

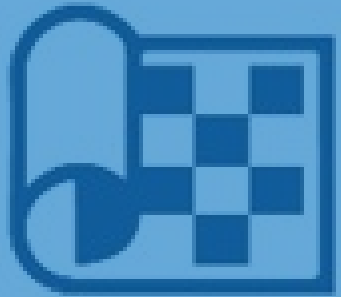
# PLANNING AND DEVELOPMENT COMMISSION REPORT

Team PDC  
April 2022



Planning and  
Development  
Commission

# SUMMARY



Planning and  
Development  
Commission

1

**Funding Report 2022: Federations, Continents,  
Affiliated Associations, Commissions**

2

**PDC Continental Meetings 2022**

3

**Other initiatives/projects**

4

**Concluding remarks**

# Funding Report 2022



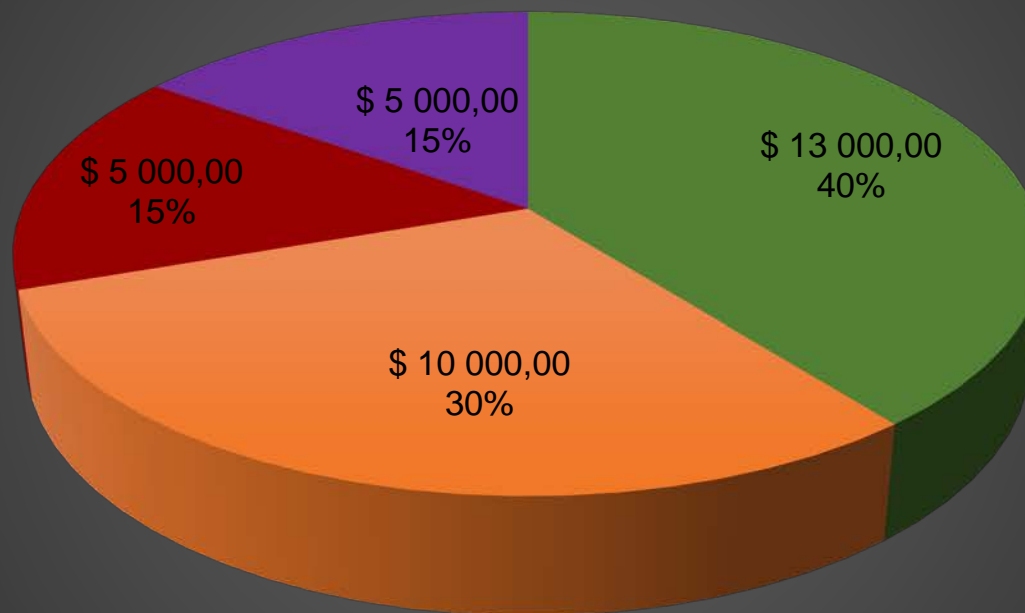


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# FEDERATION FUNDING ALLOCATION

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FEDERATION FUNDING BY CONTINENT- USD



