

**CARROM**★  
production

presents

# WCT

## World Carrom Tour



On the 14<sup>th</sup> & 15<sup>th</sup> of February 2009, there will be tense excitement within the immortal walls of the Cannes *Palais des Festivals*. It's a passion. It's a sport. And finally, a century and a half after its creation, and with over a billion players worldwide waiting to watch, the game of Carrom is going pro. We're asking you to be a part of this ground-breaking moment as a privileged partner of the 1<sup>st</sup> edition of the World Carrom Tour.



The *World Carrom Tour* is a new and exciting professional sporting event for a well followed passion that has been waiting for over a decade. Carrom Production, ambassadors of Carrom for over 10 years, has signed a four-year agreement with Eurosport for the televised cable diffusion of an annual competition. Featuring the best and most exciting players in the world, the WCT will open its first boards in February 2009.

### A PROVEN PARTNERSHIP

Eurosport and Carrom Production have worked together before, hosting the 5<sup>th</sup> International World Carrom Amateur Championship, which took place in Cannes in 2008. The event's local and televised success proved that Carrom had what it takes to support a professional circuit. Carrom Production have recently partnered with InTheBox Agency to assure a complete sponsorship servicing and communication package, and the International Games Festival in Cannes has again been chosen to host the 1<sup>st</sup> Edition of the World Carrom Tour.

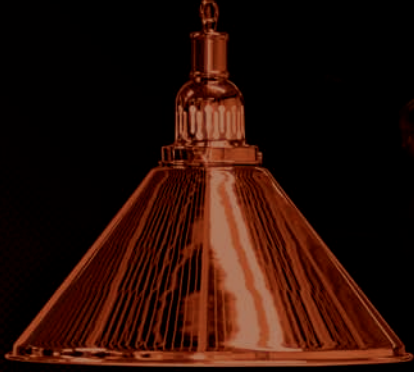


Inspired by English billiards, yet the fruit of Indian culture, the game sustains and fosters improbable balances between extremes. The values we associate with Carrom and that would accompany your sponsorship are:



**Relaxing yet Exciting**  
**Trendy yet Traditional**  
**for Family and Friends**





## CARROM'S INCREDIBLE STORY

How Carrom came to be played by over a billion people throughout the world is due entirely to the exciting and relaxing atmosphere it creates. It was invented over 150 years ago in India and started making its way in to European and American homes for the first time during the Beatle's craze in the 60's. Millions discovered Indian and Asian culture for the first time as the world started opening itself up to exchange of new ideas and passions.

Today the passion for the sport is growing at an incredible rate, and competitive play has been steadily increasing at the amateur level. Over 20 million players compete in India alone, and over 20 official federations open to all publics exist throughout Europe and North America.

In 2007, the 5<sup>th</sup> World Carrom Championship was organized by Carrom Production, French and international carrom Federation, a group of partners dedicated to spreading their passion for the game throughout Europe. They have been co-manufacturing and distributing the game through their company Carrom Art, working directly with Indian factories for over 10 years. The confidence and relationships built permitted the sport's best players to travel overseas. For the first time in history, the World Championship was hosted outside India or Pakistan. 150 of the best players in the world met, and Eurosport 2 diffused the programs throughout Europe, in 19 different localizations. They encountered surprising success.

The momentum built up from international amateur competitions has created the desire for a professional circuit, and the World Carrom Tour is the result. Carrom Production, InTheBox Agency and Eurosport have committed to a four-year partnership to bring Carrom to European audiences.



The WCT is an annual event that will travel over three continents with Eurosport.

**1<sup>st</sup> Event: France 2009**

**2<sup>nd</sup> Event: France & USA 2010**

**3<sup>rd</sup> Event: France & Maldives 2011**

**4<sup>th</sup> Event: France & India 2012**



The World Carrom Tour invites you to become a part of this adventure, and sign up for the 1<sup>st</sup> edition of something new and exciting for your company's image. Our sponsorship package offers a full communication deployment, and your mark will be associated intelligently at all levels.

#### EVENT VISIBILITY – On the set of the World Carrom Tour

- ⇒ Sponsor Board – Logo representation behind all interviews
- ⇒ On site Visuals – Logo representation on all event visuals, posters, flyers
- ⇒ Event Communication – Logo representation on all press releases and general documents announcing the event

#### TELEVISED PRESENCE

- ⇒ Communication on site – during the tournament events, televised visibility throughout the program
- ⇒ Eurosport 1 and Eurosport 2 banner publicity, Europe wide.
- ⇒ Video DVD distribution of the program through the year in specialized stores

#### PRESS COVERAGE

- ⇒ Press Communication assured through all major European sports publications in partnership with Eurosport
- ⇒ Local Press Coverage assured through the partnership with the Cannes International Game Festival
- ⇒ Specific Press relays for major sponsors assured by InTheBox Agency

#### INTERNET COMMUNITY VIRAL COMMUNICATION

- ⇒ Eurosport.com will relay information and promotion
- ⇒ Dedicated web-site for the World Carrom Tour
- ⇒ Partnership presence with all amateur federations



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