



***The Italian National
Olympic Committee***



The Italian National Olympic Committee is the most influential entity in the Italian sport world, and embodies the pure values promoted by the Olympic movement.

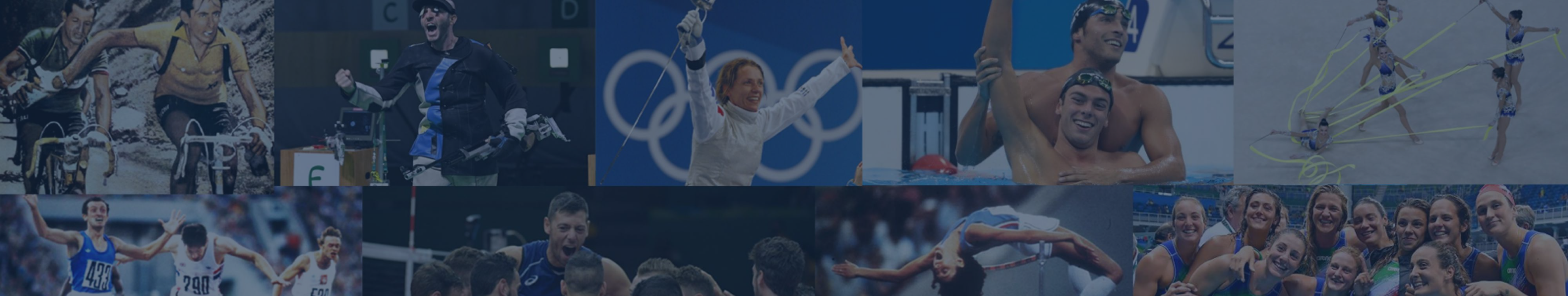
It is widely known as the entity that supports the Italia Olympic Team in its journey towards the Summer and Winter Olympic Games, as well as the organization responsible for the Italian mission during these events.

CONI also works as the Confederation of National Sport Federations.

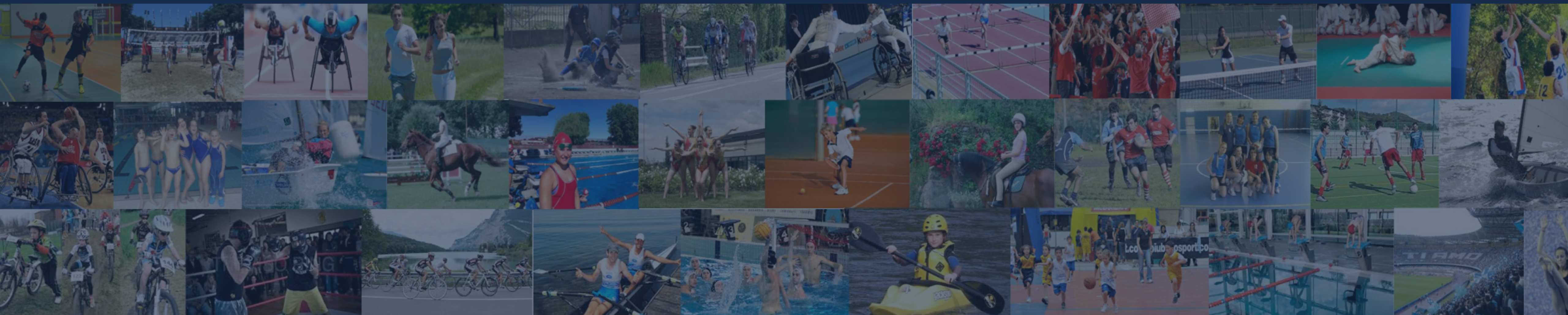
The Committee teams up with all of the Italian Sport Federations: a group of dynamic bodies whose value is enhanced by the strength of a collective network.

By pursuing a role of **hub** for the whole Italian sport system, CONI is capable of monitoring the national landscape, ensuring sustainability and promoting virtuous collaborations, including those with government bodies, and commercial partners.





Olympism is a philosophy of life, which places sport
at the service of the development of humankind.



Following the principles of the Olympic Charter, CONI brings on its mission to the Italian territory, promoting projects focused on sport, sport culture and its development at all levels of society, positively contributing to the welfare of the country.

With offices in each region of the country, CONI ensures that everyone has access to the same opportunities in terms of structures and activities, **with special attention to children** and to the importance of **sports for the development of the individual**.



THE ITALIAN SPORT SYSTEM, IN NUMBERS





***Marketing and Development
at the Italian National Olympic
Committee***

The Marketing and Development Department promotes CONI's products and assets through the production of content.