■ AFRICA ■ AMERICA ■ ASIA ■ EUROPE

Total: \$33000  
As at April 9th, 2022

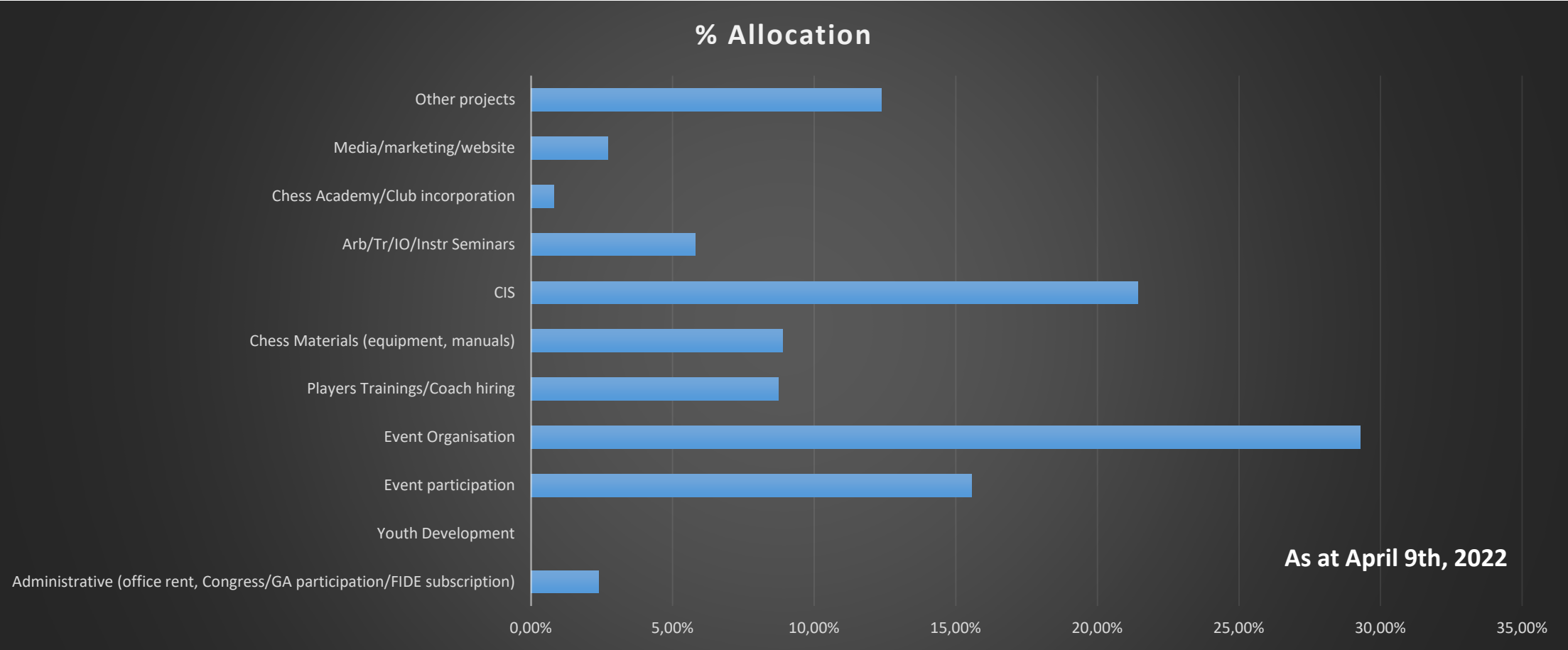


# FEDERATIONS

CONTINENT	AFRICA	AMERICA	ASIA	EUROPE	TOTAL
Approved and Funded	Rwanda (3000)	Barbados	Oman	Ireland	
	Djibouti	US Virgin Islands			
	Madagascar				
No. of Feds	3	2	1	1	7
Total Amount	13 000,00	10 000,00	5 000,00	5 000,00	33 000,00
Recommendations made, to be approved	Angola		Timor Leste	Andorra	
No. of Feds	1		1	3	5
In Review Process		Peru	Myanmar	Montenegro	
			Laos		
No. of Feds		1	2	1	4
Documents sent	Zimbabwe		Iraq		
	Niger	Chile			
	Malawi	Dom Rep			
No. of Feds	3	2	1		6



