



NAVARINO  
CHALLENGE 2020



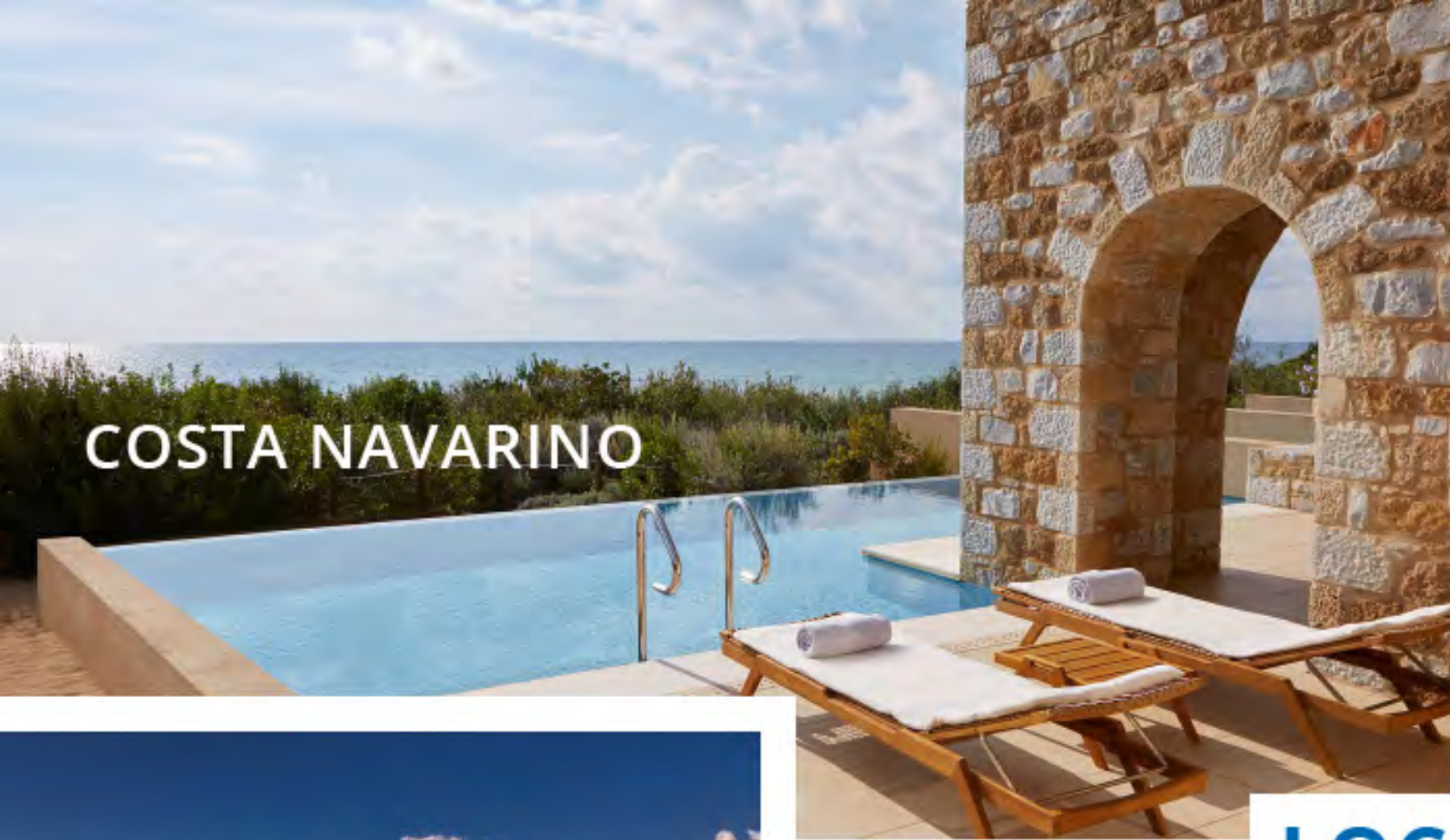
#SportsUnitePeople

# GREEK SPORTS TOURISM BRAND THAT BECAME GLOBAL

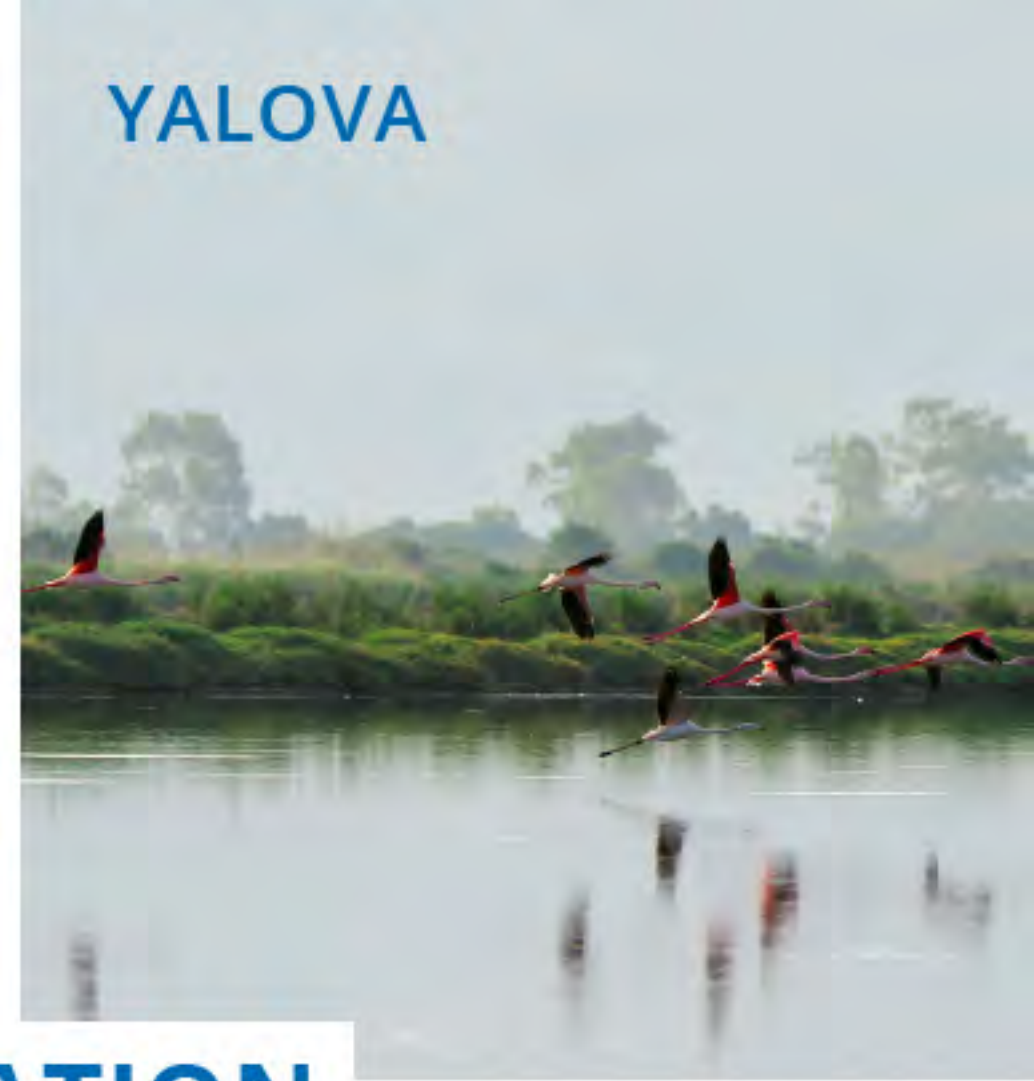


**2ND BEST IN WELLNESS  
PROJECT IN THE WORLD**





**COSTA NAVARINO**

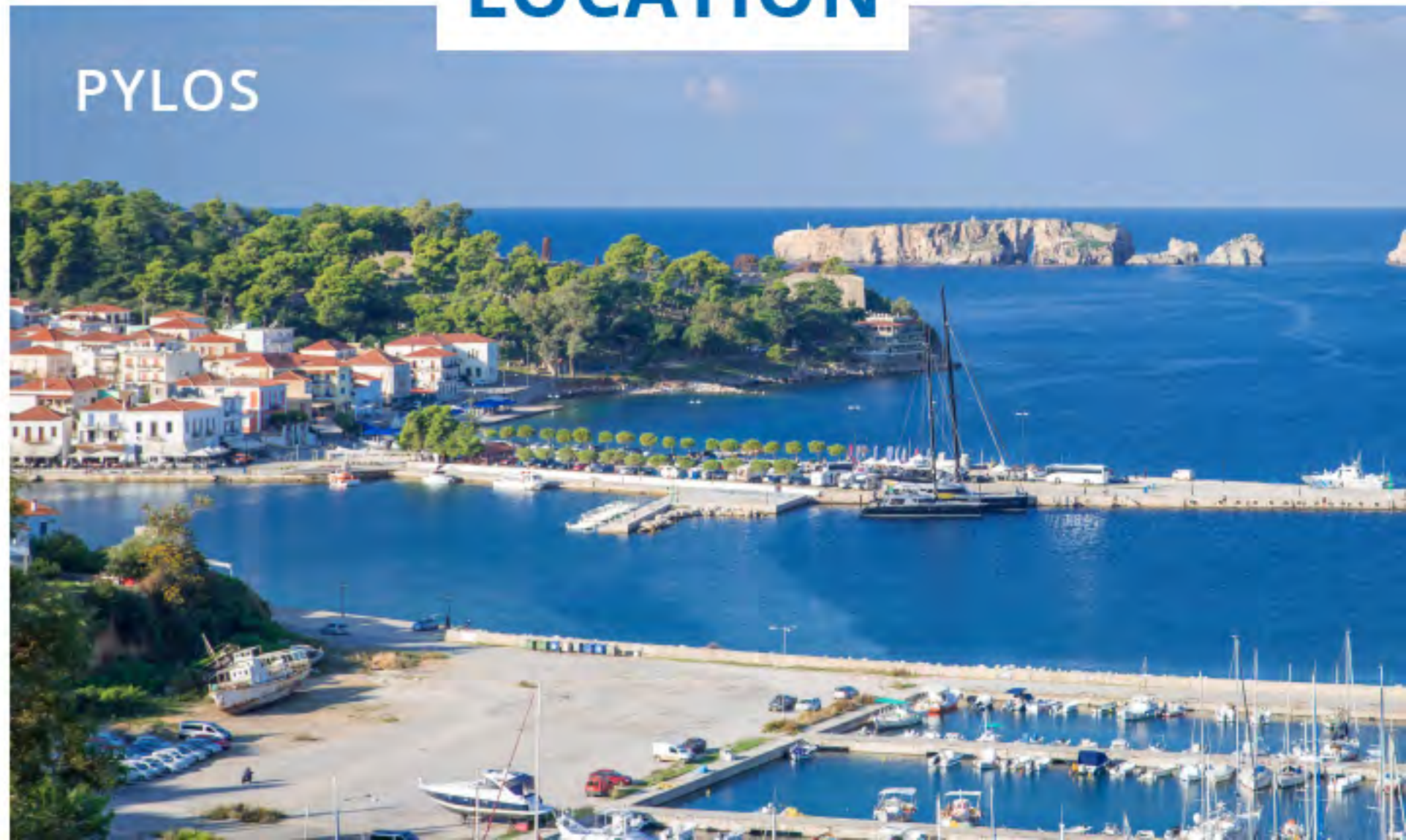


**YALOVA**

**LOCATION**



**VOIDOKILIA**



**PYLOS**

# EVENT'S IMPORTANT DETAILS

2,700

participations

30

activities

10

Olympic sports

83

oldest man

78

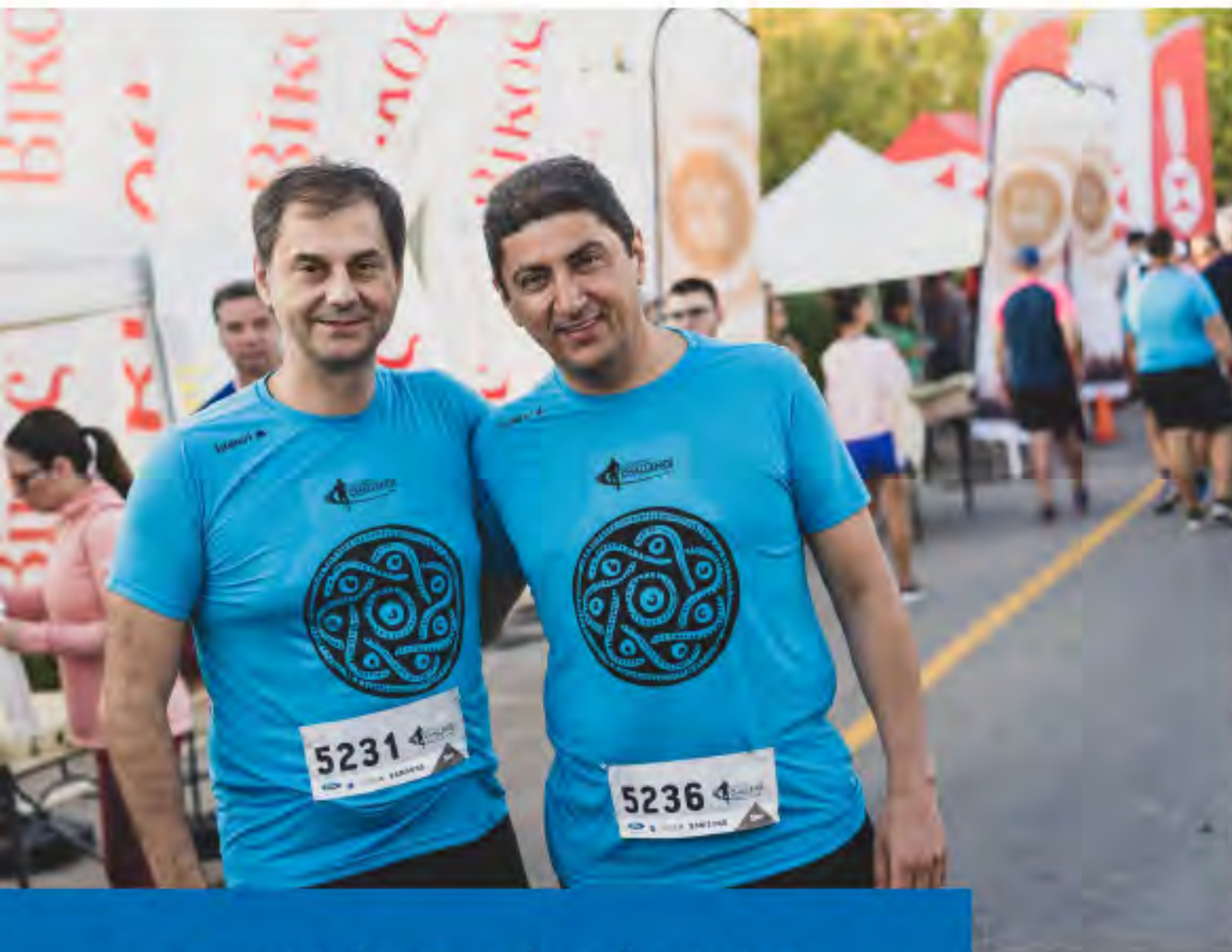
oldest woman

54%

men

46%

women



navarino challenge  
 AUSPICES & COLLABORATING BODIES

UNDER THE AUSPICES OF



[www.visitgreece.gr](http://www.visitgreece.gr)

APPROVED BY



ΠΕΡΙΦΕΡΕΙΑ  
 ΠΕΛΟΠΟΝΝΗΣΟΥ

MEMBER OF



OTHER BODIES



Ευρωπαϊκή  
 Επιτροπή



#BEACTIVE

PARTNER EVENT



SUPPORTED BY



# #SportsUnitePeople

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GOOD CAUSES



#sportsunitepeople

864 δημοσιεύσεις

Αερίων/η/α

Κοινωνικές Δημοσιεύσεις



## Nick Galis said:

"Sport unites people. Sport unites nations. The Navarino Challenge brings together professional and amateur athletes, people of different ages, genders and skills. It creates friendships and special bonds between participants who all speak the same language, that of sports. As a society, we have to send the message that sports unites people - #sportsunitespeople - **but to also give young children core ethical values through sport.