Its goal is answering to the real needs of the sport world by facilitating its dynamics for the growth of the system, with benefits for the collective wellness.

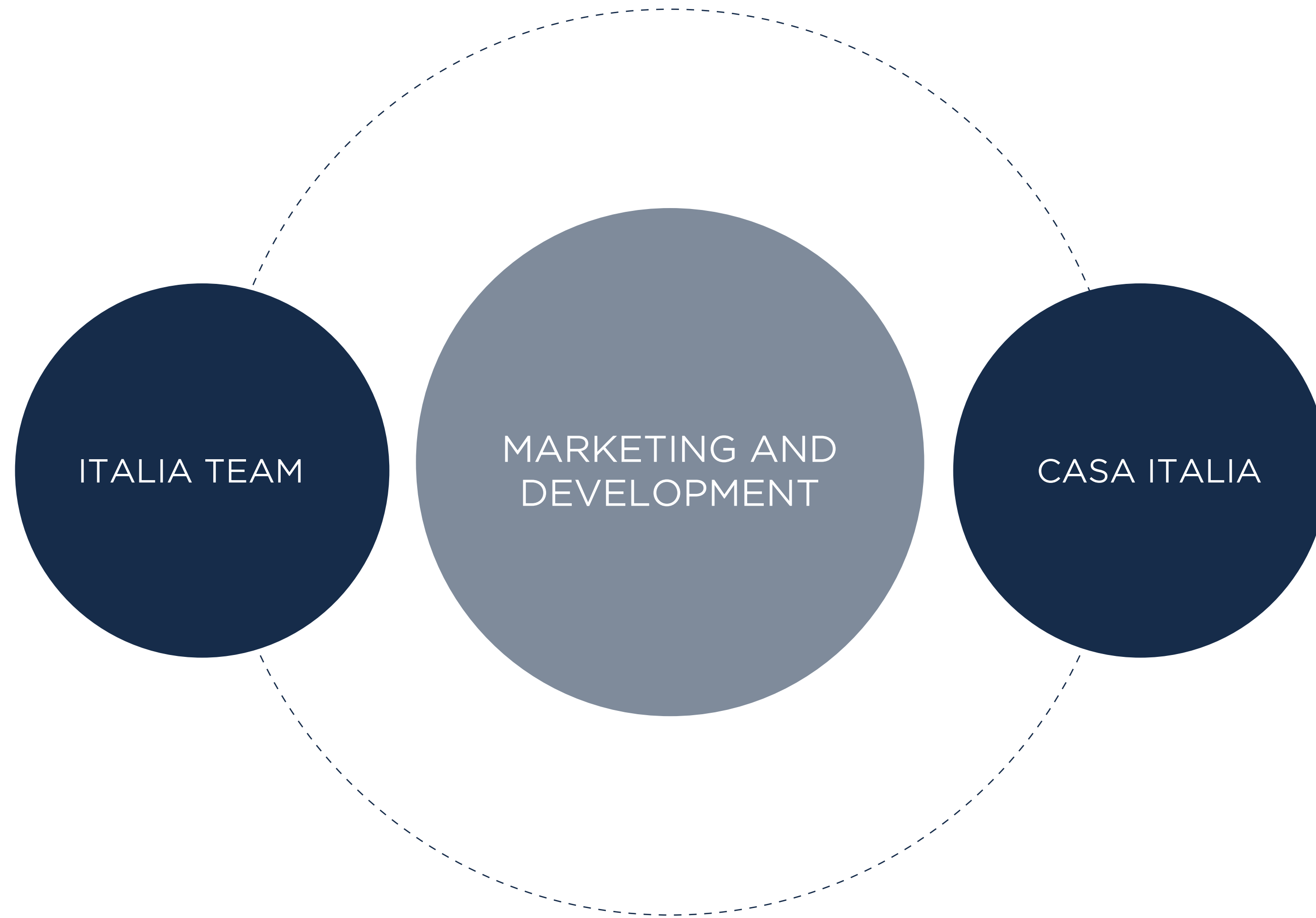
Vision, innovation, enterprising: keywords of the Marketing and Development approach based on comprehension, ideas, planning, production, evaluation.



As part of the Italian National Olympic Committee, the Marketing and Development area's main goal is to create business opportunities and generate income through **Partnerships**.

In order to do so, it develops relationships with both national and international companies and invests in its assets in order to create interesting products to attract more revenues.