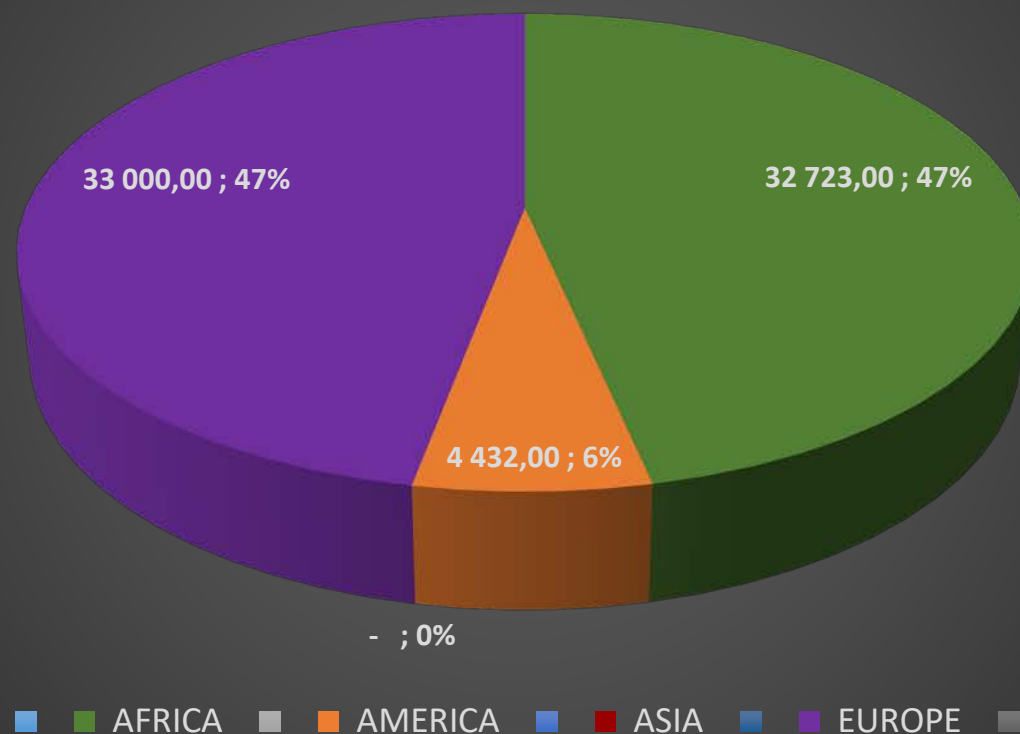
# USAGE OF FUNDS BY FEDERATIONS





# CONTINENTAL FUNDING

DRAWDOWN REQUESTS BY CONTINENT-EUR

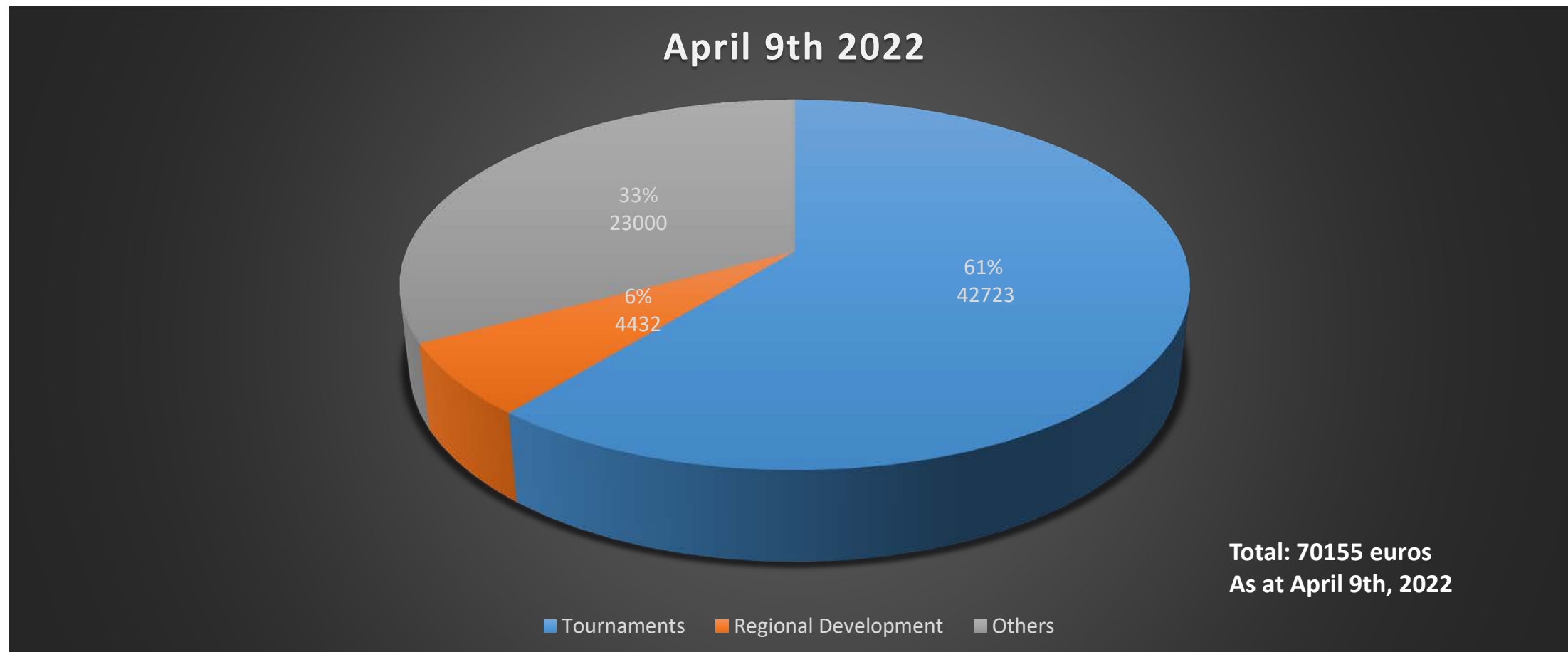


Total: 70155 euros  
