	D1	D3	Městský Stadion
Wednesday June 14, 2017	A1	A3	Strahov Stadium I
Wednesday June 14, 2017	A2	A4	Stahov Stadium II
Wednesday June 14, 2017	B1	B3	Eden Arena
Thursday June 15, 2017	B2	B4	Stadion Evzena Rosickeho
Thursday June 15, 2017	C1	C3	Generali Arena
Thursday June 15, 2017	C2	C4	Na Stinadlech
Thursday June 15, 2017	D2	D4	Městský Stadion
Friday June 16, 2017	D1	D4	Městský Stadion
Saturday June 17, 2017	A1	A4	Strahov Stadium I
Saturday June 17, 2017	A2	A3	Stahov Stadium II
Saturday June 17, 2017	B1	B4	Eden Arena
Sunday June 18, 2017	B2	B3	Stadion Evzena Rosickeho
Sunday June 18, 2017	C1	C4	Generali Arena
Sunday June 18, 2017	C2	C3	Na Stinadlech
Sunday June 18, 2017	D2	D2	Městský Stadion

Knockout Round Schedule – all times 2:00 pm local time:

Date	Team #1	Team #2	Location
<i>Quarterfinals</i>			
Saturday June 24, 2017	1A	2B	Strahov Stadium I
Saturday June 24, 2017	1C	2D	Strahov Stadium II
Sunday June 25, 2017	1B	2A	Strahov Stadium I
Sunday June 25, 2017	1D	2C	Strahov Stadium II
<i>Semifinals</i>			
Tuesday June 27, 2016	1A/2B	1C/2D	Strahov Stadium I
Wednesday June 28, 2016	1B/2A	1D/2C	Strahov Stadium II
<i>Third Place Game</i>			
Saturday July 1, 2017	1A/2B/1C/2D	1B/2A/1D/2C	Strahov Stadium II
<i>Finals</i>			
Sunday July 2, 2017	1A/2B/1C/2D	1B/2A/1D/2C	Strahov Stadium I

Winner Group X = 1X

Runner-Up Group X = 2X

Corporate Sponsorships

There are a number of corporate sponsors for this event at different levels and representing different areas of need. The Title Sponsor for the 2017 European Championship is Heineken, which has also been the main sponsor of the UEFA Champions League since 2005. We are excited that they decided to further their relationship with UEFA to encompass our tournament as well as it would not be possible without all of the various resources they bring to the table. Their sponsorship, worth around \$100 million (Kč 2.5 billion), will go towards the tournament's biggest expense, and that is the renovations of the various venues, of which this will cover over half.

As previously mentioned, the Hilton Prague is also a lodging sponsor for the event so as to make sure that fans have the best traveling experience as possible. In addition to lodging at the Hilton Prague, Hilton Worldwide Holdings has also decided to sponsor our event at the Platinum level, a deal worth \$75 million (Kč 1.9 billion) to also help cover construction costs for the stadiums. Another Platinum Sponsor is Czech automobile company Škoda Auto, which is the largest employer in the Czech Republic and sells vehicles in over 100 countries. Their sponsorship will cover the remaining construction costs as well as some of the logistic and operational costs for the tournament, which includes things such as lodging and transportation for tournament officials, marketing costs, and official tournament festivities.

At the Gold Sponsorship level, we have three companies who have also agreed to provide for this tournament. Adidas, the global athletic company, has agreed to provide a variety of official merchandise for the event, as well as the free t-shirts that the youth campers will receive, along with \$50 million (Kč 1.3 billion). Worldwide food chain McDonald's has also agreed to cater the youth camps and give special discounts to tournament goers in their Prague area stores in addition to their Gold Sponsorship. Our final Gold Sponsor is the Lufthansa Group, which is a major airline that operates mostly in Europe. They have agreed to a fare match for anyone traveling to or from Prague over the course of the tournament and are our preferred vendor for air transportation. The \$150 million from these sponsors will also go toward covering operational costs, but mainly the youth camps and athletes' village.

