



TEAM + BA

TEAM +

TEAM + M

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JUNSON

SPORT
EVENTS
MANAGEMENT



WE ARE UNISON

UNISON – IS A LEADING CONCEPTUAL EVENT MANAGEMENT AGENCY IN MENA REGION, SPECIALIZED ON CULTURAL AND MUSIC EVENTS

IN 2023 UNISON LAUNCHED MENA SPORTS MARKETING DEPARTMENT DUE TO HIGH DEMAND OF SPORTS MANAGEMENT AND EVENTS BOOM

GROWTH & SUCCESS OF OUR CLIENTS IS OUR MAJOR PRIORITY

OUR COMPETENCIES:

BRAND EXPOSURE

REVENUE MAXIMIZATION

AUDIENCE GROWTH



UNISON
SPORT
EVENTS
MANAGEMENT

SPORTS IS ONE OF THE MOST EFFICIENT MARKETING PLATFORMS IN THE WORLD



**TOP CLUBS
AND SPORT
BRANDS
CONFIDENTLY
RELY ON US
THEIR
MARKETING
EXPERIENCE**



UNISON SPORTS BRINGS DIVERSE EXPERTISE TO MENA CLIENTS

STRATEGY

- Commercial
- Development
- Sport & Performance
- GTM
- Sponsorship Evaluation

COMMUNICATIONS

- Brand Platforms
- Creative Campaigns
- PR
- Photo & Video
- Content & SMM

BUSINESS DEVELOPMENT

- Sponsorship Development
- Celebrities Collaborations
- Pre-Season Games
- Licensing
- Broadcast Rights Implementation
- Municipality Integrations

MERCHENDISING

- Kits Creation
- Collections
- Flagship Stores Launches
- Collaborations
- Distribution

DIGITAL

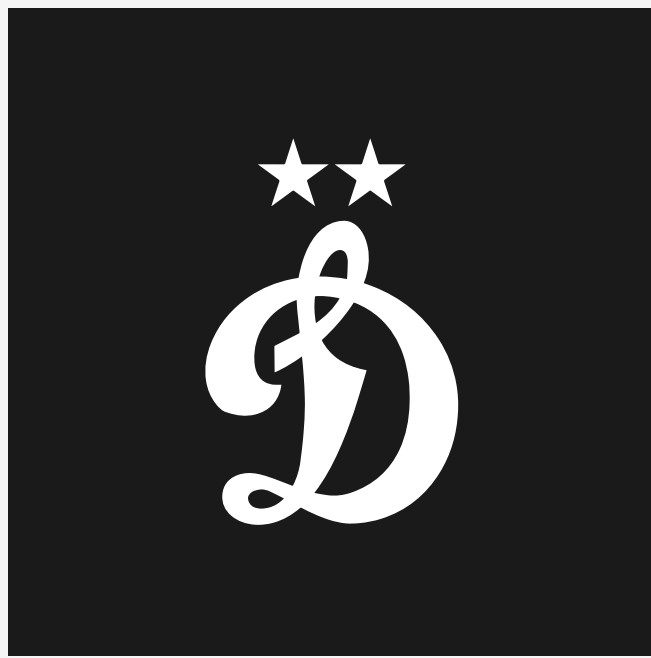
- Sites
- Ecom Platforms
- CRM
- Performance
- Web 3.0
- AI

EVENTS

- Match Day Performance
- Launches
- Sponsors Activation
- Product Presentations
- CSR

CASES

UNISON SPORT
EVENTS
MANAGEMENT



DYNAMO FC MOSCOW

MASSIVE CLUB RELAUNCH - NEW STRATEGY
MAKING CLUB TRENDY AND CREATING NEW
SOURCES OF REVENUE RESULTED RECORD SALES
AND AUDIENCE GROWTH



COMMERCIAL AND MARKETING
EFFORTS AWARDED BY MAJOR
LEAGUE ASSOCIATIONS

STRATEGY

- Marketing
- Commercial
- Digital

BRAND RELAUNCH

- New Communications
- New Store
- New Matchday
- New Digital Ecosystem

COMMERCE DEVELOPMENT

- Ambassadors Program
- SCR Platform
- Business Development
- New Products

RESULTS

- BIGGEST SPONSORSHIP CONTRACT IN LEAGUE
- BIGGEST STADIUM ATTENDANCE IN MOSCOW
- BEST STORES, MERCHANDISE AND SALES VOLUME IN MOSCOW

	2021	2022	2023	2024	FORCAST
REVENUE		+5%	+30%	+60%	+85%
STADIUM ATTENDANCE (Thousands People Per Match)	5	11	18	23	
DIGITAL AUDIENCE (Million)	0.5	1.2	2.3	3.5	