As at April 9th, 2022





## USAGE OF FUNDS BY CONTINENT



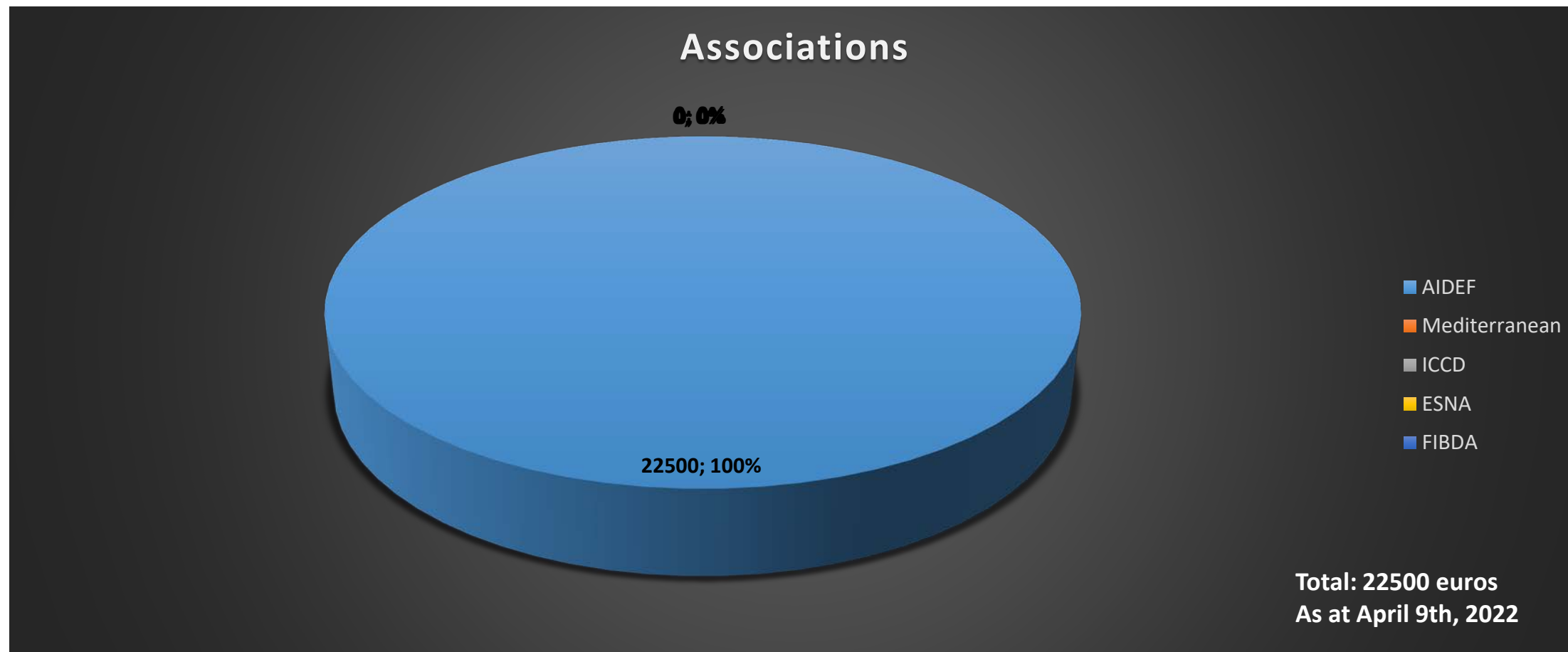




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# AFFILIATED ASSOCIATION FUNDING

