

DAY OF  
LEGENDS

WHERE FOOTBALLERS RUN THE GREEN



**MONACO**

2013, SEPTEMBER 2<sup>ND</sup> AND 3<sup>RD</sup>

MONTE-CARLO GOLF CLUB  
CHAMPIONS ON APPROACH



**TEDDY SHERINGHAM**  
2013 AMBASSADOR



**CHRISTIAN KAREMBEU**  
DAY OF LEGENDS AMBASSADOR



**RONALD DE BOER**  
2013 AMBASSADOR

**FIFPro**

**djoca**  
SPORT

peace and sport

# THE CONCEPT

DAY OF  
LEGENDS

“FOOTBALL LEGENDS TO VIE WITH ONE ANOTHER ON A NEW TYPE OF PITCH”

Reminiscent of the green of the football pitch, the fairway of a golf course constitutes the perfect venue for organizing a truly high-level contest that brings together two sports with different identities.

A new challenge on a new type of playing field: **THE GREATEST FOOTBALL LEGENDS MEET FOR A GREAT COMPETITION!**

The biggest soccer personalities are mobilizing to FIFPro around the Day Of Legends, which has become the annual meeting venue for football legends. For three years now, this sport alliance between football and golf, has been gathering each year nearly 40 personalities and more than 12 nations. A unique experience of conviviality, reunions and sharing around a prestigious golf competition.



# DAY OF LEGENDS

# BACK ON THE PREVIOUS EDITIONS



## THE DAY OF LEGENDS, IT'S:

3 editions

3 countries:

France (Cannes)

Morocco (Marrakech)

Ukraine (Kiev)

3 prestigious golf courses:

Terre Blanche Golf Resorts (Cannes)

Al Maaden Golf Resorts (Marrakech)

Kiev Golf Club (Kiev)

3 High-level competitions

3 great individual winners:

2010 : Christophe Dugarry

2011 : Takis Gonias

2012 : Andrei Shevchenko

3 awarded nations:

2010 : France

2011 : All Star (Denmark, Greece, Romania)

2012 : England

More than 20 nations represented

More than 110 legends gathered

1. Official Competition
2. Closing concert
3. Photocall players
4. Monte Carlo Golf Club
5. Partners Open
6. C. Dugarry and C. Karembeu
7. Partners Open



# DAY OF LEGENDS' PLAYERS

Since the creation of the Day of Legends, **Christian Karembeu** has honored us with his support to the event as **Ambassador**. He is actively involved alongside FIFPro and djocà sport for the development and promotion of this international tournament.

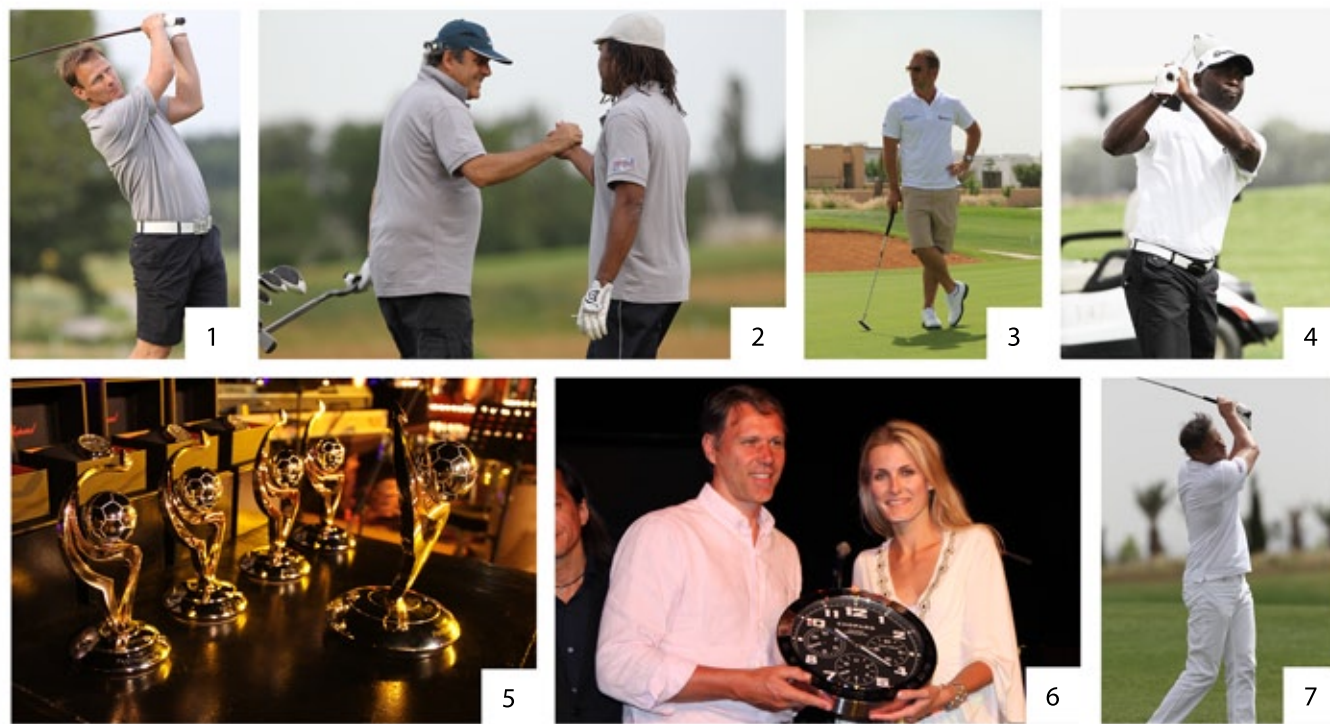
FOR THIS NEW EDITION, WE HAVE THE PRIVILEGE TO COUNT ON **TEDDY SHERINGHAM AND RONALD DE BOER AS DAY OF LEGENDS 2013 AMBASSADORS**.

