The 2nd European Games
2019
Why a European Games?

• Europe was only continent not to have its own multi sport Games pre 2015
• Number of Olympic medals won by Europe was continuously reducing:
  - Seoul 1988 Europe won over 70% of Olympic medals
  - Beijing 2008 Europe won less than 40% of Olympic medals
• Success of Baku 2015 clear from athletes perspective:
  - 50 Gold, 50 Silver and more than 100 Bronze Rio 2016 Olympic medals were won by athletes who won medals in Baku 2015
50 European countries

More than 18,000 official participants

23 Events

15 Sports

10 Qualification events to Tokyo 2020

4 Official European Championships

21 Opening ceremony

June 2019

30 Closing ceremony

4082 Athletes

200 Medal events
The 2nd European Games Minsk 2019
Logo and Slogan

Bright Year, Bright You!

Час яскравих перемог!
Время ярких побед!
# Sports Programme – Competition Schedule

## SPORTS PROGRAMME

<table>
<thead>
<tr>
<th>SPORT</th>
<th>VENUE</th>
<th>Events</th>
<th>Athletes</th>
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</thead>
<tbody>
<tr>
<td>Archery</td>
<td>Olympic Sports Complex</td>
<td>8</td>
<td>128</td>
</tr>
<tr>
<td>Athletics</td>
<td>DRAKAO Stadium</td>
<td>10</td>
<td>690</td>
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<tr>
<td>Badminton</td>
<td>FAIDAI Club</td>
<td>5</td>
<td>160</td>
</tr>
<tr>
<td>Basketball</td>
<td>PAOLOVA Arena</td>
<td>2</td>
<td>128</td>
</tr>
<tr>
<td>Beach Soccer</td>
<td>Olympic Sports Complex</td>
<td>1</td>
<td>96</td>
</tr>
<tr>
<td>Boxing</td>
<td>Sports Palace BRICHE</td>
<td>15</td>
<td>316</td>
</tr>
<tr>
<td>Canoe Sprint</td>
<td>Regatta Course ZASLAV</td>
<td>16</td>
<td>350</td>
</tr>
<tr>
<td>Cycling</td>
<td>Minsk Arena Velodrome</td>
<td>24</td>
<td>542</td>
</tr>
<tr>
<td>Gymnastics</td>
<td>Minsk City</td>
<td>32</td>
<td>286</td>
</tr>
<tr>
<td>- Artistic (12 events)</td>
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<tr>
<td>- Trampoline (4 events)</td>
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<tr>
<td>- Aerobic (2 events)</td>
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<td>- Rhythmic (6 events)</td>
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<tr>
<td>- Acrobatic (6 events)</td>
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<tr>
<td>Judo</td>
<td>CHIZHOVKA Arena</td>
<td>15</td>
<td>400</td>
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<tr>
<td>Karate</td>
<td>CHIZHOVKA Arena</td>
<td>12</td>
<td>96</td>
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<tr>
<td>Sambo</td>
<td>Sports Palace</td>
<td>18</td>
<td>144</td>
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<tr>
<td>Shooting</td>
<td>Shooting Centre</td>
<td>19</td>
<td>330</td>
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<tr>
<td>- Rifle &amp; Pistol (13 events, 2nd atlet.)</td>
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<td>- Shotgun (6 events, 122 athletes)</td>
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<tr>
<td>Table Tennis</td>
<td>Tennis Olympic Centre</td>
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<tr>
<td>Wrestling</td>
<td>Sports Palace</td>
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## DAILY COMPETITION SCHEDULE

<table>
<thead>
<tr>
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<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
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</tbody>
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## OPENING & CLOSING CEREMONIES

DRAKAO Stadium: Overall Events & Athletes: 200 | 4002

<table>
<thead>
<tr>
<th>Men's Events</th>
<th>Women's Events</th>
<th>Mixed Events</th>
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<tbody>
<tr>
<td>91</td>
<td>89</td>
<td>20</td>
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**Notes:**
- **AD** - Arrival Day
- **TR** - Training Day
- **D** - Competition Day
- **F** - Medal Competition Day
10 Sports are the Part of the 2020 Summer Olympics Qualification System:

- **Archery** – Ranking points
- **Athletics** – Qualification standards
- **Badminton** – Ranking points
- **Boxing** – Ranking points
- **Canoe Sprint** – The winners in C1 Men 1000m, C2 Men 1000m & C1 Women 200m, C2 Women 500m Olympic events
- **Cycling** – Ranking points
- **Judo** – Ranking points
- **Karate** – Ranking points
- **Shooting** – The winners in each individual Olympic event
- **Table Tennis** – Three medalists in the Men’s and Women’s Singles events, gold medalists in Men’s and Women’s Team events, gold medalists in Mixed Doubles events
1. Shooting Centre (Rifle & Pistol)
2. Sporting Club (Shotgun)
3. URUCHIE Sports Palace (Boxing)
4. Olympic Sports Complex (Beach Soccer)
5. Olympic Sports Complex (Archery)
6. Minsk City Centre (Cycling – Road)
7. DINAMO Stadium (Athletics)
8. Sports Palace (Sambo, Wrestling)
9. Palova Arena (Basketball 3x3)
10. Olympic Tennis Centre (Table Tennis)
11. Falcon Club (Badminton)
12. Velodrome Minsk Arena (Cycling Track)
13. Minsk Arena (Gymnastics)
14. ZASLAVL Regatta Course (Canoe Sprint)
15. CHIZHOVKA Arena (Judo)
Athletes’ Village