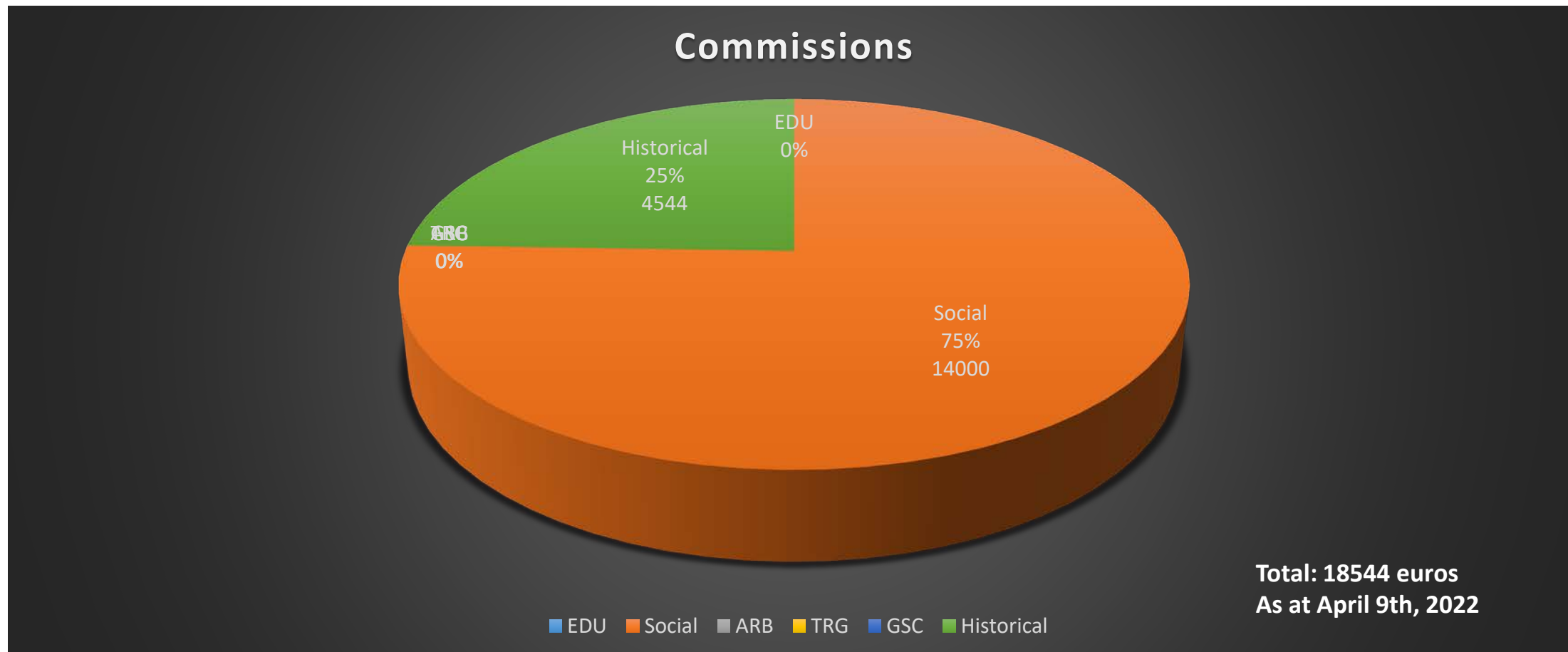




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# COMMISSION FUNDING

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# PDC CONTINENTAL MEETINGS



# PDC PRESENTATION

ITEMS

01

## FEDERATION FUNDING

Overview 2019- 2021

02

## CONTINENTAL FUNDING

Overview 2019- 2021

03

## STATUS OF FUNDING REPORTS

04

## PDC Chair Remarks

05

## APPENDIX B and C

Knowledge sharing session.

06

## SPONSORSHIP PROPOSAL

Knowledge sharing session.

07

## DEVELOPMENT OF CONTINENT

Open discussions.





# ATTENDANCE

Mexico

- 32/42

Africa

- 37/50

# PDC CONTINENTAL MEETING

13 February 2022



## Where & When

Hotel del Prado

–  
Av. Marina Nacional 399,  
Verónica Anzures, Miguel  
Hidalgo, 11300 Ciudad de  
México, CDMX.