** Costa Navarino and Navarino Challenge are pioneers in promoting this idea and I will contribute to spreading the message with great pleasure".  
**Create a universal good cause for all of the world.**

**Building a peaceful & better world through sports  
#sportsunitepeople**

**99% of # is used for Navarino challenge purposes**

**[www.sportsunitepeople.com](http://www.sportsunitepeople.com)**

## Olympic Ideal

The important thing in life is not to triumph but to compete.

navarino challenge

GOOD CAUSES



# CHILDHOOD OBESITY

#eatwell #runwell #livewell with probably one of the healthiest cuisines in the world, the Mediterranean.

**Breast cancer:** Raising awareness about breast cancer, as it is organized in October, which is the Breast Cancer Awareness Month (TBC).

# ACTIVE KIDS \*

[www.active-kids.gr](http://www.active-kids.gr)

*\*WHO (World Health Organization)*

Raising awareness of the fight against childhood obesity through exercise and the Mediterranean diet. Navarino Challenge will support the Program on Food Aid and Promotion of Healthy Nutrition – DIATROFI implemented by Prolepsis Institute.

**The world has stop moving.**

**In many countries, physical activity is disappearing from daily life.**

**It happened in just one or two generations in some countries, and even sooner in others. Our physical, emotional and economic well-being has become increasingly compromised as a result. The time for action is now.**

**If global trends in physical activity continue as they stand today, Greeks will be less active by 2030 than they were in 2002 (for example Brazilians will be 34% less active). By the same year, China's physical activity levels will have dropped by half – 51% – since 1991, and India's by 14% since 2000. Today's children, all over the world, are the first generation to have a shorter life expectancy than their parents. In short, we're experiencing a global physical inactivity epidemic.**

**Kids aren't made to sit still. They're made to play. But today's kids are part of the least active generation in history and all that sitting around doesn't sit well with us. So we added more sport actions for kids. We have every year more than 1500 kids in our three days event with multiple ambassadors and instructors in order to attract them and engage them.**





**givengain**



**karkinaki**  
Μιλάμε για τον καρκίνο παιδικής και εφηβικής ηλικίας



CAPTAIN VASSILIS & CARMEN  
KONSTANTAKOPOULOS  
FOUNDATION



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**CSR PARTNERS**



U.S. EMBASSY  
A T H E N S



The Pearl - Qatar

navarino challenge

PARTNERSHIPS

ORIGIN

See the World. Discover Your Story.

