

# MNK FUTSAL DINAMO



FUTSALDINAMOZAGREB



FUTSALDINAMO



FUTSALDINAMO



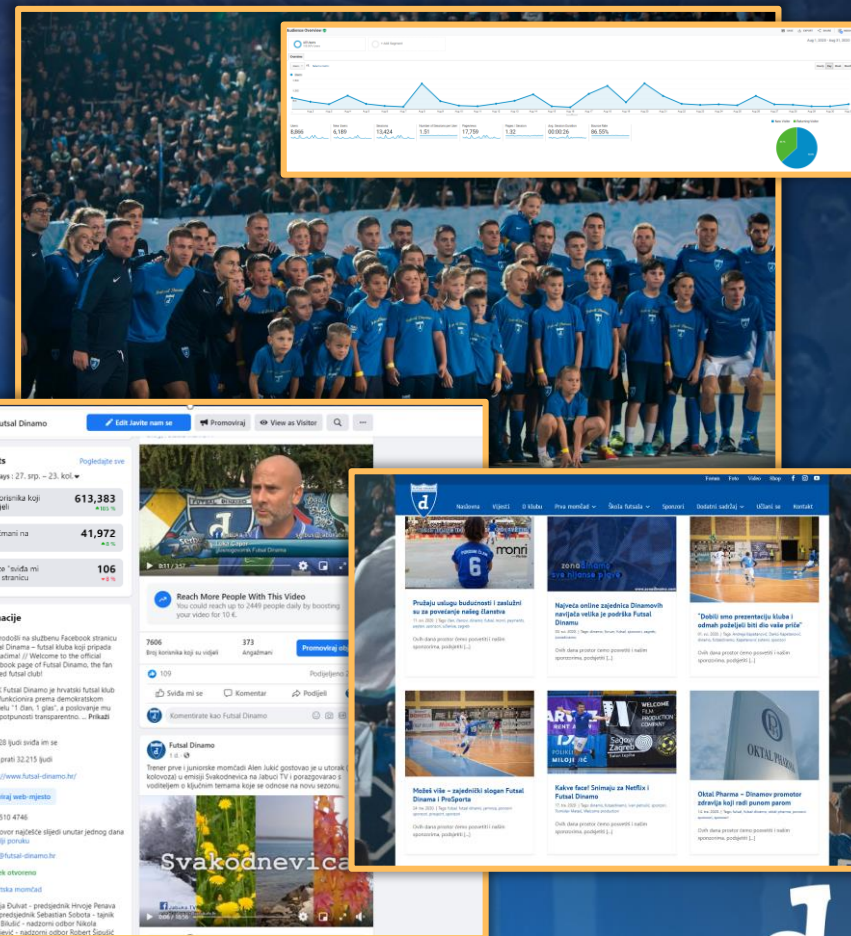
FUTSALDINAMO



# FUTSAL DINAMO

## Benefits of cooperation with Futsal Dinamo

-  **Direct access to your targeted audience** – Futsal Dinamo has a broad range of different profiles of people to whom we send your key messages via our channels
-  **Stand out from rest of the competition** – With innovative and creative approach to promotion, we help our partners to stand out from their competition
-  **Position yourself as a modern brand for future** – We base our sponsorship strategy mostly on digital channels
-  **Strong even in challenging times** – Futsal Dinamo gave special recognition to its partners and sponsors in these challenging times
-  **Personalized approach to our cooperation** – We create promotion in line with your marketing strategy with goal to achieve results that are important to you







# FUTSAL DINAMO

**SPECTATORS ON MATCHDAY: 25.000 +**

**SPECTATORS ON SIDE EVENTS: 10.000 +**

**SOCIAL MEDIA FOLLOWERS: 60.000 +**



**FIFTH MOST WATCHED AND POPULAR CLUB IN CROATIA!\***

\* Under the criteria of paid entrance fee/reach on social media (800.000+ monthly)