Our final sponsorship level, the Silver Sponsorship level, consists of a few companies as well as the local soccer club Sparta Prague. Sparta has agreed to send any players, coaches, and staff not actively participating in the tournament to help organize and run the youth camps. Foxconn, a Taiwanese electronics company that runs a big operation in the Czech Republic is also a Silver Sponsor with an agreement to provide \$10 million (Kč 255 million) to help cover operational costs. Our last sponsor is retailer Kaufland which is also giving \$10 million to help with operations. A breakdown of all the sponsorships is in the below table.

Sponsorship Breakdown:

Sponsor	Level	Providing	Use
Heineken	Title	Kč 2.5 billion	Stadium costs
Hilton Prague/Hilton Worldwide Holdings	Platinum	Kč 1.9 billion	Lodging, stadium costs
Škoda Auto	Platinum	Kč 1.9 billion	Stadium costs, operations
Adidas	Gold	Kč 1.3 billion	Youth camp, operations
McDonald's	Gold	Kč 1.3 billion	Youth camp, athletes' village
Lufthansa Group	Gold	Kč 1.3 billion	Athletes' village, operations
Sparta Prague	Silver	Youth camp coaching, organizing	Youth camp
Foxconn	Silver	Kč 225 million	Operations
Kaufland	Silver	Kč 225 million	Operations



ŠKODA



FOXCONN®



Marketing

In addition to all of great corporate sponsors, which itself is a great marketing opportunity for all of our partners there, the 2017 European Championships are expected to be the biggest ever when it comes to global sponsorship and marketing activity. We'll discuss our marketing goals here in terms of two areas, the first being that which has already been partially covered in our sponsorships, and then in terms of promoting the actual tournament itself.

In terms of our nine corporate sponsors, each fills a certain niche that will relate to various market segments and different populations of fans. The key to marketing is what we call positioning, which is the overall perception or place in a customer's mind that a company fits into. In this, we have tried to fill a wide range of positions in making our strategic partnerships. Heineken, which is one of the world's largest and most popular brewers, and also European based, fills the role of overall European sports pride as they have been associated with the UEFA Champions League for a number of years now, and it wouldn't be a big time sporting event in today's world if there wasn't at the very least one major beer sponsor. Our partners Škoda Auto and Sparta Prague fit a similar role, but more on the national and local levels, showing consumers that our event has support across all levels from city to continent. Since it is such a large international event as well, we would be remiss to include travel partners in our dealings. As such, we have partnered with both Hilton and Lufthansa to do our best to meet the needs of everyone who may be joining us for the tournament. Next we have three different retailer and manufacturing partners, Adidas, Foxconn, and Kaufland. These stores provide a wide range of corporate views, from apparel to consumer electronics, to a grocery store like atmosphere that should help us to reach out to fans from all walks of life and encourage them to participate in our event. And finally, we must also include an official food sponsor, and one that has an international reputation for excellence, the obvious choice which is McDonald's. Hopefully by officially endorsing these companies, we are able to market our tournament to all of their customers, who already may or may not have heard of the EUROs, but definitely will during our campaign here.

For outright event promotion, we first plan to run promotions and commercials on all of the national stations that will air our games starting a month ahead of time so as to remind the avid sports watchers well in advance that something big is coming up. We will also promote on similar radio stations, websites, and mobile devices. For mobile, we are also developing an app for fans to download in order to follow all of the tournament's action. They'll be able to track group, team, and player performance during every match, any news the breaks relating to the tournament, and even stream a few of the games thanks to the generosity of our technology sponsor Foxconn. The same will be done for the official tournament website. Print will also be used, in newspapers' sports sections across the qualifying countries, magazines, as well as posters and banners that will be displayed all throughout Prague and the central Czech Republic

in the weeks leading up and through to the games. In doing all of this, we hope to reach the widest and most diverse audience possible in order to bring the Beautiful Game to everyone across all of Europe. In terms of marketing goals, we want to maintain at least 1 billion hits (a hit is when someone views an advertisement for our event) from when all of material is released through the end of the tournament, and at least 3 million hits locally in the Czech Republic and nearby countries. These statistics will be tracked using online marketing software that gathers all of the information on viewership, website visits, and the like depending on where our ads are placed. We're looking forward to a great event, and our marketing team is a huge part of making that happen.