TATOÏ CLUB

ATHENS  
MARATHON  
THE AUTHENTIC



EO

Entrepreneurs'  
Organization



NAVARINO  
CHALLENGE  
eSports Unite People



navarino challenge  
CORPORATE RUNNING TEAMS



# navarino challenge

## ATHLETIC PARTNERS



# navarino challenge

## SUSTAINABILITY

### SUSTAINABLE SPORTS TOURISM EVENT 1ST TO START IN GREECE

### 1ST GREEK SPORTS TOURISM EVENT THAT HIGHLIGHTS ALL THE VALUES OF SUSTAINABILITY

With a view towards a more eco-friendly strategy, the organizers:

- a) have declared the start and end points of the Navarino Dunes runways as strictly smoke-free areas
- b) have declared the beautiful Voidokilia beach, through which the runners cross, as strictly plastic-free
- c) offered participants an eco-friendly bag by Luanvi, event's official sports supplier
- d) 100% Paperless Registration with the support of Samsung
- e) Catering Local Organic Products
- f) Using the natural infrastructure of the area
- g) Runners escort with cyclists
- h) No water from Hydrants, but 140.000 Its from high quality water
- i) Waste separation: recyclable materials are separated from waste and disposed for recycling
- j) the first sports event worldwide with a medal made of seagrass
- k) the event offered each participant an olive tree (a symbol of peace and friendship) by PlantBox
- l) offered water to participants in biodegradable cups



# HONOREE PERSONS



**2013 DEAN KARNAZES**



**2014 ALEXANDROS NIKOLAIDIS**



**2015 PERIKLIS IAKOVAKIS & KELLY ARAOUZOU**



**2016 SPYROS GIANNIOTIS & NIKOS GEMELOS**



**2017 GRIGORIS POLYCHRONIDIS**



**2018 PANAGIOTIS GIANNAKIS & MICHALIS TRIANTAFYLLIDIS**

# HONOREE PERSONS



**2019 NICK GALIS**



**VASSILIS POLYMEROS**



**ELENI CHATZILIADOU**



**MARIA TSAMOPOULOU**



**2020?**



navarino challenge

HALF MARATHON

The Greek half marathon in King Nestor's Land

[www.greekhalfmarathon.com](http://www.greekhalfmarathon.com)