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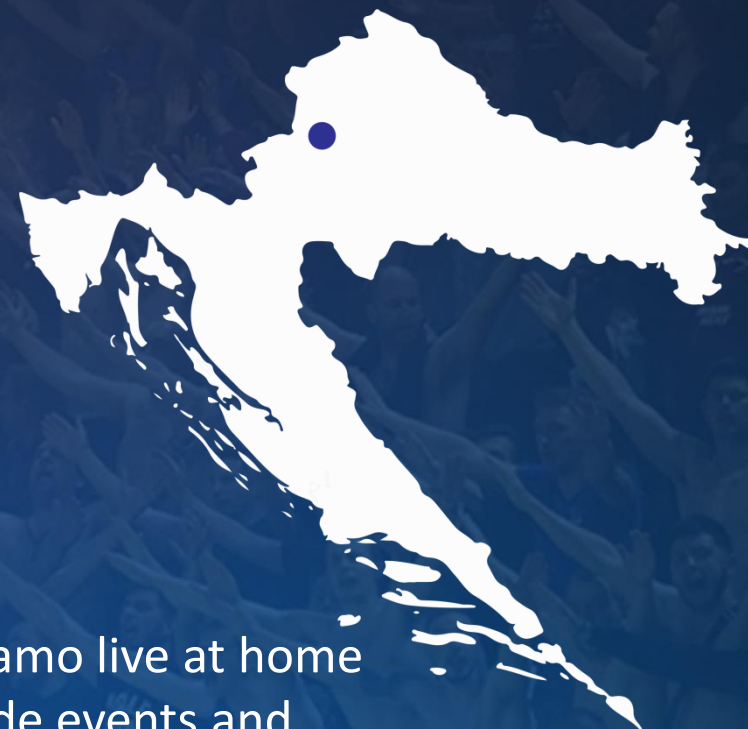





# FUTSAL DINAMO

**LOCATION:** Zagreb, Capital of Republic of Croatia

**POPULATION:** 790.000

**MEMBERS:** 2.292 – in 2019



-  Futsal Dinamo is a club that functions on a democratic principle of 'one member – one vote'.
-  Around 25.000 spectators with paid tickets have watched Futsal Dinamo live at home matches in last season, while another 10.000 spectators attended side events and tournaments organized by club.
-  Futsal Dinamo is present throughout the year in all relevant Croatian media. All matches are broadcasted live on Arena Sport channels, Croatian Football TV (HNTV) or via livestream on our social media channels.





# FUTSAL DINAMO

## Mission and vision of our club



**MISSION:** To promote futsal as a sport and Dinamo as a symbol and one of the biggest icons of City of Zagreb and Republic of Croatia. As a club governed under the '1 member – 1 vote' principle and complete business transparency, our main goals are to connect with our local community, promote Dinamo's brand, sport spirit, love towards Zagreb and Dinamo and to incentivize large number of youth to actively do sports.



**VISION:** Futsal Dinamo is a club that thrives for excellence. We have the privilege to bear this 'holy' name and 'burden' because of the expected excellence. However, Futsal Dinamo's ambition is not exclusively sporting excellence, but we wish to achieve the goal of remaining self-sustainable club that takes care of its community, firstly of its members and fans, but also of our Youth Academy players, our volunteers, employees and everyone that is in any way involved in functioning of the club.





# FUTSAL DINAMO

## Club's sporting excellence

- ⚽ First team is performing in top-flight division and national Cup
- ⚽ Futsal is the most watched and most popular indoor sport in Croatia
- ⚽ Aside from Futsal Dinamo matches, sports halls are also full in Makarska, Vrgorac, Split, Šibenik, Dubrovnik...
- ⚽ Players and coaching staff of Futsal Dinamo are multiple winners of „Kutija Šibica” prestigious tournament.
- ⚽ Cadets and Juniors play in top-flight division, while our youngest selection is class of 2017
- ⚽ Class of 2004/2005 won a bronze medal on Club World Cup held in Barcelona
- ⚽ Club currently has several senior and junior Croatian national futsal team members
- ⚽ Club has played in domestic league semi-final each year so far