## MAIN MEMBERS OF THE DAY OF LEGENDS

- CHRISTIAN KAREMBEU
- RONALD DE BOER
- TEDDY SHERINGHAM
- MICHEL PLATINI
- ANDREI SHEVCHENKO
- MARCO VAN BASTEN
- PIERRE VAN HOOIJDONK
- LES FERDINAND
- CHRIS WADDLE
- MANFRED MULLER
- KARL-HEINZ RIEDLE
- STEFAN REUTER
- MARC RIEPER
- PETER SCHMEICHEL
- BERNARD DIOMÈDE
- ANTOINE KOMBOUARE
- CHRISTOPHE DUGARRY
- GIANCARLO ANTOGNONI
- KAREL POBORSKY
- ANDREW COLE
- MUSTAFA HADJI
- VICTOR SANCHEZ
- JÉRÔME ALONZO
- MARCO SIMONE

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## DAY OF LEGENDS



1. Teddy SHERINGHAM
2. Michel PLATINI & Christian KAREMBEU
3. Ronald DE BOER
4. Andy COLE
5. Day Of Legends awards
6. Awards ceremony
7. Marco VAN BASTEN



TEDDY SHERINGHAM  
2013 AMBASSADOR



CHRISTIAN KAREMBEU  
DAY OF LEGENDS AMBASSADOR



RONALD DE BOER  
2013 AMBASSADOR

# OFFICIAL PROGRAM

## DAY OF LEGENDS

### **MONDAY, SEPTEMBER 2: PARTNERS OPEN**

- Partners' Open: Partners and guests will have the privilege to team up with football legends on the 18-hole Monte Carlo Golf Club course.
- A cocktail lunch will bring players together before competing on the golf course greens.
- Partners' evening with all participants at Monte-Carlo Bay Hotel.

### **TUESDAY, SEPTEMBER 3: OFFICIAL COMPETITION "DAY OF LEGENDS"**

- Day dedicated to the official "Day Of Legends" competition! The greatest football nations, made up of their legends, will compete on the course of the Monte Carlo Golf Club.
- Closing Gala and award ceremony with guests and players in the most prestigious and intimate nightclub of Monaco, the Jimmy'z.



**Tuesday, September 3:**

# ONCE AGAIN, YOU GET THE OPPORTUNITY TO SHARE TIME WITH FOOTBALL PERSONALITIES

\* From left to right  
Bernard DIOMEDE, Christian KAREMBEU and Giancarlo ANTOGNONI, TEAM ENGLAND Andriy SHEVCHENKO, Peter SCHMEICHEL and Les FERDINAND, Pierre VAN HOOIJDONK, Award Ceremony, TEAM NETHERLANDS, Karel POBORSKY, Ronald DE BOER, Teddy SHERINGHAM

# MONTE – CARLO

DAY OF  
LEGENDS

## MONTE-CARLO BAY HOTEL & RESORT:

In a relaxed yet sophisticated ambiance, the Monte-Carlo Bay Hotel & Resort offers you a whole new experience of a legendary destination. Resting on the sea, and very close to Monte-Carlo, it is a perfect place to be. More than a new hotel, more than a new resort, the Monte-Carlo Bay Hotel & Resort is part of Monaco bests hotels.