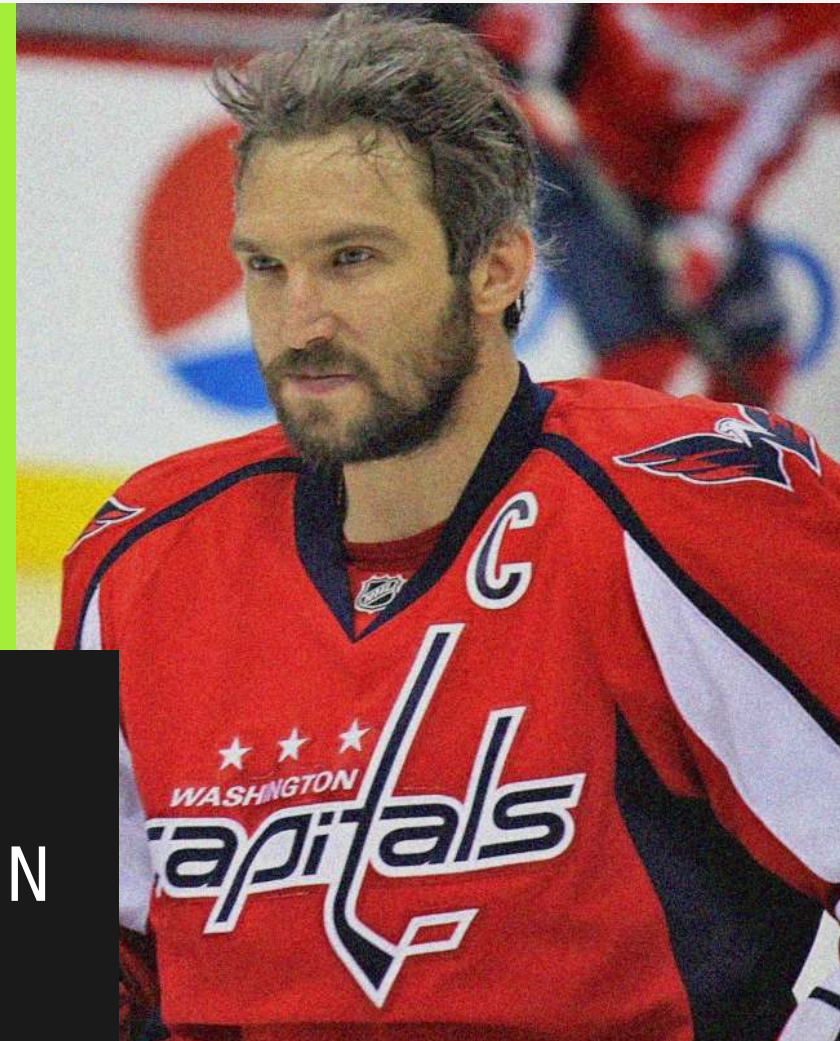
DYNAMO FC MOSCOW

AMBASSADORS



ALEKSANDR OVECHKIN

SUPERSTAR ALEKSANDR OVECHKIN SCORED A GOAL IN HIS FIRST OFFICIAL FOOTBALL MATCH



VLAD A4

VLAD A4 – YOUTUBE SUPER STAR (46 MIL) MADE FAN MEETING AND YOUTUBE CHALLENGE (20 MIL VIEWS)



ЭКСТРЕМАЛЬНЫЕ ПРЯТКИ НА ФУТБОЛЬНОМ СТАДИОНЕ!