ITALIA TEAM

We had the dream of telling the story of a team, embracing the purest sport values, teaching the importance of working together, in sport as well as in life.



CASA ITALIA

In the international context of the Olympic Games, Casa Italia works as symbolic depiction of the Italian cultural, artistic, culinary tradition. The location is part of the Olympic experience and meeting point for businesses. Special attention is dedicated to CONI's Partners, who have access to exclusive tailor-made packages, and dedicated services before and after the Games.



The Parco del Foro Italico, currently able to accommodate more than 5 million visitors a year, is the centre of a new project, aimed at increasing the number of admissions in its facilities, both from a qualitative and quantitative point of view.

The ultimate goal is to make the Parco del Foro Italico itself the most important venue for sports, culture and leisure within the Capital City of Rome.

EVENTS

JOINT VENTURE - INTERNAZIONALI BNL D'ITALIA



This event is part of the ATP Masters 1000 and WTA Tour Premiere, the best tournaments in the world, second only to the Grand Slam. It is the biggest tennis event in Italy and is one of the most important tournaments of the world tennis circuit.

Internazionali BNL d'Italia with its last editions gained further prestige becoming a Combined Event.

Each year, the Champions of the WTA and the Champions of ATP, compete on the prestigious tennis courts of the Foro Italico, within the incredible and fascinating scenery created by this unique location.

From 2007 to 2016, the tournament grew 100% in size – occupying a greater area of the Parco del Foro Italico - and 213% in audience. Revenues grew consequently, with +86% incomes from Sponsorships.



