

31.7.-2.8.  
2020



# FOOTBALL

WITHOUT BORDERS





# INTERNATIONAL TOURNAMENT IN RUSSIA AND FINLAND

- Brings together hundreds of international junior teams and thousands of players with their families to play football.
- The matches for this annual tournament are played simultaneously in St. Petersburg, Vyborg, Imatra, and Lappeenranta.
- The purpose is to unite football cultures, share coaching expertise, and maintain international relations between neighbouring countries.



# CITIES



LAPPEENRANTA

IMATRA

VYBORG

HELSINKI

ST. PETERSBURG



# FEATURING THE CHAMPIONS!

- The tournament protectors are Russian football star Andrei Arshavin and Finnish football legend Jari Litmanen.
- During the tournament, Arshavin and Litmanen will take part in events and act as role models for the youths.

Кирилл Бенедиктов



Petteri Lehtonen





# MODERN TOURNAMENT VENUES

- The city of Sestroretsk has wanted to invest in sports venues. They have three international standard football fields, several sports and fitness facilities.
- In Vyborg, the fields are located at the heart of the city within a walking distance of the railway station.
- In Finland, South Karelia features excellent artificial turf and natural grass fields and has plenty of experience in arranging tournaments of this size.



# THE HISTORICAL VYBORG

- Vyborg is the original home of the Finnish clubs Lahden Reipas and Kouvolan Sudet, among others.
- The Avangard Stadium in the city centre was originally designed by the Finnish architect Uno Ullberg as the Vyborg central sports arena.
- Vyborg is a popular holiday destination among Finns and can be reached by car and train as well as by ship from Lappeenranta in the summer.
- The local club FC Favorit develops their junior operations actively and manages teams in several age groups.



# CITY OF SPORT

- Sestroretsk is located 35 kilometers northwest of downtown St Petersburg.
- Siestar river was a border between Russia and Finland from 1812 until the Second World War, and part of the Grand Duchy of Finland from 1812 to 1864.
- Good sports infrastructure: three international standard football fields, sports and fitness facilities.
- Close to sporting facilities there are comfortable hotels.
- The jewel of Sestroretsk is Dubki Park, a sports park in St. Petersburg.
- The FC Sestroretsk was founded about 70 years ago. The football club is very active with around 370 players in all age ranges.



# RELIABLE TRAFFIC CONNECTIONS

- The fast Allegro train runs regularly between Helsinki, Vainikkala, Vyborg, and St. Petersburg, guaranteeing quick travels.
- The trips between the border towns can be made by bus and car as well.
- Visas will be obtained for all players as necessary.





# MUCH MORE THAN JUST FOOTBALL

- The impressive opening ceremony introduces the many aspects of the different cultures, languages, and identities of the host countries.
- The sights of the great city of St. Petersburg, the shared history in Vyborg, the Finnish nature, and lake Saimaa make it possible to spend time together during free time as well, giving opportunities to learn more about different cultures.
- The goal is to get national attention for the event by the aspect of developing international relations.



# OPPORTUNITIES FOR INTERNATIONAL BUSINESSES

- There are plenty of businesses in both Russia and Finland which will benefit from the visibility created by taking part in and supporting the tournament.
- The event concept is a good way for new and expanding businesses to gain visibility, create contacts, and brand their products.





# INTERESTED IN TAKING PART IN AN INTERNATIONAL TOURNAMENT?

- The tournament is for junior football teams in Russia, Finland, and other nearby countries.
- Businesses can secure great opportunities for benefiting from the event that is sure to get plenty of attention.
- Cities, national authorities, and governments can benefit from increasing cooperation and a positive image.





## SOCIAL VALUES

- The tournament wants to give Finnish and Russian children and youths the possibility to get to know each other and the cultures, languages, and practices of both countries.
- Neighbour relations are important at a state level, but even more so for the people living close to the border.
- The tournament wants to be a force for friendship, partnership, and honesty.

# SPORTING VALUES

- The international tournament will unite the football cultures of Finland, Russia, and other nearby countries.
- The tournament facilitates the sharing of coaching expertise and the development of technical skills across borders.
- New cooperative models will be created by example, enabling the arrangement of friendly matches and similar events at other times as well.
- A further goal is to develop top-level junior football operations and to get the best teams in older age groups involved.



# COMMERCIAL VALUES

- The tournament is an excellent opportunity for Finnish-Russian businesses to support the event and make their own values known.
- Businesses will have opportunities for partnerships, product launches, and the building of cooperative connections.
- The sport of football brings together an interesting demographic, providing opportunities for business profiling.



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