A4 46,2 млн подписчиков

Подписаться

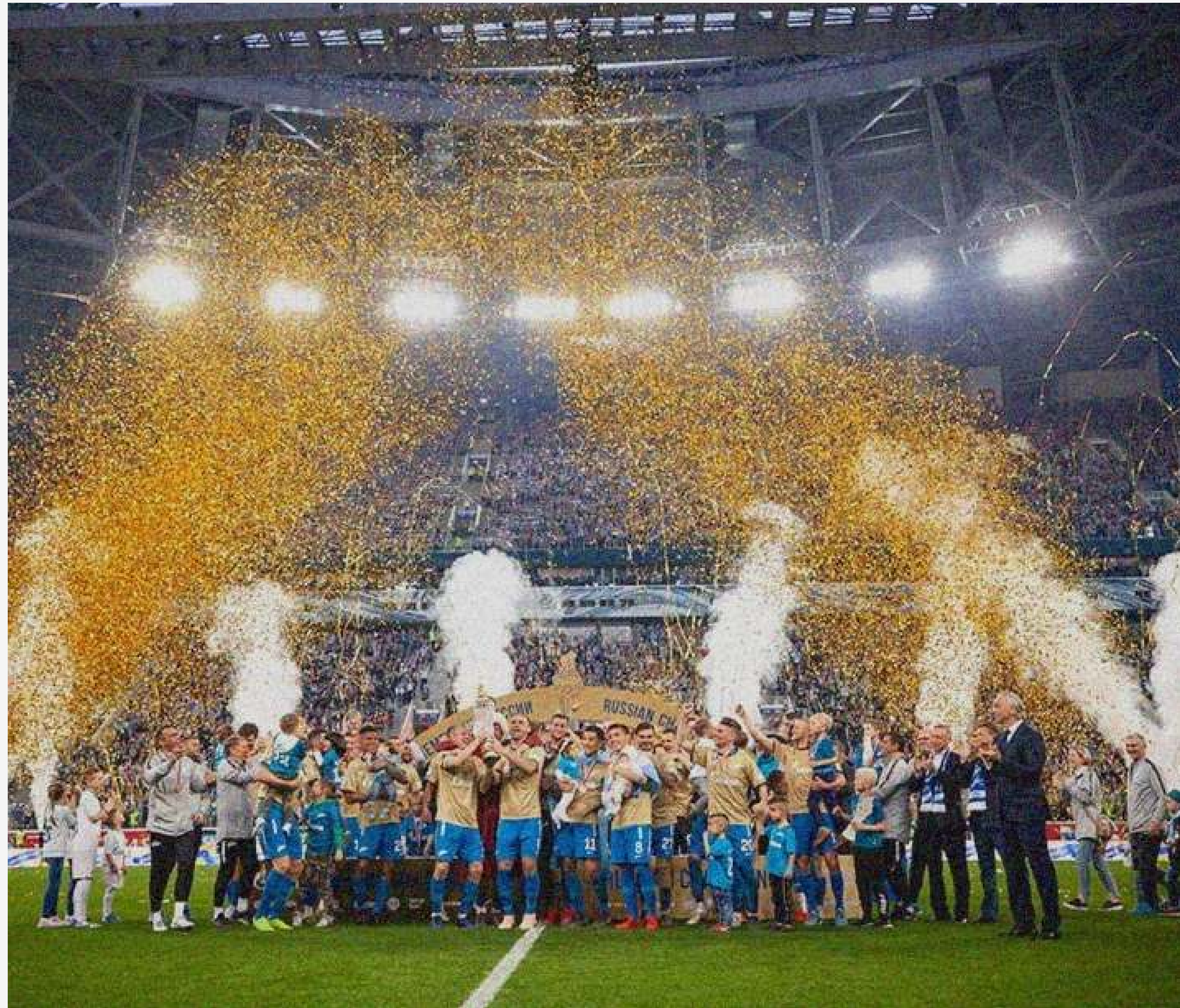
864 тыс.

Поделиться



MATCH DAY

CREATING THE ULTIMATE GAME DAY EXPERIENCE IN THE LEAGUE WITH IMMERSIVE SOUND, SPECTACULAR SPECIAL EFFECTS, AND A-LIST CELEBRITY PERFORMANCES