# navarino challenge

RUNNING



PYLOS



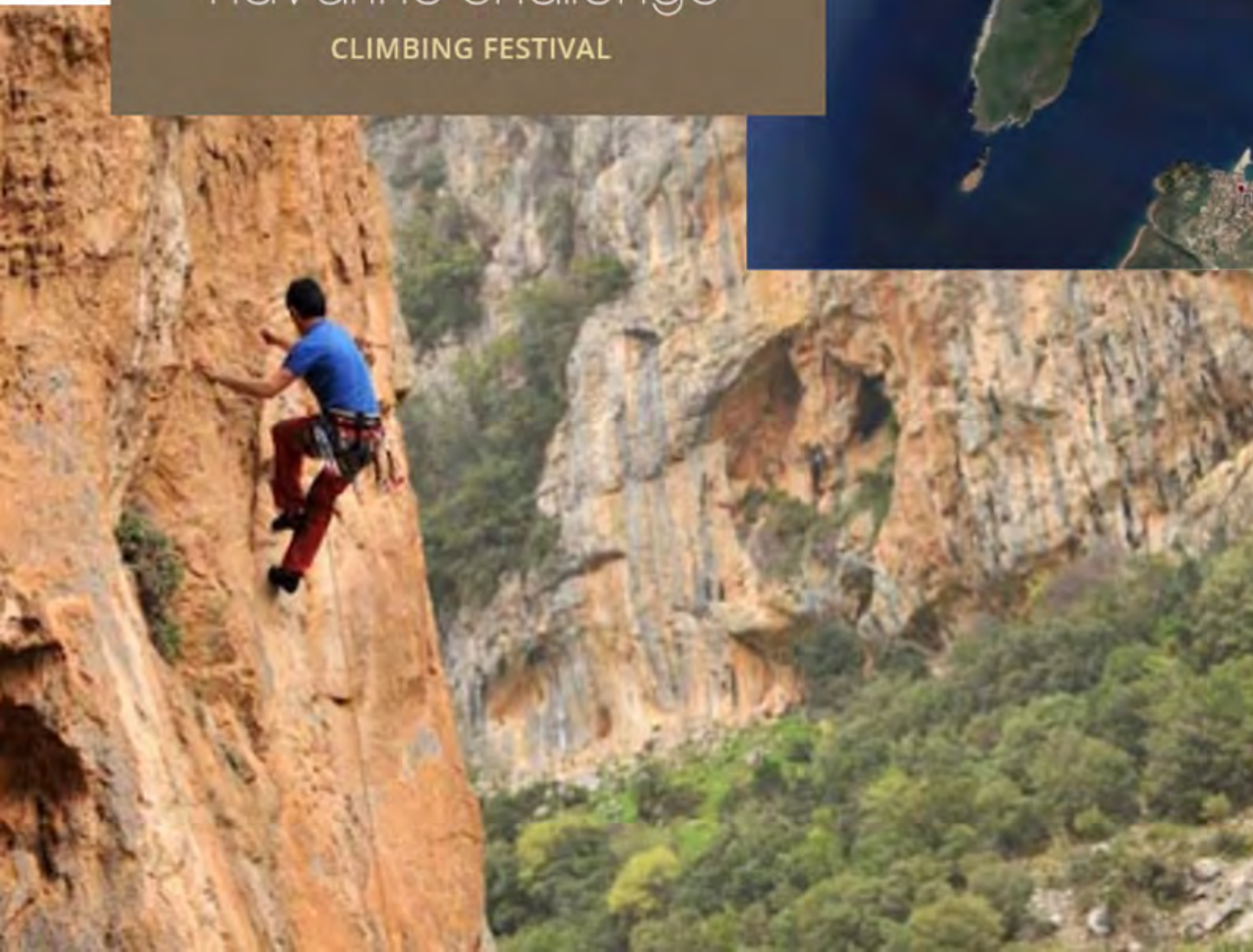
navarino challenge

OPEN WATER

1 mile open water swimming at Navarino bay

# TBC

## navarino challenge CLIMBING FESTIVAL



PYLOS

# navarino challenge

SEA KAYAKING



#NavarinoChallenge



PYLOS



# navarino challenge

TRY LOCAL  
PRODUCTS & FOOD

# navarino challenge

COASTAL ROWING



PYLOS

# navarino challenge

LASER & OPTIMIST RACE

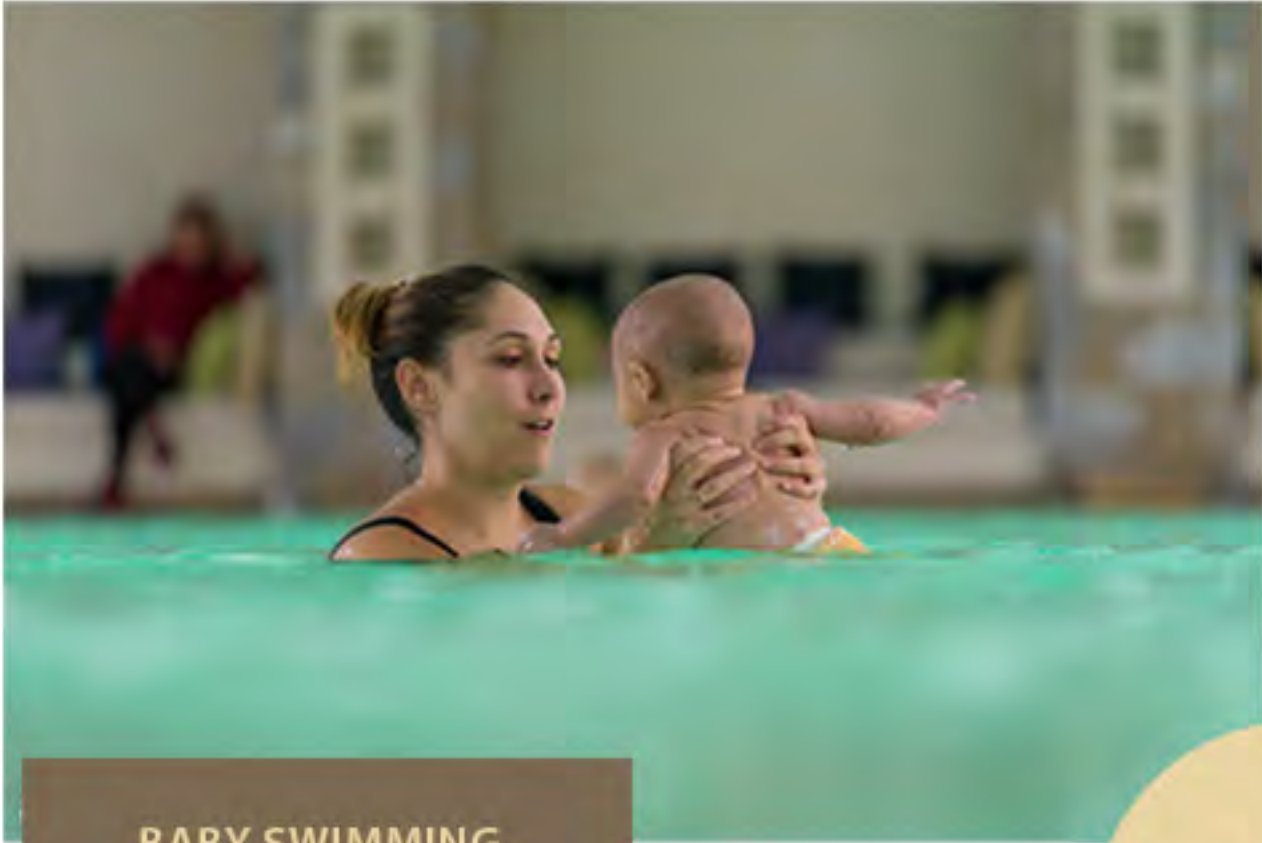
# navarino challenge

OUTDOOR PILATES



# navarino challenge

YOGA



BABY SWIMMING



BEACHATHLON

**THE WESTIN**  
RESORT  
COSTA NAVARINO



BASKETBALL CLINIC



INDOOR WALL CLIMBING



TAE KWON DO



KARATE

**THE WESTIN**  
RESORT  