EVENTS

JOINT VENTURE – NEXT GEN ATP FINALS



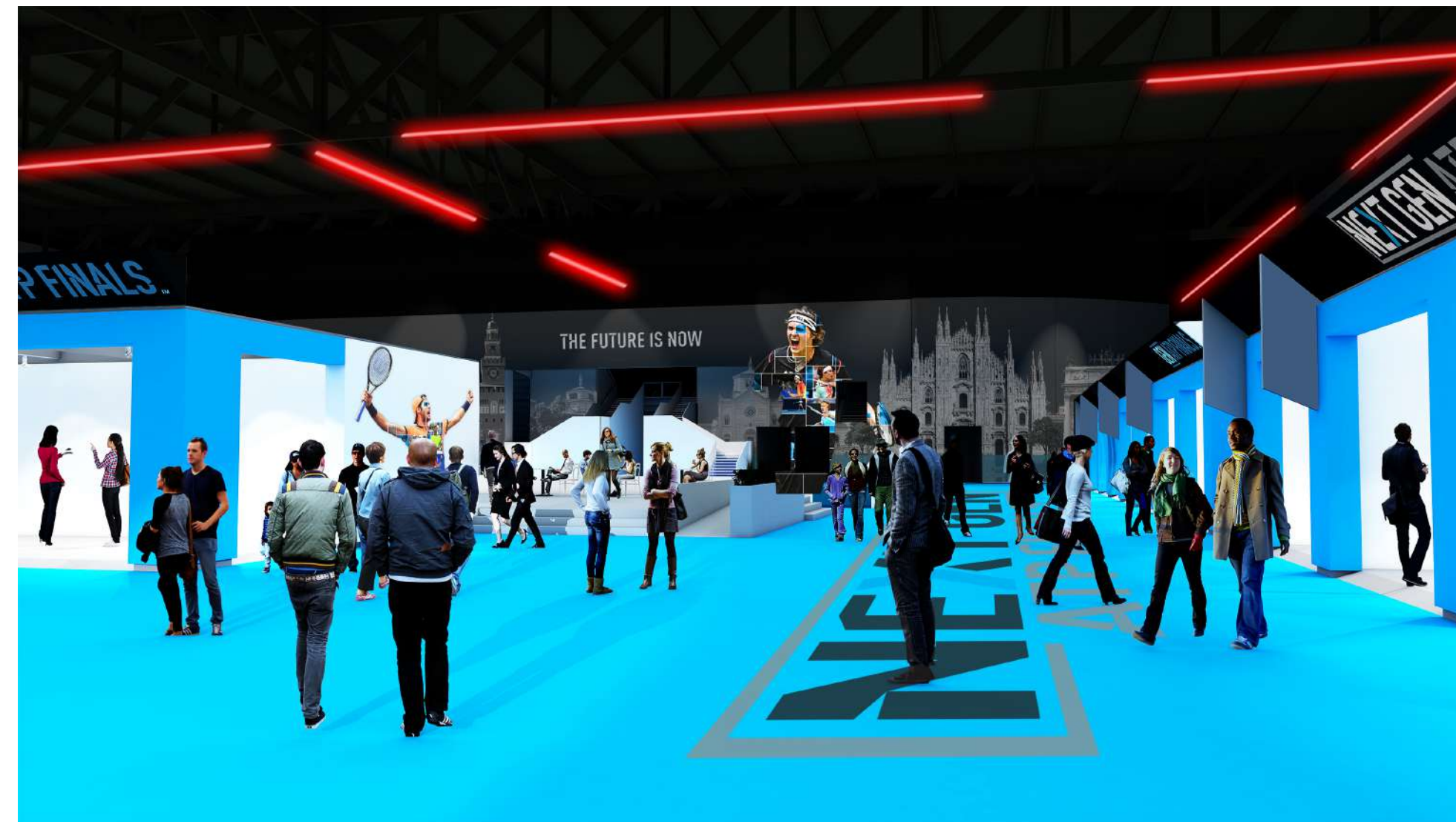
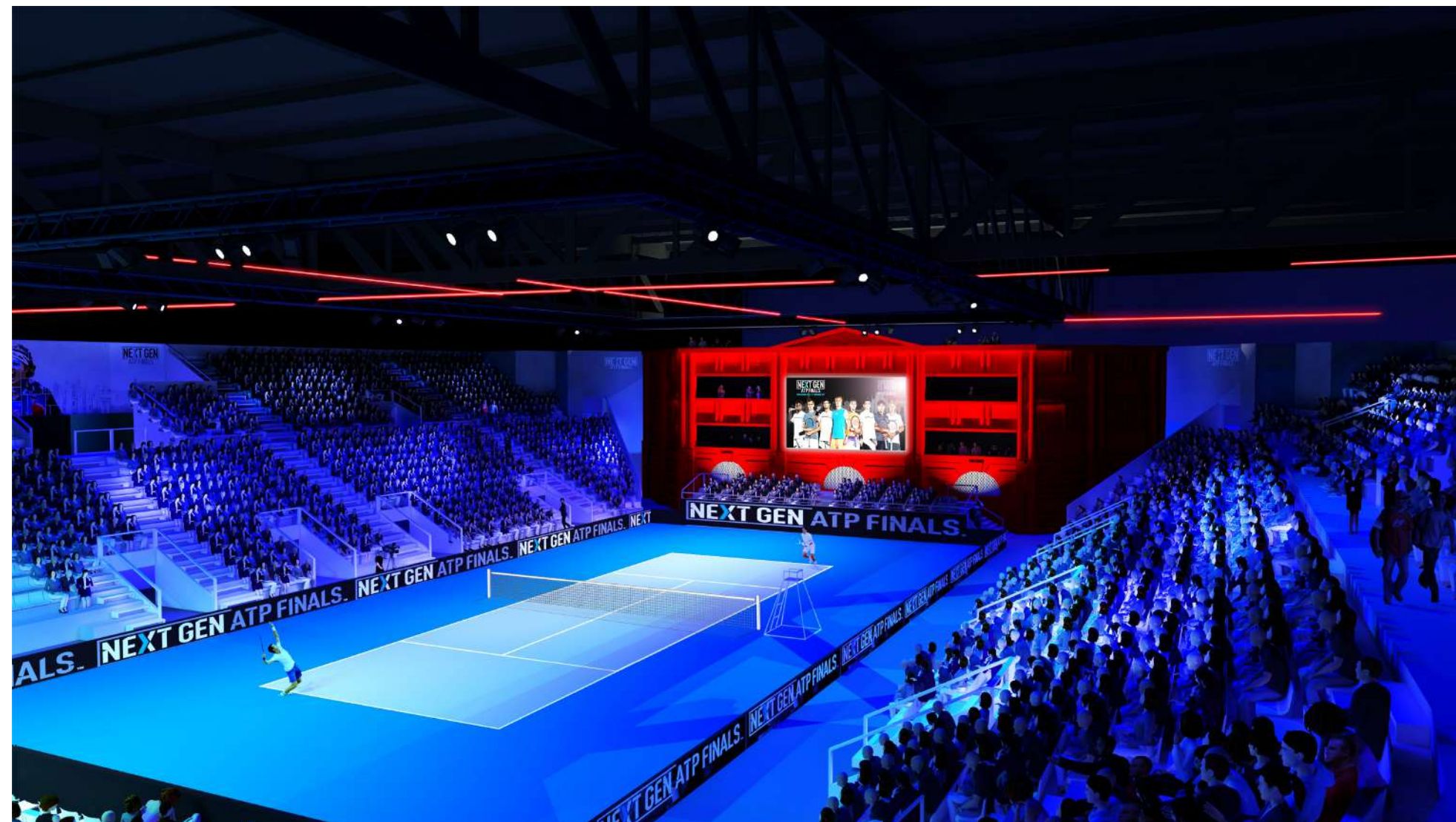
Tennis is back in Milan: in November 2017, the city has hosted the first edition of the NextGen ATP Finals.