# FUTSAL DINAMO

## Club's ambition – Champions League

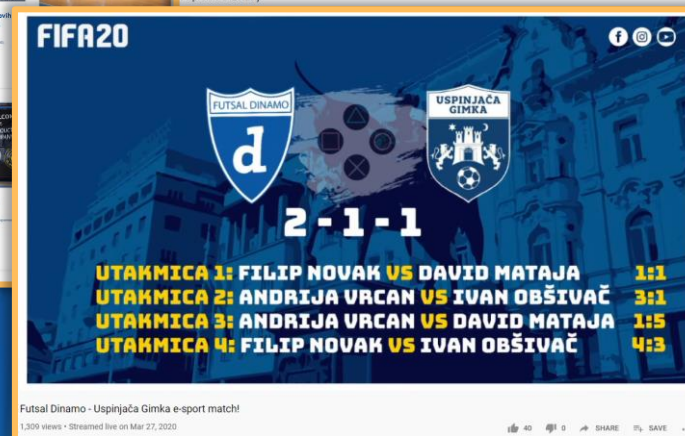
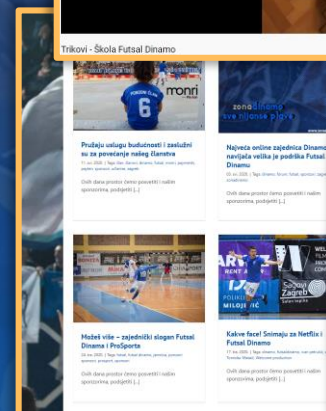
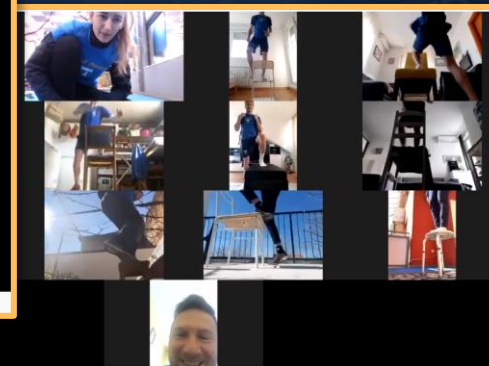




# FUTSAL DINAMO

## Futsal Dinamo during Corona-crisis

- Futsal is the only sport with football, that continued its championship after the Corona-pause
- All club's sections remained active during selfisolation and suspension of sport activities
- All club's categories trained via Zoom app
- Competition for Futsal Dinamo's best goal
- Reruns of club's legendary matches
- Talks with sponsors and partners
- Emphasis on club's e-sport team – FIFA20 online tournaments and e-sport matches with division rivals













# FUTSAL DINAMO

## Social responsibility

-  It has always been one of the basic determinants of club's operation
-  More than 40 charity matches held throughout Croatia and Bosnia and Herzegovina in last five years
-  Roses giveaway in Zagreb for International Women's Day
-  Logistical partner of humanitarian action „Vratimo Palčiće u Petrovu”
-  Charity waitering in Zagreb City center
-  Promotion of paralympic sport for blind







# FUTSAL DINAMO

## SIDE EVENTS



**IZBORI  
NASTUP NA  
ŠALATI!**  
**SLAVONSKI BROD**  
**1.7. - 7.7.**

NAGRADNI FOND: 22 000 KN  
KOTIZACIJA SENIORI: 800 KN  
KOTIZACIJA VETERANI: 500 KN  
KONTAKT: 097 283 283





# FUTSAL DINAMO

## ŠALATA – Season opener

- ⚽ Traditional season premiere (start of September) which gathers around 4.000 spectators each year. Opposition is always a respectable international team. Match is preceded by Trofej Dinamo finale.