COSTA NAVARINO



KICK BOXING



BOXING





TENNIS

**THE WESTIN**  
RESORT  
COSTA NAVARINO



BIKE RIDE



GOLF



BEACH VOLLEY  
TOURNAMENT



4 ON 4  
BASKETBALL TOURNAMENT



BEACH VOLLEY LESSONS

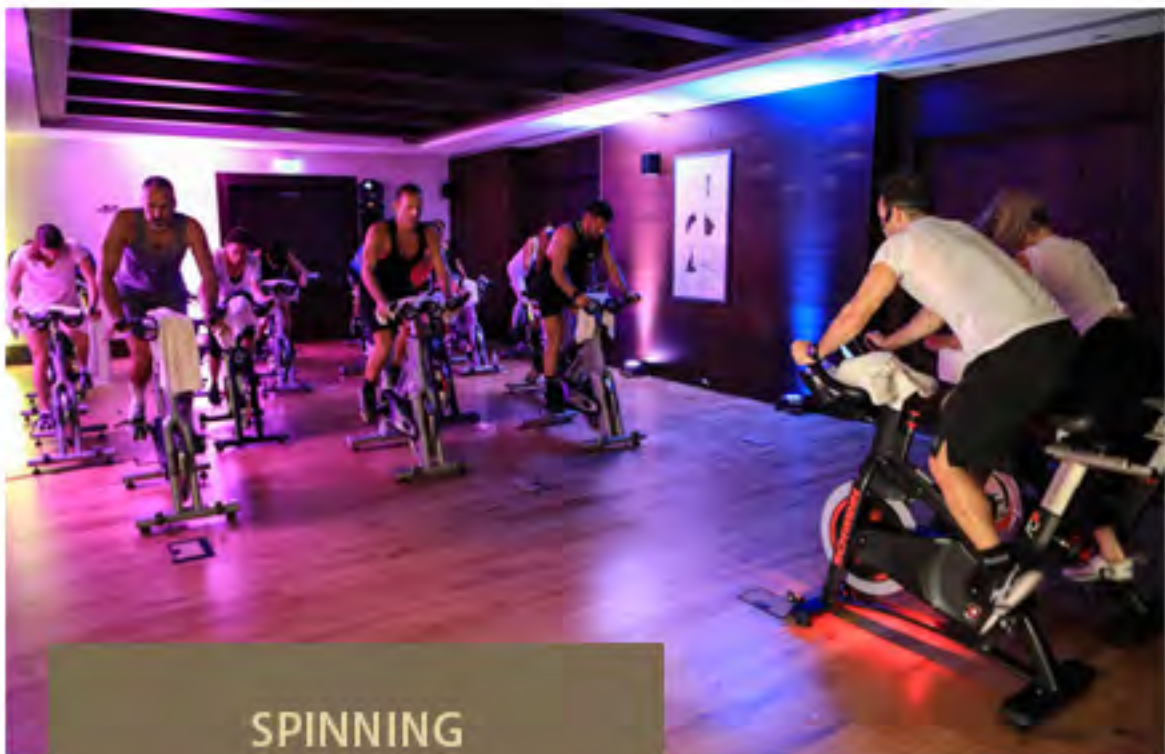


F45 TRAINING

**THE WESTIN**  
RESORT  
COSTA NAVARINO



HIGH INTENSITY TRAINING



SPINNING



INDOOR ROWING



1KM RUNNING FOR CHILDREN (UNDER 10 YEARS OLD)



1KM RUNNING FOR CHILDREN (OVER 10 YEARS OLD)

# BOCCIA

**THE WESTIN**  
RESORT  
COSTA NAVARINO



## REVIVAL OF THE STANDING LONG JUMP



**The activity of standing long jump, the sport of the legendary Olympic champion Kostis Tsikliras, who was born in Pylos Messinia**