- Capacity: over 6,000 athletes and officials;
- 9 residential buildings;
- Total of 3862 rooms;
- A typical accommodation unit will comprise a 50 sq.m. twobedroom apartment for 4 residents;
- Refurbishments, temporary structures and overlay completed by the end of April 2019.
Webpage and Online Activities


- 2 languages: English, Belorussian, Russian

- **Social media:** Facebook, Instagram, Twitter, YouTube, VK (links available on the official website)

- **Strategy:**
  - Exciting content: Games, sports and tourism
  - Users can like, share and comment
  - Branded visual content
  - Cooperation with other social media communities
  - Increasing of post views in social media
Ticketing Strategy

The MINSK 2019 European Games is a unique multi-sport event, which will attract thousands of spectators from all over the world.

The strategic planning and delivery of the ticketing programme of the Games will be developed to meet the key objectives, such as:

➢ support full stadiums attendance;
➢ delivering an effective, service-oriented ticketing programme;
➢ providing fans in Belarus and abroad with equal opportunities for obtaining tickets to the 2nd European Games 2019.

Information on ticket pricing will be presented to the public in October 2018.
Start of the ticket sales is planned on 1 December 2018;
➢ minsk2019.ticketpro.by is already available for news subscription;
➢ sales to the general public will be conducted by MEGOC though minsk2019.ticketpro.by in the territory of Belarus and through Official Resellers on their territories starting from 1 December 2018 until 28 February 2019;
➢ tickets will go on sale worldwide to the general public on 1 March 2019 at www.minsk2019.ticketpro.by;
➢ general public will also be able to buy tickets offline in the City Ticket Outlets and Venue Ticket Box Offices as well as in more than 400 Partnership Sales Outlets around Belarus.
VISITING BELARUS VISA-FREE FOR TICKETHOLDERS
10 June - 10 July 2019 года

A VISA-FREE TRAVELER MUST HAVE:

1. Valid passport
2. Medical insurance of 10,000 euro (can be purchased on site)
3. Daily monetary allowance – at least 2 base amounts* for each day of stay

Citizens of 80 countries can stay in Belarus without visas for five days, including the arrival and departure days

Mandatory requirement – arrival and departure via Minsk National Airport

LIST OF COUNTRIES WHOSE CITIZENS ARE EXEMPT FROM VISA REQUIREMENTS FOR FIVE-DAY VISITS TO BELARUS

Australia
Austria
Albania
Andorra
Antigua and Barbuda
Argentina
Barbados
Bahrain
Belgium
Bulgaria
Bosnia and Herzegovina
Brazil
Vanuatu
Vatican
United Kingdom of Great Britain and Northern Ireland
Hungary
Vietnam**
Haiti**
Gambia**
Germany
Honduras**
Hong Kong Special Administrative Region of the People's Republic of China
Greece
Denmark
Dominica
India**
Indonesia

Ireland
Iceland
Spain
Italy
Canada
Cyprus
People's Republic of China**
Korea (Republic)
Kuwait
Latvia
Lebanon**
Lithuania
Liechtenstein
Luxembourg
Macao - Special Administrative Region of China**
The Republic of Macedonia
Malaysia
Malta
Order of Malta (not a state)
United Mexican States
Federated States of Micronesia
Monaco
Namibia**
Netherlands
Nicaragua
New Zealand
Norway

Oman
Panama
Peru
Poland
Portugal
Romania
Samoa**
San Marino
Saudi Arabia
Seychelles
Saint Vincent and the Grenadines
Singapore
Slovakia
Slovenia
United States of America
Uruguay
Finland
France
Croatia
Czech Republic
Chile
Sweden
Switzerland
El Salvador
Estonia
Japan

* A base amount is equal to 10 euro
** A traveler must have a valid document for travelling abroad with a valid multiple-entry visa of one of the European Union member states or the Schengen Area member states bearing a European Union or Schengen Area entry stamp, and also tickets with a return date from Minsk National Airport
Current Promotional Activities

• Participation in international sports and touristic conferences and exhibitions

• Joining international sports festivals and campaigns

• Collaboration with national and European sports federations
PR projects

- **Sport Ambassadors project** - promoting athletes in 15 sports of Minsk 2019.
- **Informational Ambassadors project** – local and international famous persons participate in promotion of the 2nd European Games 2019
- **Bright Team project** - famous people try their skills in 15 sports of Minsk 2019
Volunteers

- Applications from foreign countries include: Azerbaijan, Hungary, Lithuania, Poland, USA
- Advertising placed on most visited and relevant websites
- Social networks activities via dedicated Instagram, Vk, Facebook
- Collaboration with leading universities to promote the volunteer programme and inspire the youth
- Education and Training Concept developed
- Ongoing special projects, dates and events
Bright Year, Bright You!

Время ярких побед!

Час ясных побед!