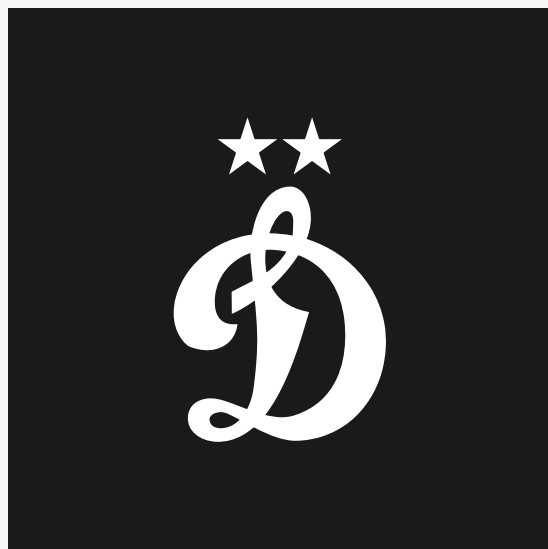




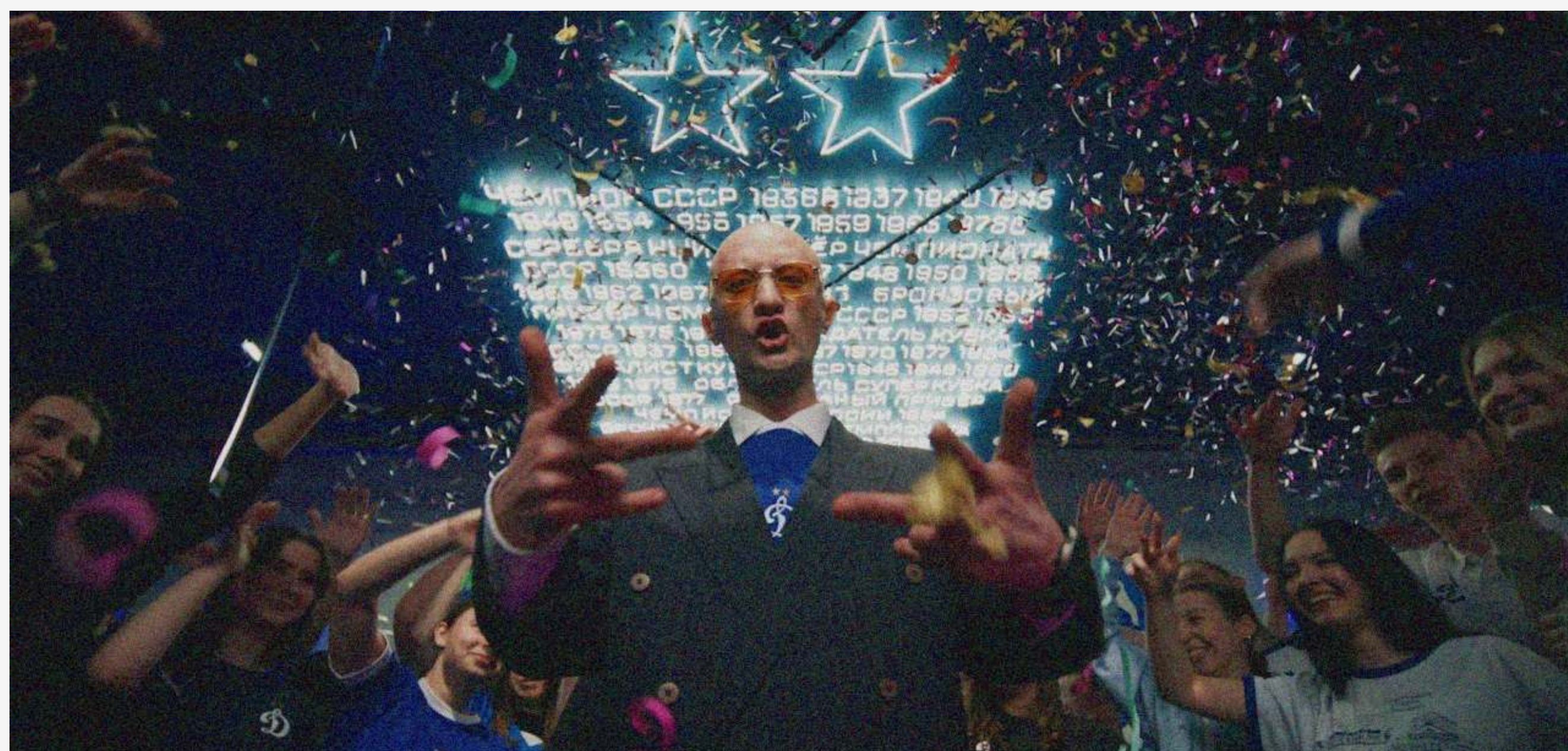
DYNAMO FC MOSCOW



**BIGGEST SPONSORSHIP DEAL IN
THE RUSSIAN PREMIER LEAGUE \$50M**



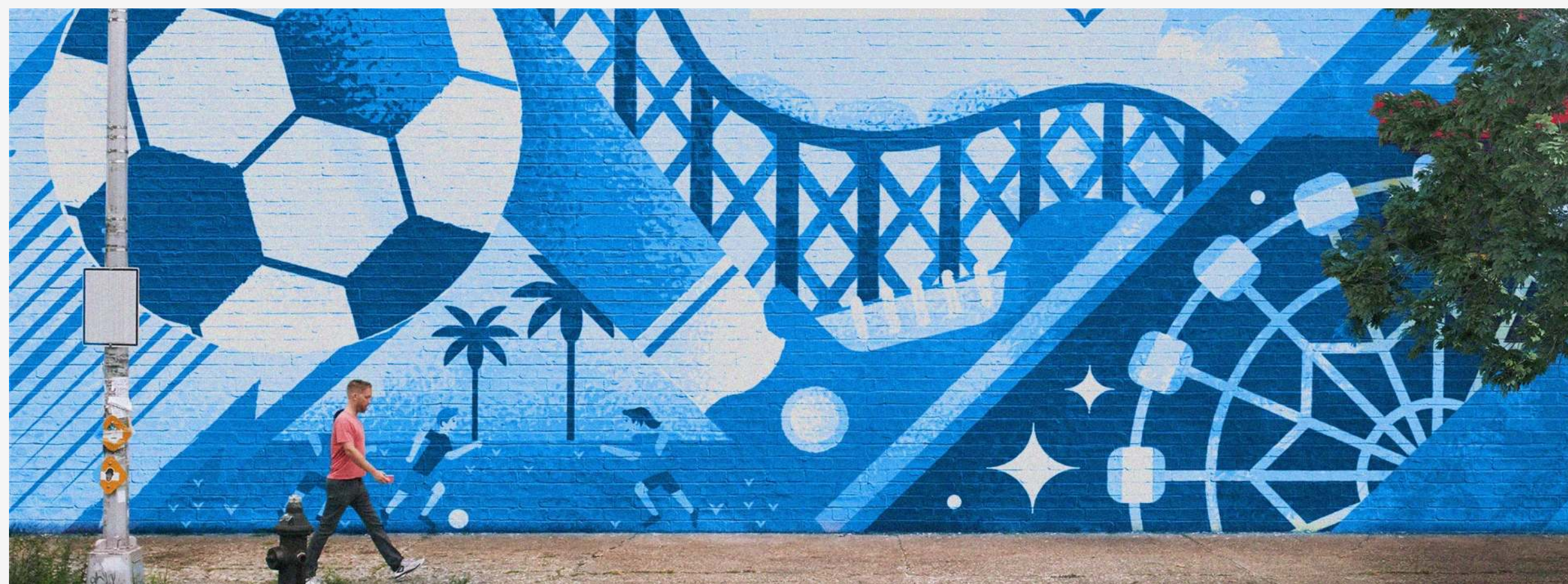
PREMIUM FLAGSHIP STORE (1000 SQM) ON A RED SQUARE DEPARTMENT STORE





ДИНАМО  100 ЛЕТ

CREATIVE CAMPAIGNS





MERCHANDISING

NIGEL CABOURN IS ONE OF THE MOST ICONIC BRITISH DESIGNERS



FIRST RUSSIAN CLUB TO PRESENT COLLECTION AT ICONIC PITTI UOMO





ZENIT FC

CREATING THE NEW ASSETS TO DEFINE FUTURE OF A CLUB
THE STADIUM EVOLVES INTO A BIGGEST CITY CLUSTER
GENERATING AN INDEPENDENT REVENUE STREAMS TO ENSURE
CLUB'S FINANCIAL SELF-SUFFICIENCY