**VASSILIS POLYMEROS**

**TWO OLYMPIC MEDALS**



**PERIKLIS IAKOVAKIS**

**WORLD CHAMPION**



**ALEXANDROS NIKOLAIDIS**

**TWO SILVER OLYMPIC MEDALS**



**GRIGORIS POLYCHRONIDIS**

**4 PARALYMPIC MEDALS  
& WORLD CHAMPION**



**JOE ARLAUCKAS**

**EUROLEAGUE CHAMPION**

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AMBASSADORS



**DEAN KARNAZES**

ULTRAMARATHON



**ELENI CHATZILIADOU**

WORLD CHAMPION



**SPYROS GIANNIOTIS**

SILVER OLYMPIC MEDAL  
& WORLD CHAMPION



**MICHALIS  
TRIANAFYLLIDIS**

EUROPEAN BRONZE MEDAL



**KELLY ARAOUZOU**

WORLD CHAMPION

navarino challenge

AMBASSADORS



# navarino challenge

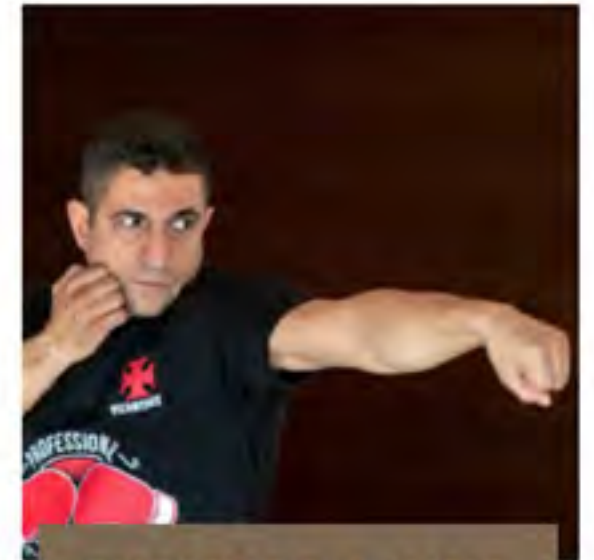
## INSTRUCTORS



ALEXANDROS NIKOLAIDIS



MANDY PERSAKI



CHRISTOS GATSI



DIMITRIS MOROS



TESS ARLAUCKAS



navarino challenge  
TECHNICAL DIRECTORS



NIKOS POLIAS  
RUNNING



NIKOS GEMELOS  
SWIMMING



# NAVARINO CHALLENGE

**EXPOSURE METHODS**





LOGOS AT THE START AND FINISH COLUMNS OF THE ROUTES



LOGOS AT THE BACKDROP FOR OUTDOOR INTERVIEWS



LOGOS AT THE PRESS CONFERENCE BACKDROP



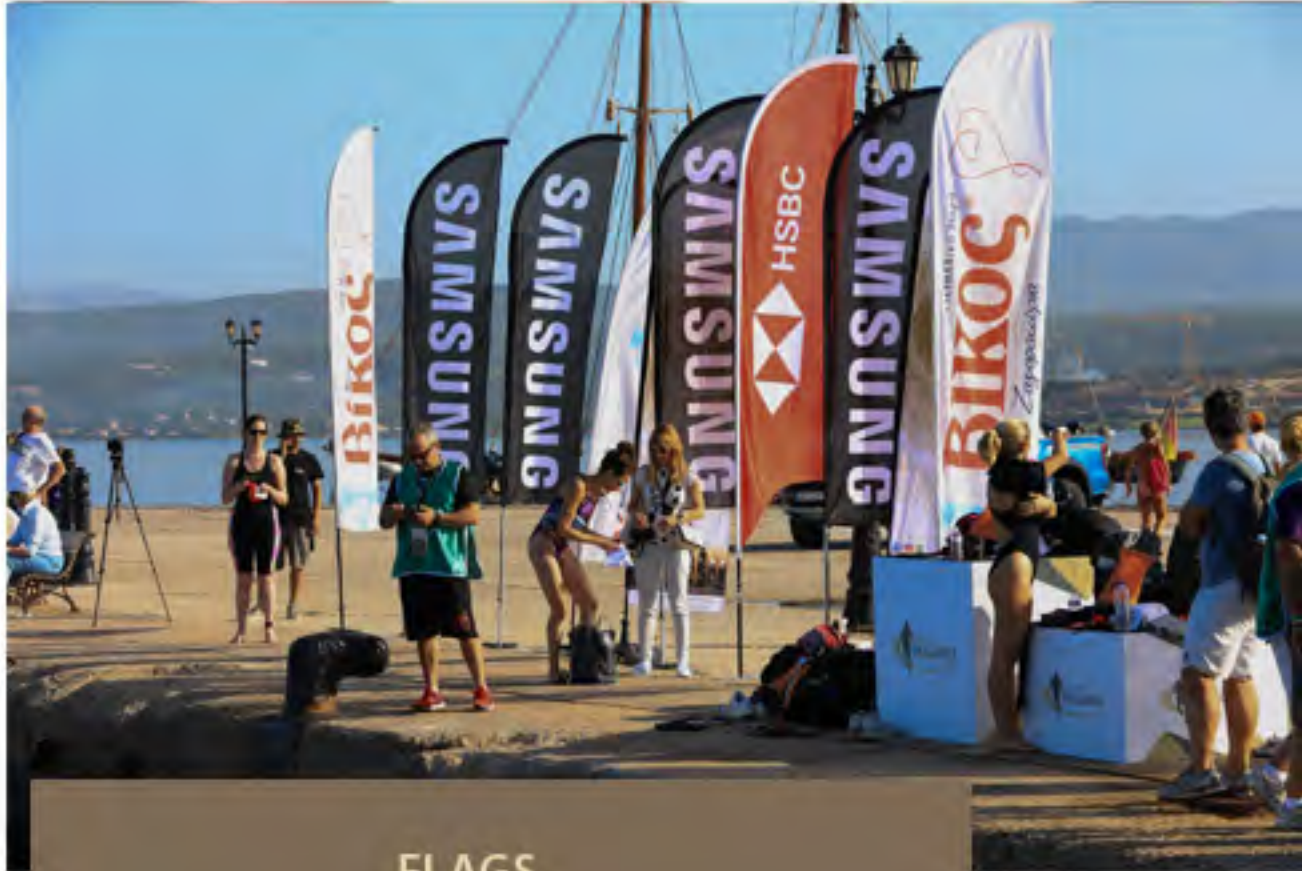
LOGOS AT THE AWARDS NIGHT BACKDROP



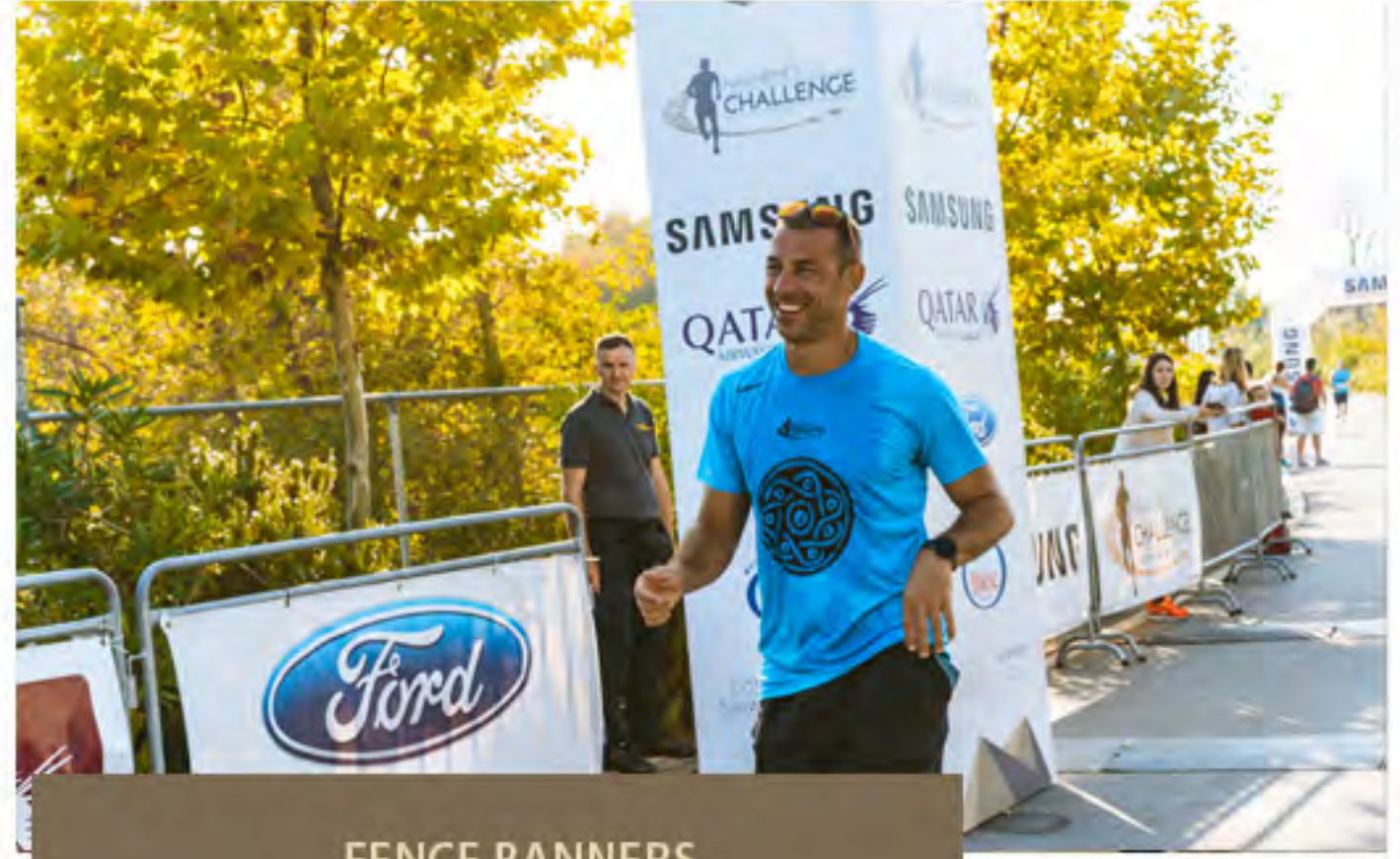
ARCH



OUTDOOR LETTERS



FLAGS



FENCE BANNERS

# TITLE SPONSOR ACTIVITIES



GOLF



1KM KIDS RUNNING



BIKE RIDE



BOCCIA

# EVENT'S MATERIALS



LOGOS AT THE  
EVENT'S HAT



LOGOS AT THE EVENT'S  
BAGS



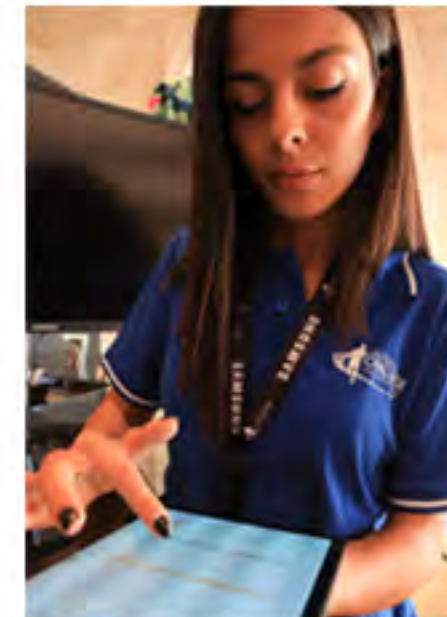
LOGOS AT THE EVENT'S  
VOLUNTEERS SHIRT



LOGOS AT THE EVENT'S  
TOWELS



LOGOS AT THE EVENT'S  
CAPS



LOGOS AT THE  
EVENT'S LANYARDS



LOGOS AT THE  
EVENT'S  
WRISTBANDS

# PR & SOCIAL MEDIA

10 MONTHS OF COMMUNICATION  
MORE THAN 10 DAILY ARTICLES

Available accounts on:





# NAVARINO CHALLENGE IS BROADCASTED IN MORE THAN 70 COUNTRIES & 5 CONTINENTS



## EUROPE

TERRITORY	BROADCASTER	H/H REACH
ALBANIA & KOSOVO	SUPERSPORT	200,000
BULGARIA	MTEL	2,000,000
DENMARK	TV3 SPORT	300,000
FORMER YUGOSLAVIA	SPORT KLUB	2,500,000
MALTA	GO TV	145,000
POLAND	POLSAT SPORT	4,800,000
SPAIN	MOVISTAR	3,500,000
SCANDINAVIA (SWEDEN, NORWAY & FINLAND)	VIASAT SPORT	435,000
UK & IRELAND	FREESPORT	22,000,000
<b>SUB TOTAL</b>		<b>35,680,000</b>

## AFRICA & MIDDLE EAST

TERRITORY	BROADCASTER	H/H REACH
PAN AFRICA	SUPERSPORT	5,000,000