The best athletes under 21 competed in a new sport facility, specifically set up in Fiera di Rho for the occasion.

The event creates the perfect setting for a 360-degree experience through new ways of interaction and engagement.

Entertainment is thought with a specific target in mind: the sport fans that were born and raised in the web era.

Sport and Tech share the spotlight, creating an event that's tailor-made for the next generation.



EVENTS

JOINT VENTURE - RBS SIX NATIONS



The Olympic Stadium hosts the home matches of the Italian National Rugby Team when engaged in the RBS Six Nations, the most prestigious continental Rugby Tournament.

The past years saw all the matches as recorded sold out: the organization of the RBS Six Nations at Stadio Olimpico saw many positive developments from the past editions held at Stadio Flaminio:

- greater public participation, with an increased average of viewers, from 32,000 to 72,000;
- better quality of services, available both for viewers and for the staff involved in the organization;
- improved "Third Time", hosted in the whole area of the Parco del Foro Italico;
- higher revenues generated from sponsorship and corporate hospitality activities.



EVENTS

JOINT VENTURE – PIAZZA DI SIENA



For the first time in 2017, CONI supported the Italian National Equestrian Federation in the organization of Piazza di Siena, the oldest and most renowned equestrian event, held in the heart of Rome, Villa Borghese.

Its 85th edition started at path to bring back the old splendour of the event, attracting sport fans as well as the target of entrepreneurs that the new event will need to engage in the project, in order to turn this already important sport events into a truly innovative experience.



EVENTS

JOINT VENTURE – WORLD TAEKWONDO GRAND PRIX



Following the Internazionali BNL d'Italia, the Parco del Foro Italico - in the wonderful Stadio Pierangeli - hosts the World Taekwondo Grand Prix Roma 2018, the first of 4 events of one of the most important tournaments worldwide.

The event will see the most important athletes in the world, 260 taekwondoki, from over 60 countries, competing in the Olympic categories towards the dream of Tokyo 2020.

The Kim and Liu tournament will also take place at the same time at Stadio dei Marmi, with over 2.000 children between 6 and 11 years old competing and playing in front of guests and the general public, including Bebe Vio, Paralympic Champion 2016.

On June 4-5, The Olympic Dream Cup 2018, Coppa Italia of taekwondo will take place as well: a team event displaying the best italian talents, 700 people between the ages of 11-17 coming from 17 regions.



EVENTS

JOINT VENTURE - GOLDEN GALA PIETRO MENNEA



It is the most important meeting of Athletics in Italy, the fourth tour date (the first taking place in Europe) of the world circuit of the IAAF Diamond League.

Each year, the best athletes compete at Stadio Olimpico, with an extraordinary audience of over 50.000 people.



EVENTS

JOINT VENTURE - INTERNAZIONALI DI NUOTO SETTECOLLI



It is a moment of historical importance for the Italian sports' tradition.

This sport event of great relevance, included among the most important international swimming events, offers the exceptional technical quality and value of the structure, also giving prestige to the pools of Foro Italico.



SPORT EVENTS CALENDAR 2018



 — 	February 4th, 2018 – Italy vs England March 17th, 2018 – Italy vs Wales	Stadio Olimpico: sport Parco del Foro Italico: entertainment
 — 	May 7 – 20, 2018	Centrale del Tennis Stadio Pietrangeli: sport Complesso del Tennis Super Tennis Arena Parco del Foro Italico: commercial and entertainment (Ballroom)
 — 	May 24 – 27, 2018	Piazza di Siena, Rome
 — 	May 31, 2018	Stadio Olimpico: sport Stadio dei Marmi: commercial and entertainment
 — 	June 1-5, 2018	Stadio Pietrangeli, Stadio dei Marmi: sport Parco del Foro Italico: commercial
 — 	June, 29 – July 1, 2018	Complesso del Nuoto: sport Parco del Foro Italico: commercial and entertainment
 — 	November 6-10, 2018	Fiera di Rho, Milan



Thank you.