

OFFER

Original TV format

(CLASH OF THE FANS®

БИТВА ФАНАТОВ®

Sport Game Show

The project is presented by
Social alternative Foundation
Multisport Association of Russia

«Clash of the Fans»® is a large-scale, TV game show with contribution of football fans from all participant countries in the World Cup in Qatar in 2022

1. Aims and goals

- Qatar's advertising campaign ahead of the 2022 World Cup.
- Representing Qatar as the hospitable host of the 2022 World Cup.
- Presentation of the unique tourism, business and transport opportunities of Qatar.
- Television promotion of the upcoming World Cup for an audience of all participating countries.
- Promotion of the idea of friendships between fan associations of different countries.
- Strengthening interethnic friendship against the backdrop of the upcoming World Cup.
- Maintaining the themes of the World Cup-2022 in Qatar in the globe media.
- Advertising campaign World Cup-2022

2. Location

- Qatar

3. Synopsis / Short Description

- **The Genre**
Sport Game Show
- **Targeted audience**
Active people of any age and gender from among lovers of not only football, but also an active lifestyle. Football fan communities.
- **Broadcasting**
The project's television broadcasting is carried out in each of the 16 countries participating in the World Cup 2022

- **Countertypes/Analogues**

An analogue of the project is the popular French sports show "Intervilles International". The show has become popular in more than 30 countries of the world. The Russian name of the show "Big Races", in the UK "It's Knockout", in other European countries the show was called "Jeux Sans Frontieres".



A distinctive feature of the «Clash of the Fans» project is that all the challenges are stylized according to the football theme, but in an unexpected and non-standard interpretation.

- **Project main concept**

- A team is selected / nominated from each country, which includes prominent representatives of the fan football movement, iconic persons of a football or near-football theme, media persons.
- A team captain is appointed. According to the rules of the game, he does not have the right to take part in contests, but he has the right to appoint participants.
- The team coach helps him in this.
- Each game consists of 5 qualifying contests / tasks, where participants, competing, must score the maximum number of points.
- Among the competitions there are both individual and group.
- The structure of the team is as close as possible to the structure of the football team / club (players-captain-coach)
- The structure of the project is as close as possible to the structure of football championships
- The winning team of the project receives a prize - a visit/tickets to the World Cup grand final in Qatar.

4. Project outline

- **The scheme of the project is similar to the scheme of qualifying rounds and the rules of the World Cup.**

- 32 participating countries
- Pill pull
- 8 groups with 4 teams each
- One best team comes out of each group
- Two semifinal games. From each game two teams go to final game
- Four teams in the final game and one winner at the end of the episode.

- **Project structure**

Episode	Description	Number of teams	The final of episode
1	Regional episode where the viewer of the country is introduced to the team. Selection and profiles of participants, pill pull.	1	Pill pull and determination of the order of teams participation
2	First game of the qualifying round	4	1 team advances to the semifinals
3	Second game of the qualifying round	4	1 team advances to the semifinals
4	Third game of the qualifying round	4	1 team advances to the semifinals
5	Fourth game of the qualifying round	4	1 team advances to the semifinals
6	Fifth game of the qualifying round	4	1 team advances to the semifinals
7	Sixth game of the qualifying round	4	1 team advances to the semifinals
8	Seventh game of the qualifying round	4	1 team advances to the semifinals
9	Eighth game of the qualifying round	4	1 team advances to the semifinals
10	First game of the semifinals	4	2 teams advance to the semifinals
11	Second game of the semifinals	4	2 teams advance to the semifinals
12	The Final	4	1 team wins

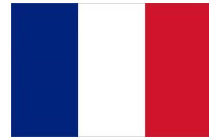
- **The detailed structure of the project**

Episode 1

The first episode of the project is an introductory one. It presents the teams, pull pull and divides them into groups, as well as profiles of the participants of the teams, trainings and preparation for the competitions, a description of the place of action (including locations and opportunities of Qatar), acquaintance with competitions and rules, the training process.

Episode 2

The first day of the competition. Four teams are participating (example)



As a result of the episode, one team advances to the semifinals (example)



Episode 3

The second day of the competition. Four teams are participating.



As a result of the series, two teams advance to the semifinals (example)



Episode 4

The third day of the competition. Four teams are participating. (example)



As a result of the series, two teams advance to the semifinals (example)



Episode 5

The fourth day of the competition. Four teams are participating. (example)



As a result of the series, two teams advance to the semifinals (example)



From **6 episode** to **9 episode** the structure is similar to the previous ones

10 episode and **11 episode** - semifinal games ©®

12 episode – the final

5. Project Technical Description

- Duration of one episode: 52 min. (or 90 min)
- Season consists of 12 episodes
- Production Territory: Qatar
- HD format
- Possible integration of interactive solutions (voting, ratings, bets)
- SMM interaction

6. The production staff of the project

Emicoo Pictures	http://emicoopictures.com/
Bogner Entertainment	http://www.bognerentertainment.com/
Motor Entertainment	http://www.motorentertain.com/
PIC Agency	http://www.picagency.com/
Красный Квадрат	https://www.red-red.ru/

○ **Project Director**

Greg McClatchy (Motor Entertainment)

<http://www.motorentertain.com/>

<http://www.picagency.com/>

He works with such companies as: 20th Century Fox, Paramount Pictures, Sony Pictures, The Walt Disney Company, MTV, VH1, Divas, Sy Fy, National Geographic, NBC, etc. Director of such projects as: Soccer Mom, Sit Down Comedy, Get Bruce !, Black Ink, Star Trek: The Video Game, The Emmy Awards show, The Academy Awards. He participated in the creation of such projects as: Moulin Rouge, Sex and the City, Twilight, Final Destination, Star Wars (Ep. 2-3), Hitch, Closer and Zombieland, Fast and Furious 6, Jumping the Broom, Retaliation, Castaway and etc.

7. Financial and legal aspects

- «Clash of the Fans» - an original television format developed by a creative group of producers in Russia and the USA, registered in WGAW and owned by:
 - Social alternative Foundation
<http://altsocial.ru/>
 - Multisport Association of Russia
<http://amsr.ru/>

- LLC Emicoo Pictures represented by citizens of the Russian Federation - the general director (P. Nefyodov) and the general producer of the company (A. Chernyshov)

LLC Emicoo Pictures 1960 Marseille Dr. STE 402, Miami beach, FL, US, 33141

- Emicoo Pictures has agreements with all partners and contractors necessary for the production of the project.
- The producers of Emicoo Pictures are part of public organizations, such as:
 - Social alternative Foundation
 - Multisport Association of Russia
- Project financing is proposed according to the following schemes:
 - Through the Social alternative Foundation or the Multisport Association of Russia
 - Directly with Emicoo Pictures (US jurisdiction)
 - Directly with a branch of Emicoo Pictures (jurisdiction of the Russian Federation)
- The project is financed in tranches of 25% - 50% - 25%
- Dates and terms of trenches are negotiated and documented
- The company, leading legal and financial issues for the project:
 - Delopolis (General Director Chikina S.V.)

<http://www.delopolis.ru/>