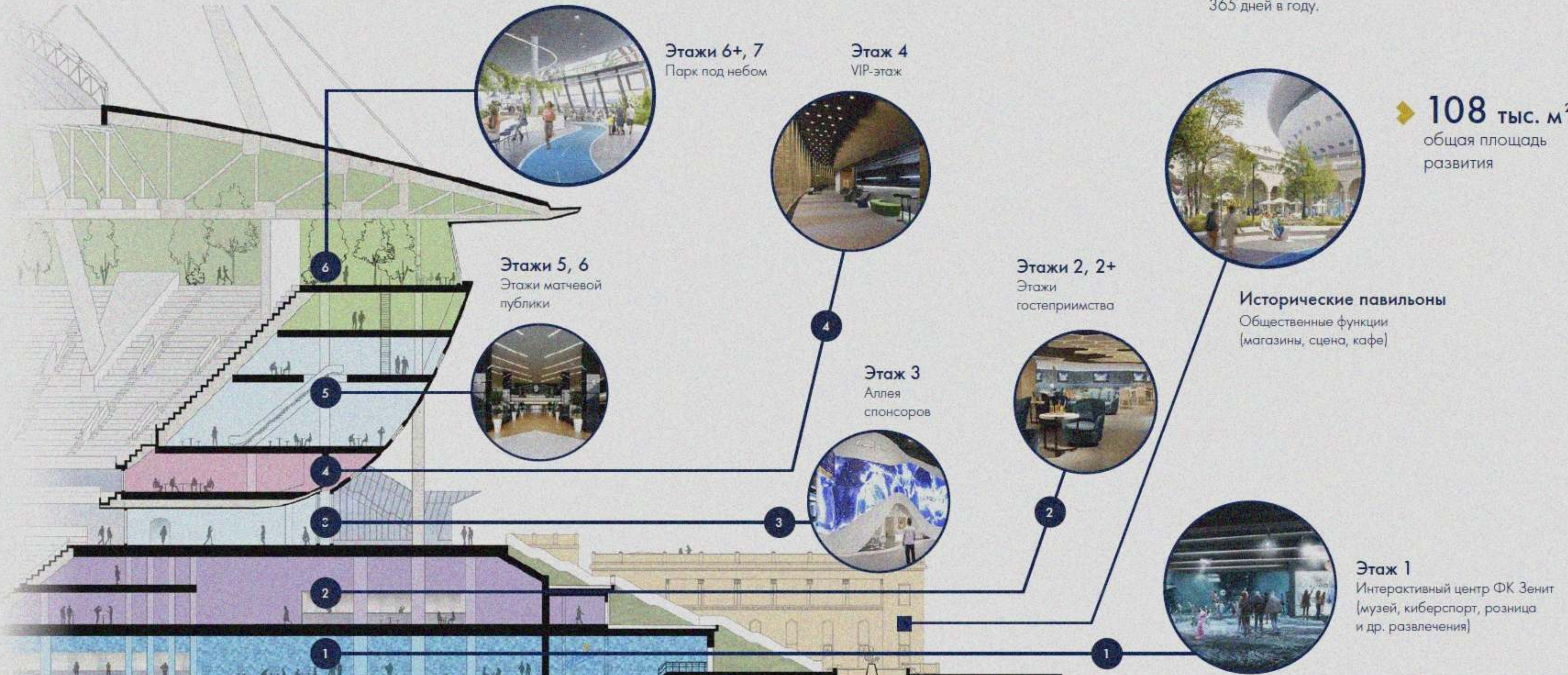


THE ARENA'S INTERNAL SPACE TRANSFORMING INTO A NON-STOP COMMERCIAL AND ENTERTAINMENT CENTER 24/7/365

ЧАША СТАДИОНА

Стадион становится единым организмом, эффективно функционирующим в матчевое и внематчевое время и предлагающим десятки актуальных и даже уникальных возможностей потребителям всех категорий 365 дней в году.

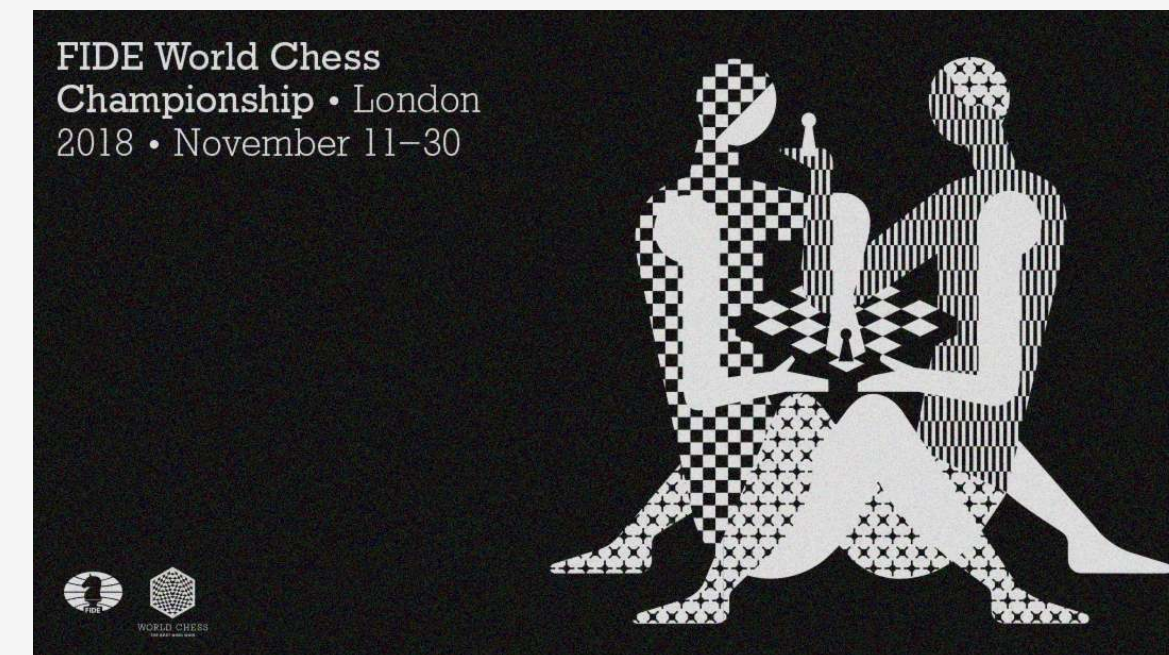
➤ **108** тыс. м²
общая площадь
развития