Media

Due to security concerns, media access during the tournament will be somewhat limited in terms of interviews, pressers, and overall availability. There will however be both pre and post tournament pressers at which all team managers and select players will be, and during the tournament itself, there will be pressers held at one of the stadiums on non-match days between each round of the tournament. Media will not be allowed to visit team hotels at any time or outside of the above times.

Coverage of the matches themselves however, will be quite extensive. In the US and select parts of Europe, ESPN will carry every match on air as well as on their online platforms WatchESPN and ESPN 3, which most cable subscribers will receive access to, but is available for streaming on computers and mobiles. The EURO website will also carry select matches for streaming thanks to Foxconn and we have also struck a deal with Twitter and their new live streaming tools to stream both the opening match and the final match on their platform for all Twitter users to view. In countries where ESPN is unavailable, Sky Sports will carry the coverage for most of those countries with beIN Sports covering the remainder. Each broadcast will have commentary being done in the language of the viewership, and there will also be an English radio stream available for all matches from our EURO website.

In person viewership will now be easier than ever as each national federation for each team that qualifies will be in charge of handling that side's allotment of tickets, the split being about 40% of tickets a side with 20% neutral or local ticket sales. Our goal is for anyone who wants to catch a game to be able to no matter what, either in person, on TV, or over radio.



Logo & Mascots

Here is the official logo for the 2017 EUROs:



The official children's mascot of the 2017 EUROs is a boy named Honza, who is derived from a Czech fairy tale in which the somewhat lazy son of farmers goes off on his own to find fame and fortune through a series of fantastical feats.



The adult mascot of the games is based off of what is commonly known as Europa and the Bull, which is a Greek mythology story of how Zeus in the guise of a white bull and eloped with, or abducted depending on who you ask, the lady Europa who he then made the first queen of Crete. The legend of the bull lives on in the constellation known as Taurus which Zeus later created for Europa. She is of course who the continent of Europe is named after and so it follows that the mascot for this European Championship will relate to the great history of the continent. As such, Taurus the Bull is the official mascot for the 2017 EUROs.



Slogan

The official slogan for our tournament this year is “Fantastic football under the Spires”, which pays homage to the extremely rich historical and cultural background of Prague, which has been called the “City of a Hundred Spires” – a name credited to the count by 19th century mathematician Bernard Balzano. Today it is estimated that the actual spire count in Prague is around 500.

“Fantastic football under the Spires”



Diversity

Maintaining diversity in an event such as ours is of the utmost importance because of the extremely varied background and current representation that Europe stands for. As such, the very nature of the event itself is extremely conducive to promoting diversity. Not only does international football play into the hands of exemplifying the different styles and cultures of each team, but this year especially we are blessed because the games will take place in Prague, one of if not Europe's most cultured cities. To further promote diversity, in the Fan Zone there will be booths representing each country participating in the tournament, at least one if not more for different foods from the country and another one for goods and crafts from the same country.

As also mentioned, international soccer plays greatly into diversity because each player and the teams represent their home country. However, that is not the only country they represent in most cases. At last count, almost one third of players in the EUROs are or were eligible at one time to play for another country's international football team. Such competitions also promote a sense of nationalism, especially when pitted against rivals, but at the end of the day most people are loyal to their team to the point where they can respect the loyalty of other fans as well and respect and understand the different backgrounds and cultures that these other people come from, which is the overall goal of promoting diversity.

With the more recent advent of the European Union (EU), diversity is even more important as countries must now maintain both their sense of national pride but also supranational pride in the EU as a whole while they come together under that one flag. This tournament itself is a great parallel as each country participates for individual glory, but they are also showing off for the rest of the world as we watch some of the best teams and players to ever play go at it on the pitch. The European Championships are a great opportunity for teams to showcase their skills and talents to everyone else, which is something that they take a tremendous amount of pride in since Europe is one of the cradles for world football, and also do their best to work towards the ultimate goal, which is a World Cup Championship – the ultimate celebration of diversity and sport.



