

4 Power of the Ties

Long-term relations are the key to financial sustainability for all the partners in co-branding process, New Zealand researchers say, giving couple of cases to prove it.

10 Code of Honor

New *Fair Play* section of the magazine is the place to talk about the reputation as the most important thing for every company. Experts recommend to carefully choose sponsorship objects and do not forget to protect yourself in partnership of a kind.

14 Sports Oriented Multipurpose Event Areas

Gathering the entertainment in one place becomes more and more popular. Only Moscow alone starts several recreational projects at a time. Stockholm is growing such an area for the last 85 years



24 Strategy 2020

What should we expect from the program? Is there money enough to complete? Will it avoid the sad fate of the previous documents?

26 FFP. Limits and Possibilities

PwC experts explain to the Russian premier ship clubs the rules of UEFA Financial Fair Play regulations.

30 Golf in Russia and the CIS Region. Recent Trends and the Future Outlook

Russia and the neighbor countries have a chance to become the most growing golf markets, if only use the proper approach.

34 Fruitful Soil for the Sports



Unique SIS pitches for King Abdullah's sport city in Jeddah, Saudi Arabia, for Bakcell Arena in Baku, Azerbaijan, for Emirates Stadium in Dubai and many others.

Synthetic sportsturf took a huge stride forward at the turn of the year when Premiership rugby club Saracens chose artificial grass for the match pitch at its Allianz Park stadium in North London. The third generation (3G) artificial grassplaying surface has drawn unstinting praise from coaches and players alike for the trueness of its playing characteristics. Saracens CEO Edward Griffiths was even moved to say: «Artificial turf transformed hockey, and it will do the same for rugby.»

After its footballing false dawns in the 1970s and 80s, artificial grass technology has advanced to the stage where the UK now exports its manufacturing expertise to developing nations in Eastern Europe and the Middle East. Heading the charge, SIS Pitches is helping to carve out the future of sports turf provision in countries keen to step on to football's world stage as the game goes truly global.

SIS has developed total solutions for its customers – delivering turnkey projects that embrace greenfield site engineering works, perimeter fencing, floodlighting and even multi-coloured site logos sown into synthetic surfaces.

After project handover, the contractor often continues its involvement with the client, maintaining pitches using its fleet of purpose-built machinery and equipment.

Football authorities praised the performance of pitches at the FIFA U17 Women's World Cup, held last year, mainly in Azerbaijan's capital city Baku, the first time the event had been held in Europe since the tournament's inception in 2008.

The King Abdullah Sports City project in Jeddah, Saudi Arabia, is the latest project nearing completion. The 60,000-seat stadium is the centrepiece of the larger multi-sports complex commissioned by the Saudi king (the stadium named in his honour), which will host football, athletics and indoor sporting fixtures.

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New generations of sports venues are being constructed worldwide. Built for major events, they are subsequently being used by associations, clubs and show stars alike. Stadiums and arenas are becoming year-round properties, which compete for sport events similarly to countries and cities. Ways to reinvent oneself and to stand out – through innovative technologies or sustainable solutions – will be showcased at the SPONSOR^S Sports Venue Summit. **Register now.**

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36 Shining Iceberg

That is not easy to satisfy athletes, coaches, spectators and the Press, so how to select the suitable lighting equipment?



38 How to Compete the Sofa Sports

Couch versus stadium seat in a fight for the spectator: the manual. Don't let your arena to die like a dinosaur

A lot of people prefer to stay at home to watch games and feel more comfortable there than on the stadium. Can sofa beat exciting sports show on the site? Smart stadium manager has to create supersofa to please it's consumer. Today's modern seating solutions for sports venues have to meet an increasing number of criteria to have any chance of success in an increasingly competitive market. Issues such as high stability, spectator comfort and modern design all have to be packaged at a price which is still attractive to venue owners, operators and contractors/contractors. No easy task.

One such solution which meets all these requirements is the KANGO Smart, manufactured by the German seating specialists STECHERT. Engineered to fully comply with strict FIFA standards, the seats bespoke design combines perfect ergonomics with high quality blow moulded plastic parts and a patented pending on mechanism to ensure exceptional stability and performance.

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Moscow recently has got new anti-doping center. In general, 404 facility were opened since the inception of the Federal Sports Development Program



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To grow the #1 tennis player, you may have spent up to half a million dollars. But he or she may raise more than 50 millions a year

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The most important business events in sports industry

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Researchers, creators, the experts and the companies to thank for the possibility to read this magazine