13 February 2022

10.00 AM

–  
07.00 PM

## Contact information

E : [PDCChairefide.com](mailto:PDCChairefide.com)

W : <https://pdc.fide.com/>



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# PDC CONTINENTAL MEETING

22 February 2022

## Where & When

Hotel Marriott Kampala by SKYZ  
-  
Kampala, Uganda.

22 February 2022  
10.00 AM  
-  
07.00 PM

## Contact information

E : [PDCChairefide.com](mailto:PDCChairefide.com)  
W : <https://pdc.fide.com/>











# REMARKS

- There was a large attendance of delegates, which shows the interest and the need to meet face to face.
- Another productive segment was when the delegates gave ideas on how to develop the continent in the short-medium term. They also provided insights to the various chess activities in their respective countries. Mutual cooperation between countries and regions was the consensus of the majority.
- The participants really were engaged by the Sponsorship Template which was created by the Marco Verdoia, FIDE Marketing Director.
- The meetings were an excellent opportunity to publicize FIDE's growth strategy, because of the communication face to face. Example: it presented an ideal platform to promote Women in Chess Development.
- Ideas for new initiatives such as an Orientation Program for Federations also emerged from the meetings.
- The **reports** of each meeting were done and shared with FIDE together with the respective links.

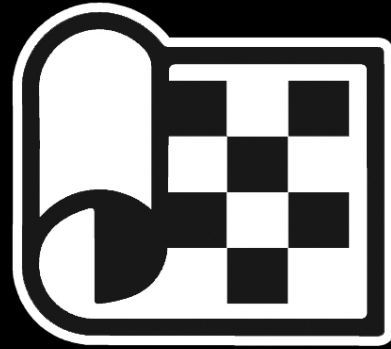
# OTHERS ACTIVITIES/PROJECTS





# Guidelines on a Sponsorship Proposal

- The purpose of this document is to provide some guidelines regarding the event sponsorship sales process, covering 5 key steps and complementing the guidelines with simple recommendations based on previous sponsorship sales and management experiences, and with a Sponsorship Proposal Template.
- This is a PDC Fed Forum idea, elaborated by Marco Verdoia, FIDE Marketing Director.
- It was presented in PDC Continental Meeting and it is available in PDC website (Resource Library): <https://pdc.fide.com/presentations-3/>



# Sample slides

Guidelines on sponsorship proposal



# Sponsorship Proposal Template for Events

Save a copy of this template and edit the slides to develop your own event sponsorship proposal. Simply use the toolbar to customise the colours and branding to suit your event. Don't forget to delete the instructional slides before sending!

This template is meant to be a general guide and layout for a simplified sponsorship package. It assumes you know what your assets are worth and that you know a few things about your event attendees or other target demographic.

1

## Before you start

### Target the right sponsors

Make partnerships a win-win by approaching brands that appeal to your attendees and will drive ROI for sponsors.

### Know your market value

Make sure the items in your sponsorship inventory are priced fairly. Blindly assigning costs to packages could undervalue your event or risk your reputation.

### Be flexible with solutions

The tradition of horse, silver, and gold sponsor packages surely won't appeal to everyone. Be open to tailoring a solution to win more deals.

2

Event Date | Location

## Event Name

*Event tagline*

3

**Summary or mission:**  
Introduction about chess  
today  
Event description &  
Why your event exists

4

## About your organization

- Who you are (brief credentials as an event organiser or what makes you an expert in your field if launching a new event)
- Why you are organising this event
- Brief history of the event

5

## Show the credibility of your event

If you've run the event previously, include a slide with the following:

- Photos
- Testimonials
- Key stats

6

## About the attendees

Who are your attendees and what are they interested in?

Describe your demographic – try to be as specific as possible and relate how this audience aligns to the potential sponsor you're pitching.

Talk about your audience, users, attendees, delegates, board, etc. Don't have this data? Put this document down right now and send a survey to your audience. Send surveys before and after events. Run contests and giveaways to get your audience to tell you more about themselves.

7

## Event promotion plan

What are your event promotion plans? How will you reach your attendees? This is a good place to include your reach on social media, email lists, and advertising.