FIDE WORLD CHESS CHAMPIONSHIP

THE MATCH OF THE DECADE BECAME THE MOST COMMERCIALY SUCCESSFUL EVENT IN A CONSIDERABLE PERIOD OF TIME



BILLIONAIRE YURI MILNER PLAYING CHESS WITH AMERICAN FILM DIRECTOR BENNET MILLER

THE HOLLYWOOD ACTOR WOODY HARRELSON PLAYING CHESS WITH GUESTS IN VIP LOUNGE

ACTOR ADRIAN GRENIER ON RED CARPET, CHESS SUPERSTARS MAGNUS CARLSEN AND SERGEY KARJAKIN ON RED CARPET



**CHESS
& JAZZ**


CHESS & JAZZ

FESTIVAL WHERE SPORT MEETS MUSIC

THE EXCLUSIVE SPORTING AND CULTURAL
EXTRAVAGANZA ATTRACTING OVER 10,000
ENTHUSIASTIC ATTENDEES

TOP CHESS PARTICIPANTS AND SUPERSTARS
(YAN NEPOMNIYASCHIY) AND JAZZ MUSIC
LEGENDS (GREGORY PORTER, CELO GREEN)

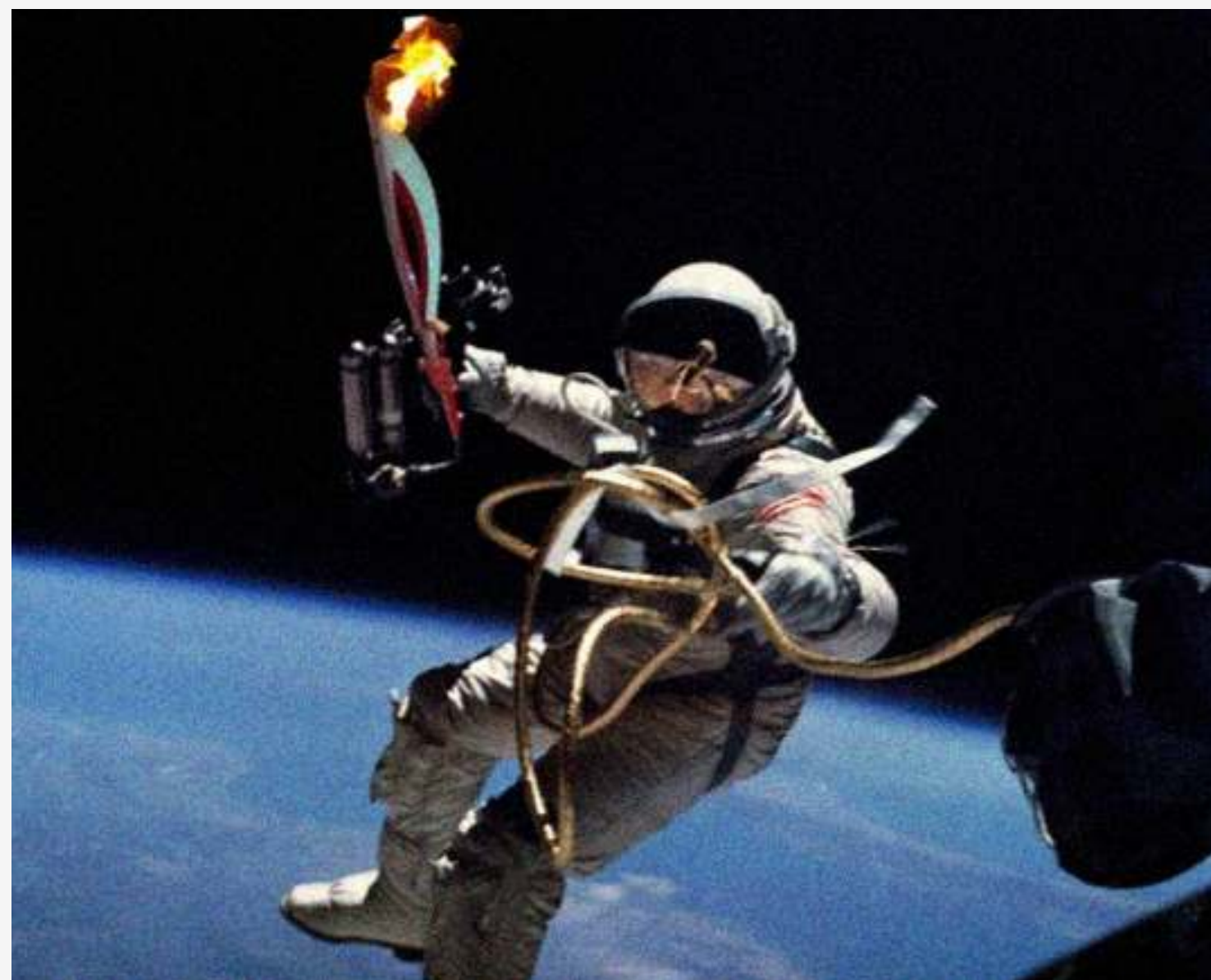


sochi.ru
2014 

WINTER OLYMPIC GAMES 2014 - SOCHI

OLYMPIC TORCH RELAY

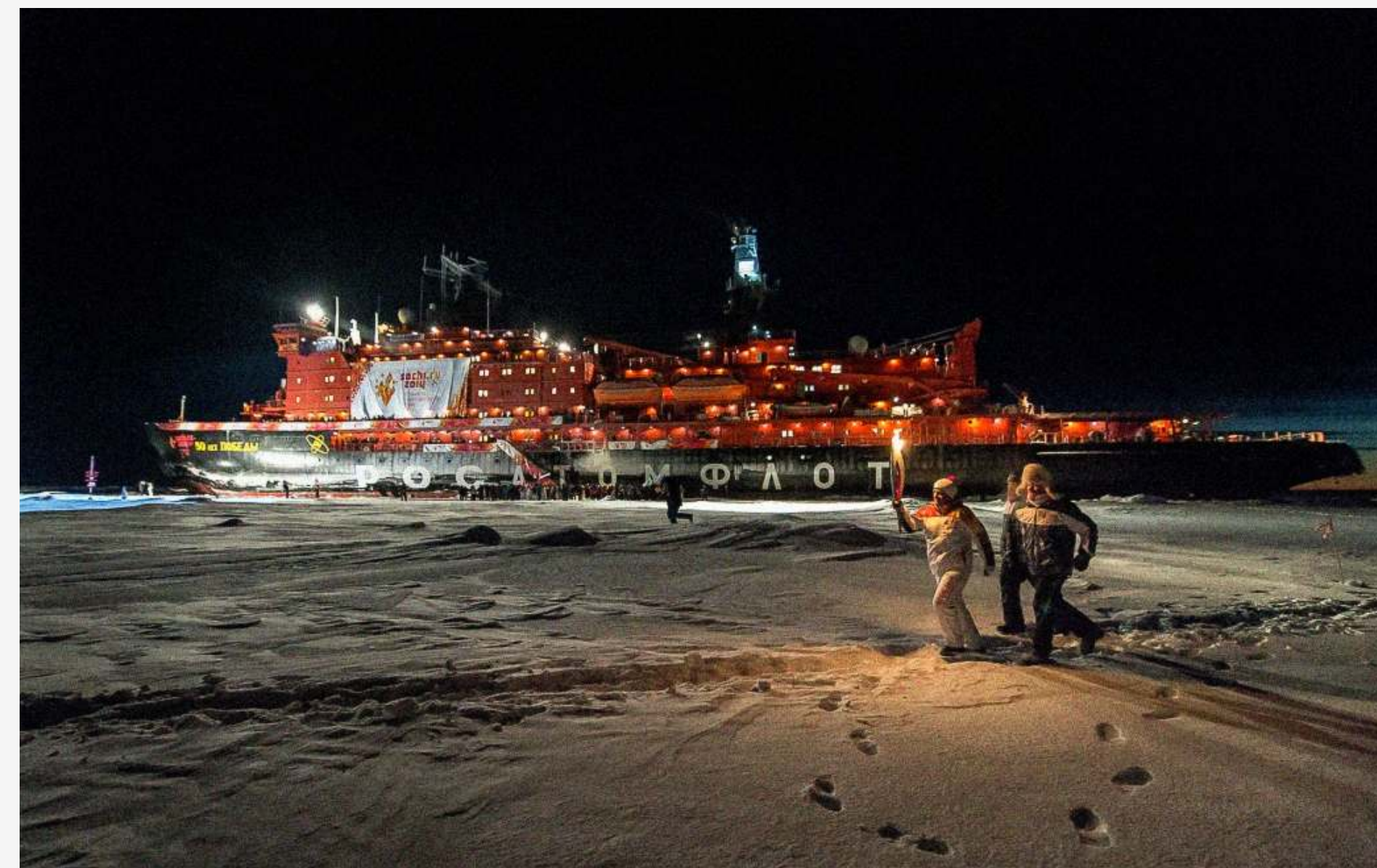
POINT OF TORCH RELAY -
INTERNATIONAL SPACE STATION



POINT OF TORCH RELAY - ELBRUS,
THE HIGHEST PEAK IN RUSSIA



POINT OF TORCH RELAY - NORTH POLE



130 CITIES

123 DAYS

14,000 TORCHBEARERS

40,000 KM

30,000 VOLUNTEERS



ГОША
РУБЧИНСКИЙ

ADIDAS X GOSHA RUBCHINSKIY

HYPEBEAST COLLABORATION OF A YEAR



KEY CLIENTS