Education

Nowadays, a lot of the sports throughout the world are tied to or done through schools and education centers as a way to get kids and students to learn while also enjoying doing so. The EUROs' stance is no different, and as such will be having an educational campaign run in the months leading up to the tournament for local schools in the Prague area. UEFA plans to work with the European Commission, the executive branch of the EU, and their Education and Training Monitor (similar to our Department of Education) to develop a comprehensive set of lesson plans and exams for all levels of participating primary and secondary schools. The school that implements and does the best with this partnership will receive tickets to one of the knockout round games for all of their students, faculty and staff. This will motivate and drive the students to perform well in school for a reward, but also to hopefully help them discover some sort of passion that they may have and learn more about it, whether it be math and science, or language and writing. The goal is to promote education as a whole with our event and this is a great way of doing so.

For older, more committed and astute students, our tournament will be sponsoring a series of academic scholarships for students to pursue higher education in the Czech Republic. These awards will be application and interview based, with the winners also being given passes to suite level seats at the final match of the championships. Football teams from local schools at all levels will be given the opportunity to be on the field for the pregame ceremonies for most of the matches as well, with the teams of the highest scholastic achievement being given field passes for the two concerts we'll be having to kick off and end the tournament.

So as mentioned above, our goal is to promote fun in education, and hopefully our plan here does enough of that to make a huge difference at the very list in a couple of schools, which we should be well positioned to do. Hopefully also we are grooming the next generation of super soccer fans by getting them involved with our tournament with their education, and also with our youth camps and trainings, which are discussed below!

Youth Camps & Training

In conjunction with our educational programs, we will also be holding youth camps around the time of the tournament for local children to learn more about our beautiful game and hopefully grow in their skills or knowledge in the short time we'll have. There will be a turf area setup in the Fan Zone at Old Town Square for the duration of its open hours for kids to play around on with light guidance from full time staff dedicated to teaching football to youth. This setup is mostly just for play with the direction being less so than an actual youth camp. Those camps will be held at the various stadium venues on off days where those players and coaches who are not participating in the pressers will meet with the children and put them through some games and drills and give them a crash course on various aspects of the game. These will be broken up into different stations and different days, and kids who complete a certain number of the stations will receive different levels of prizes, from tournament apparel, to gift cards, all the way up to match tickets.

For the really ambitious players, there will be a European Clinic held over the course of a week where players can receive top notch instruction and be scouted by coaches of various club and national teams to advance their careers. This practice is very common in Europe as some players are signed by clubs and placed on professional teams when they are as young as their early teen years. For players such as this, they hopefully learn early on how to balance their lives in terms of sports, education, work, and fun so that they grow up with a solid foundation under them in case the soccer part doesn't necessarily work out. Mostly though, this camp will be for the best of the best to play and have fun against each other when they might not always be playing competition that is on the same level as they are.

As mentioned above, our overall goal with our youth camps and educational programs is to promote fun in education, both academic education and education about football. The younger age at which children are exposed to this teaching and learning process, the easier it hopefully will be for them to find their passions and callings in life, whether it be going for a higher education, pursuing a professional football career or something else entirely. Our goal is to just open the door and point them in the right direction. Their infectious enthusiasm will carry them the rest of the way.

Security

As with any high profile event, and especially an international sporting event, security is of the utmost importance. As such, a plan is needed to ensure the safety of all people involved in making this event such an enjoyable one. The plan for this event will encompass 3 key locations: the venues for the games, the main fan zone, and the team hotels. The backbone of the plan is in maintaining a good ratio of officers to spectators, with fewer than 50 fans per each officer being the goal. This math comes out to roughly 50,000 officers with the estimated 2.5 million in attendance. On top of these numbers, there will also be various stewards and security officials assigned on site at all the locations around the clock. In total, the actual security presence may be closer to 75,000 agents.

To cover the venues, there will be first be both low and high temporary fencing surrounding the stadiums. At the last European Championships, over 42 kilometers of fencing was used around stadiums to maintain security, and the same strategy is to be used here as well. At the outermost fence, there will be a first security check performed by stadium stewards to first check tickets and scan for prohibited items such as guns, knives, and laser pointers. At a second fencing line there will be another security check, this time performed by armed and uniformed officers checking possessions again also with metal detectors. After the second check there is then a set of electronic gates like a subway system that will only open upon scanning your game ticket. Once inside the stadium, fans of the opposing teams will also be separated as much as possible to opposite sides of the stadium to mitigate and minimize any possible conflict, and once the game is over, officials are committed to keeping a steady flow of foot traffic to and through the exit gates of the stadium to the more open areas outside.

