

# BUSINESS FOOTBALL WORLD CUP

4-5 July 2026

FK O11 Field, Ada, Belgrade



**BRITISH - SERBIAN  
CHAMBER OF COMMERCE**



**CCI FRANCE SERBIE**  
FRANCUSKO-SRPSKA PRIVREDNA KOMORA



Hellenic Business Association of Serbia  
Helensko privredno udruženje Srbije



**CONFINDUSTRIA  
SERBIA**



Deutsch-Serbische  
Wirtschaftskammer  
Nemačko-srpska  
privredna komora



# ABOUT THE EVENT

**Business Football World Cup** is a joint sports and business event that brings together members of 8 relevant chambers of commerce and business organizations in Serbia.

The tournament is designed as a platform for connecting the business community through sport, team spirit and informal networking. In addition to competitors, the event will also gather representatives of member companies, managers, employees and partners of the participating organizations, in a closed format intended for the business community.

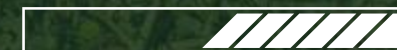
The event will be held on 4 and 5 July 2026 in Belgrade, at the FK 011 football fields on Ada Ciganlija.

## Participating organizations:

- AmCham Serbia
- British- Serbian Chamber of Commerce
- French Serbian Chamber of Commerce and Industry
- Hellenic Business Association of Serbia
- Confindustria Serbia
- German – Serbian Chamber of Commerce
- Serbian Association of Managers
- Swiss Serbian Chamber of Commerce



**This event will bring together a diverse, internationally connected business community and will provide sponsors with an opportunity to present themselves to a relevant and carefully selected target group.**



# EVENT CONCEPT

Business Football World Cup combines sports competition and business networking in a professionally organized, closed-format event.

Each participating organization forms its own team, composed of representatives of member companies. In addition to the competitive part, the event will also have a strong networking character, with a dedicated area for gathering participants, cheering, exchanging contacts and informal networking.

Special emphasis will be placed on the shared spirit of the business community, cooperation between organizations and the promotion of values such as teamwork, fair play, health, activity and connection.



# WHY BECOME A SPONSOR?

Sponsorship of the Business Football World Cup provides companies with the opportunity to gain visibility within a unique event that connects sport, business and the international business community in Serbia.

Through sponsorship, companies have the opportunity to:

- achieve direct visibility among representatives of member companies from 8 influential business organizations, reaching more than 2,000 business contacts in total
- associate their brand with the positive values of sport, team spirit, a healthy lifestyle and business networking
- be present in event communication through the channels of all participating organizations
- connect with a relevant business audience in a closed, professional environment



Visibility may include:

- sponsor logo placement on the event's promotional materials
- mention of the sponsor in posts on the digital channels of the 8 organizations
- visibility in newsletters and direct communication with members
- branding at the event venue
- the possibility for company representatives to attend the event
- the possibility of brand activation through a service, product or event support, in accordance with the sponsorship category

The final scope of visibility will be defined in accordance with the selected sponsorship package and the technical possibilities and rules of the venue.

# TITLE SPONSOR



**Title Sponsor** is the highest level of sponsorship and includes central visibility of the company throughout the entire event.

Benefits of the Title Sponsor:

- status of the main sponsor of the event
- integration of the sponsor's name into the event title, in a format to be mutually agreed upon
- prominent visibility of:
  - the logo on key promotional materials
  - the sponsor in communication by all participating organizations
  - the sponsor through branding at the event venue
- possibility of:
  - an address by a company representative during the formal part of the program
  - attendance of company representatives at the event
  - additional brand activation at the venue, in agreement with the organizers and in line with the rules of venue.
- 20 complimentary spectator registrations

**15,000€ + VAT**

# SPONSOR OF THE EVENT

**Sponsor of the Event** is a package intended for a company that wishes to support the implementation of the event through financial sponsorship, without providing products or services during the event.

## Benefits:

- status of event sponsor
- logo visibility on the event's promotional materials
- visibility in the communication of participating organizations
- possibility of branding at the event venue, in accordance with the rules of the venue
- possibility for company representatives to attend the event
- certificate of appreciation and sponsor mention during the event
- 8 complimentary spectator registrations

**Note:** *The scope of visibility and branding will be defined in accordance with the agreed sponsorship level and the technical possibilities of the venue.*

**5,000€ + VAT**



# OFFICIAL BEER PARTNER

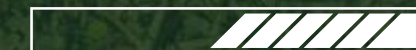
**Official Beer Partner** is an exclusive sponsorship package intended for a company that wishes to be recognized as the official event partner in the beer category.

## Benefits:

- status of official beer partner of the event
- exclusivity in the beer category
- logo visibility on the event's promotional materials
- visibility in the digital communication of participating organizations
- possibility to distribute products to event participants
- mention during the event
- possibility for company representatives to attend the event
- 8 complimentary spectator registrations

**Note:** *The package includes a combination of financial contribution and products, in accordance with the agreement with the organizers and the rules of the venue.*

**5,000€ + VAT**



# OFFICIAL BEVERAGE PARTNER

**Official Beverage Partner** is a package intended for a company that provides non-alcoholic and/or energy drinks, water, juices, coffee or other products intended for event participants.

## Benefits:

- status of official beverage partner of the event
- logo visibility on the event's promotional materials
- visibility in the communication of participating organizations
- possibility to distribute products to event participants, in line with rules of the venue
- possibility for company representatives to attend the event
- 6 complimentary spectator registrations

***Note: The package includes a combination of financial contribution and products/services, in accordance with the agreement with the organizers and venue. In this category, one or more partners may be defined, depending on the type of products and the needs of the event.***

**3,000€ + VAT**



# OFFICIAL MEDICAL PARTNER



**Official Medical Partner** is a package intended for a company or healthcare institution that wishes to support the safety and professional organization of the event through on-site medical support.

Proposed benefits:

- status of official medical partner of the event
- logo visibility on the event's promotional materials
- visibility in the communication of participating organizations
- mention of the partner as the company providing medical support during the event
- possibility of branding the medical point or support area, in accordance with the possibilities of the venue
- possibility for company representatives to attend the event
- 4 complimentary spectator registrations

***Note: The package includes a combination of medical support services and financial contribution, in accordance with the agreement with the organizers.***

**1,500€ + VAT**

# OFFICIAL SPORTS EQUIPMENT PARTNER

**Official Sports Equipment Partner** is a package intended for a company that wishes to support the implementation of the tournament through sports equipment and an additional financial contribution to the event.

## Benefits:

- status of official sports equipment partner of the event
- logo visibility on the event's promotional materials
- visibility in the communication of participating organizations
- possibility for company representatives to attend the event
- 5 complimentary spectator registrations

***Note: The package includes a combination of sports equipment and financial contribution, in accordance with the agreement with the organizers and the venu.***

**2,000€ +VAT**



# OFFICIAL INSURANCE PARTNER



**Official Insurance Partner** is a package intended for a company that wishes to support the safety of event participants through player insurance and an additional financial contribution to the implementation of the tournament.

## Benefits:

- status of official insurance partner of the event
- logo visibility on the event's promotional materials
- visibility in the communication of participating organizations
- possibility for company representatives to attend the event
- 4 complimentary spectator registrations

Note: The package includes a combination of insurance services and financial contribution, in accordance with the agreement with the organizers.

**1,500€ + VAT**



For more information about  
sponsorship and partnership  
opportunities, please contact:

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