Getting sponsors involved in promotion from the start is easier than asking them for Facebook posts or tweets in the lead up to your event

8

## Sponsorship Opportunities

Create a tailored sponsorship package or present 'a la carte' options to your potential sponsor leveraging the available sponsorship inventory (online and offline activations, see examples in the guidelines)

List some ideas from your audience surveys and data that will make your audience experience better. Include examples and ideas of things that stand out as unique and solve a real problem of your audience.

Don't just list all the places you can put a logo! Put your audience data to work and help your sponsor think of some unique ideas to get involved with your property.

9

## The package and benefits

What do they get? Don't just include on-site and online benefits, but include things like co-branding on all marketing materials, access to attendee list, and any other pre or post event promotion they'll enjoy. Mention if this is exclusive or how many opportunities are available at this level of sponsorship.

Don't treat this section like a shopping list or a list of every single thing you offer. Instead use it to get some ideas on the table to help your sponsors think of new ways to get involved with you. Break it into sections like branding, marketing, thought leadership, sampling etc. rather than listing arbitrary levels with prescribed assets that sponsors have to buy.

How much will it cost?

The recommended options here are:

1. List asset options, brand activation opportunities or packages available
2. Discuss a tailored approach that you think best suits their business

Tell them that they get to decide what makes up their sponsorship package, not you. Remind them that if they don't want a booth that they get to trade it dollar for dollar for something else. Everything you do is custom and built for their budget.

Ask them questions throughout the document, engage them, encourage them to customize. In fact, outright tell them that you prefer to customize because only they know their business, not you. Why? Because as they customize they tell you what they want, how they measure success and what they are looking for. This is gold for the sponsorship sales person.

10

## What sponsors get / highlight past successes

If you have previous results or the projected results for sponsors, include them here. Make sure you understand the market value of your reach and event assets available for sponsorship to avoid over or under valuing the partnership.



11

Use images from past sponsorships if available

12



# OTHER PDC INITIATIVES

Capacity Building Seminars: In progress-Further data being obtained for design

Creation of dashboard of federation data. In the interim, Fed data posted under Resource Library on PDC website- **in progress**

The Design of an online application and processing platform for funding applications, with priority given for Federation submissions. This will allow for population of KPIs and related analyses:  
**In progress-Vendor to be sought.**

PDC to propose a system for the Online calculation of development levels using available federation data: In progress-  
**Committee to be set up**

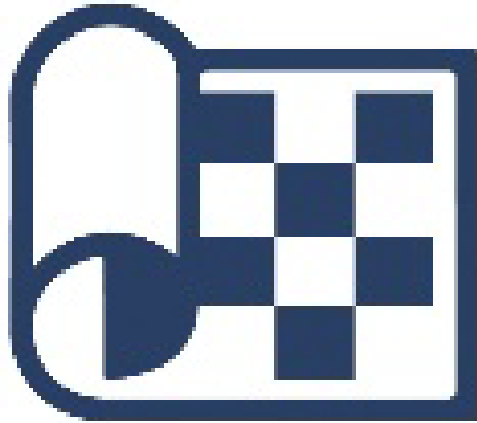


# OTHER PDC INITIATIVES

PDC Federation Handbook-  
**Status: Vendors being sought  
for Design of publication**

Information shared to  
Communications/PR Team for  
more efficient and effective  
reporting of projects funded  
by FIDE. Investments- **ongoing  
initiative**

Orientation programme  
Federations- in progress



## Planning and Development Commission

### CONCLUDING REMARKS

- The meetings with the federations have been an effective way to communicate and to facilitate the coordination of projects related to their needs, as well as FIDE projects. So, it is recommended that we continue the FED Forum (online) and face-to-face meetings/workshops.
- Federations repeatedly request guidelines/templates and training in order to better manage their resources. In this sense, it is recommended to support and execute projects such as the Federation Handbook and Orientation programme.
- The review of the development levels will be a key priority to accomplish in 2022 so that FIDE can more effectively distribute resources.

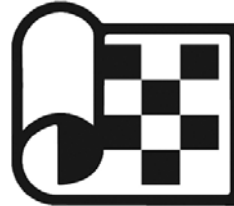
 FIDE Planning and Development Commission

 [planninganddevelopmentsecretary@fide.com](mailto:planninganddevelopmentsecretary@fide.com)

 [www.pdc.fide.com](http://www.pdc.fide.com)

 @FIDEPDC

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**THANK YOU**