PAN MIDDLE EAST	ABU DHABI MEDIA COMPANY	700,000
PAN MIDDLE EAST	AL DAINRI & KASS SPORT	40,000,000
PAN MIDDLE EAST	BBC ARABIC, BBC PERSIA	50,000,000
PAN MIDDLE EAST	OSN	2,000,000
<b>SUB TOTAL</b>		<b>97,700,000</b>

## CENTRAL & SOUTH AMERICA

TERRITORY	BROADCASTER	H/H REACH
BARBADOS	CWI CARIBBEAN LIMITED (FLOW)	350,000
<b>SUB TOTAL</b>		<b>350,000</b>

## ASIA PACIFIC

TERRITORY	BROADCASTER	H/H REACH
AUSTRALIA	FOX	2,000,000
INDIA	SONY	45,000,000
MALAYSIA	ASTRO	1,500,000
MYANMAR	SKY NET	300,000
PHILIPPINES	SOLAR	20,000
SINGAPORE	STARHUB	400,000
THAILAND	TRUE VISION	1,300,000
VIETNAM	VTV	22,000,000
VIETNAM	SCTV	2,000,000
VIETNAM	TKL	18,000,000
<b>SUB TOTAL</b>		<b>92,520,000</b>



TOTAL REACH **226,750,000**

# 2019 MEDIA PARTNERS

## STRATEGIC PARTNER



## PREMIUM MEDIA PARTNER



## INTERNATIONAL COMMUNICATION SPONSORS



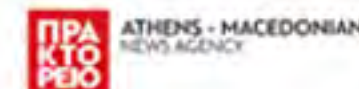
## LOCAL COMMUNICATION SPONSORS



[www.best-tv.gr](http://www.best-tv.gr)



## COMMUNICATION SPONSORS



# SPONSORSHIP PACKAGES

	Partner (max 16)	Supporter (max 8)	Official (max 4)	Grand (max 1)
Press conference				Representative
Start/Finish column (L)			✓	✓
Outdoor Backdrop (L)	✓	✓	✓	✓
Award Cocktail Night			Supported by (O1)	Prize Giving to the Honoree
Table banners at rest points (L+P)				✓
Running tech t-shirt (L+P)				✓
Swimming cups (L+P)			✓ (O2)	
Kids Run t-shirt (L+P)			✓ (O2)	
Goody bags (L+P) and Organizers' polo (L+P)				✓
Volunteers t-shirt (L+P)			✓ (O3)	
Finisher t-shirt (L+P)			✓ (O4)	
Basketball Jerseys / Volleyball Jerseys / Beachathlon / Kids athletics (L+P)		✓ (S1,S2,S3,S4)		✓
Lanyards/Bracelets/Wristbands/Bouy (L+P)		✓ (S5,S6,S7,S8)		
Social hub /Photobooth (L+P)		✓	✓	
Right to place flags/Fence Banners		✓	✓	✓
Video for Social Media Use				✓
Website & social media	✓	✓	✓	✓
Print material( e.g insertions), flyers/posters		✓	✓	✓
Promotion team	✓	✓	✓	✓
Sponsored Activity ( e.g Sup, Swim, Bike, Golf )		✓	✓ (O1,O2,O3,O4)	
<i>(L=logo) (P=Production cost extra)</i>	<b>5.000 (+ VAT)</b>	<b>10.000 (+ VAT)</b>	<b>25.000 (+ VAT)</b>	<b>50.000 (+ VAT)</b>

# 2019 AWARDS



**BEST IN WELLNESS**



**BEST SPORTS EVENT**



**INTEGRATED MARKETING CAMPAIGN**



**DIGITAL / SOCIAL MEDIA**



**SPORTS TOURISM**



**RUNNING & LIVE WELL**



**PR STRATEGY / MEDIA CAMPAIGN**



**USE OF SOCIAL MEDIA**