## MONTE-CARLO GOLF CLUB:

The Monte-Carlo Golf Club was created in 1911 by Willie Park Junior and redesigned in 1983. The Monte-Carlo Golf course, located at an altitude of 2750 ft, oversees Monaco with a beautiful course of 18 holes, par 71, and a total length of 6211 yards.

With a stunning view over the Mediterranean Sea and situated on the famous coasts of the French and Italian Rivièras, the course allows for total escape and an instantaneous switch-off from the stress of one's daily life! The narrow plot requires extreme accuracy and each hole has its technical secrets



## JIMMY'Z

At the heart of the Sporting Monte-Carlo complex, Jimmy'z is one of **the world's legendary nightclubs** and hosts the Riviera's most glamorous nights out in town.

**Spacious yet intimate**, Jimmy'z unique design and location by the sea has created a very special atmosphere, attracting the world's biggest names to the turntables.

Year after year Jimmy'z continues to enchant a chic **international clientele**, including **stars of show business, fashion and sport**, who come to relax or celebrate important events.

The International Federation of Professional Football Players, based in Hoofdorp, represents 50 member unions and more than 50 thousand professional players worldwide. Founded in 1965, FIFPro is daily engaged with defending the interests of professional footballers all around the world, which affords it a privileged status in the heart of football players.

To establish its international renown and promote its activities, FIFPro has decided to organize a **golf tournament** where major football legends join their respective national team for a high-level competition.



**djocà sport** is a sports marketing agency born from the association of sports enthusiasts specialized in consulting and the creation of event operations, travel, and entertainment.

**djocà sport, official agency of FIFPro, is in charge until 2019 of the global organisation of the « Day Of Legends ».**



EFPA (the European Former Football Players Associations) will actively participate with FIFPro and djocà sport to develop the Day of Legends 2013 by recruiting players allowing the event to provide a set of even stronger players.



FIFPro and djocà sport decided to associate “Peace and Sport, the Organization for Peace and Sport” with Day of Legends. “Peace and Sport” is a neutral international organization based in the Principality of Monaco under the **High Patronage of HSH Prince Albert II of Monaco**. “Peace and Sport” makes sport and its structural values a vector of tolerance, respect, sharing and citizenship at the service of **sustainable peace throughout the world**.



## OBJECTIVES

- ▶ To create and organize a real competition of international scope in a unique and prestigious setting
- ▶ To gather and bring together annually members of the football community
- ▶ To allow corporations to share in the values of golf and football
- ▶ Conquer and retain worldwide partners
- ▶ Provide a more attractive and glamorous golf image
- ▶ Build a world-renowned event with the Day Of Legends
- ▶ Promote actions of peace through sport that encourages the use of sport as tool for educational dialogue and social cohesion
- ▶ Donate funds to Peace and Sport to support its projects in Africa, Latin America and Asia



## BECOME PARTNER

"Day Of Legends" offers its partners designed offers to be associated with a major and international annual event. Partners of the Day Of Legends benefit from:

- ▶ Being associated with the International Federation of Professional Football Player
- ▶ A unique PR program offering exceptional and unforgettable moments
- ▶ An international media coverage
- ▶ A high visibility on the golf during the event
- ▶ An exceptional marketing stimulation
- ▶ Sharing the warmth of an "extraordinary" event and rub shoulders with the greatest football legends

**COME AND CREATE A TEAM WITH FOOTBALL LEGENDS AND CHALLENGE THEM ON THEIR NEW PLAYGROUND.**



# MEDIA PLANNING

Djocà Sport and FIFPro will bring to bear their wide-ranging expertise and broadcasting networks to reach all media players, whether general-interest or special-interest. Through various media (TV broadcast, wide-screen TV, interviews, daily reports, pictures), Djocà Sport will guarantee wide media coverage as well as providing maximum exposure to all its partners.

Thanks to its international footprint (present in 50 countries) and its in-depth knowledge of sport, FIFPro can implement the media plan for the event on a global basis.

The setting up of a dedicated Day of Legends website is a terrific showcase for the event and its partners. As a relay point for all media, this will be accessible on an ongoing basis worldwide.

Find from now the whole results table, pictures and videos of 2010 - 2011 and 2012 competitions highlights on [www.dayoflegends.com](http://www.dayoflegends.com)

## DAY OF LEGENDS