Security at the fan zone will be very similar, with fencing lines, multiple security checks with metal detection, and a heavy rotation of officers on patrol. All locations for the tournament will also be considered no fly zones and equipped with anti-drone technology so as to prevent any remote attacks, especially the open air outdoor fan zone. Officials will also make sure that the appropriate signage is visible and understandable to everyone in attendance at the fan zone so as to be prepared for any emergency situation. There will also be a section on the tournaments web page dedicated to security and any plans that may be in place for everyone's protection. One such plan for each location will be based off of an active training scenario that officers will have practiced beforehand. Officials on duty at each of these locations will also have additional powers under the local governments for the duration of the tournament because of the heightened security risks of such an event.

The final point of security, the teams themselves, will be just as heavily covered. Hotels and training facilities (stadiums not on game days) will be closed to the public, including the media except for all-team pressers held in person once a week when no games are being played. Each of the sixteen teams will be assigned a full company of 20 officers as well as a team of elite government agents specializing in counter-terrorism and hostage situations. The last line of defense so to speak, will be to postpone matches and wait to play them on another day with more security or to play them behind closed doors at an undisclosed location with only TV coverage.

References

History of Prague - <https://en.wikipedia.org/wiki/Prague#Sport>

Sport in Prague - https://en.wikipedia.org/wiki/Sport_in_the_Czech_Republic

Venues - https://en.wikipedia.org/wiki/Football_in_Prague
<https://www.statista.com/statistics/378236/uefa-euro-average-attendance/>
https://en.wikipedia.org/wiki/Strahov_Stadium

Lodging - <http://www.prague.eu/en/objects/accommodation>
<http://www.czechtourism.com/t/ostrava/>
<http://www.imperialhotelestrava.com/en/hotel-rooms/>
<https://www.parkinn.com/hotel-ostrava>
http://www3.hilton.com/en/hotels/czech-republic/hilton-prague-PRGHITW/index.html?WT.mc_id=zELWAKN0EMEA1HI2DMH3LocalSearch4DGGenericx6PRGHITW
<http://www.firstrepublic.cz/>
<http://hoteljewelprague.com/>

Transportation – <http://www.myczechrepublic.com/prague/transportation.html>

Infrastructure – [https://en.wikipedia.org/wiki/D0_motorway_\(Czech_Republic\)](https://en.wikipedia.org/wiki/D0_motorway_(Czech_Republic))
https://en.wikipedia.org/wiki/Blanka_tunnel_complex

Fan Zone (“Athletes’ Village”) – <http://en.parisinfo.com/discovering-paris/major-events/france-welcomes-the-uefa-euro-2016/follow-the-euro-in-paris/the-eiffel-tower-fan-zone>

Corporate Sponsorships – <http://www.bandt.com.au/media/heinekens-decade-long-sponsorship-of-uefa-champions-league>
https://en.wikipedia.org/wiki/%C5%A0koda_Auto
<https://en.wikipedia.org/wiki/Foxconn#Europe>

Marketing – <https://www.marketingweek.com/2016/05/19/how-brands-can-score-at-euro-2016/>

Mascots & Logos – <https://en.wikipedia.org/wiki/Honza>

Slogan – <https://en.wikipedia.org/wiki/Prague>

Diversity – <http://www.telegraph.co.uk/football/2016/06/09/euro-2016-one-in-three-players-could-play-for-another-country/>
<https://www.netbet.com/multicultural-championship#!/country/fra>

Security – <http://www.espnfc.com.au/european-championship/story/2910474/security-for-euro-2016-final-in-paris-at-extremely-high-standard>
<http://www.bbc.com/sport/football/36523373>
<http://www.telegraph.co.uk/football/2016/05/30/euro-2016-the-five-key-areas-that-french-security-effort-will-fo/>