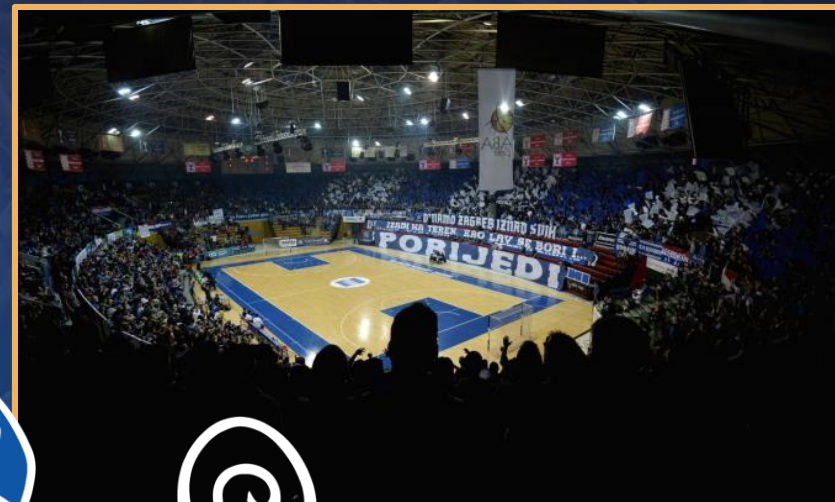




# FUTSAL DINAMO

## BLUE ST. NICHOLAS

- ⚽ First home match at the start of December with charity character to collect aid to those in need
- ⚽ „Palčić gore” in Cibona in 2014. and donations gathering for prematurely born infants
- ⚽ Nordic Stars in Cibona for Saint Vincent de Paul Association from Vukovar that helps its less fortunate fellow citizens and families with more children
- ⚽ „St.Nicholas in Blue Cibona 2019” for 5 association that take care of children and people with disabilities












# FUTSAL DINAMO

## FUTSAL ACADEMY

-  120 children in 8 different age categories (juniors, cadets, U15, U13, U11, U9, U7, U5)
-  8 professional coaches, educated for work with children
-  5 locations for Academy purposes in City of Zagreb (SC Megaton, SC Fairplay Jazbina, SD Dom sportova, SD Boćarski dom and SD Martinovka), and plan to expand to other locations in 2021
-  Participation in leagues and tournaments for all age categories
-  Field work – visit to The Zagreb City Museum, HRT...







# FUTSAL DINAMO

## TROFEJ DINAMO

- 🏆 Largest futsal tournament in Croatia. In 2019 it was held in five cities (Zagreb, Bjelovar, Kutina, Petrinja, Slavonski Brod), while finals are held in front of full stands at Šalata stadium.
- 🏆 Individual awards are named after Dinamo's legends such as Dražan Jerković, Josip Kuže and Ivan Turina.
- 🏆 Tournaments are held in seniors, ladies and veterans competition.

**100 +**  
**TEAMS**

**10.000 +**  
**SPECTATORS**

**1.000 +**  
**PLAYERS**







# FUTSAL DINAMO

## Dinamo's PUB QUIZ



- For three years running, we continue with our very popular pub quiz on topic of Dinamo. Aside from Zagreb, we held this quiz for the first time in City of Virovitica as well. It is increasingly difficult to find adequate space for all interested players as we filled up most of Zagreb largest pubs and caffes.

**100 +**  
TEAMS

**500 +**  
COMPETITORS

**12**  
QUIZES








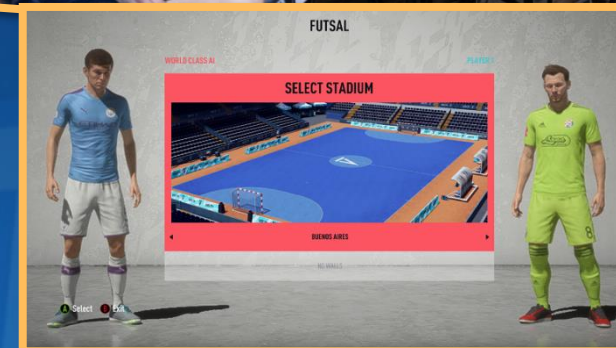


# FUTSAL DINAMO

## e-FUTSAL DINAMO TEAM



-  Foundation of e-sports team in FIFA video game by members of our futsal academy and first team players
-  Filip Novak – Futsal Dinamo first-team member and current vice-champion of Croatia in FIFA video game and one of the best players of the game in this region
-  Futsal Dinamo e-sports team members have to be club members, athletes and above all – excellent students
-  Mission: to use this fast-growing industry to return young people on sport's playgrounds and Dinamo's matches
-  Motto: Playing videogames is alright, but school, sports and Dinamo have to be more important!



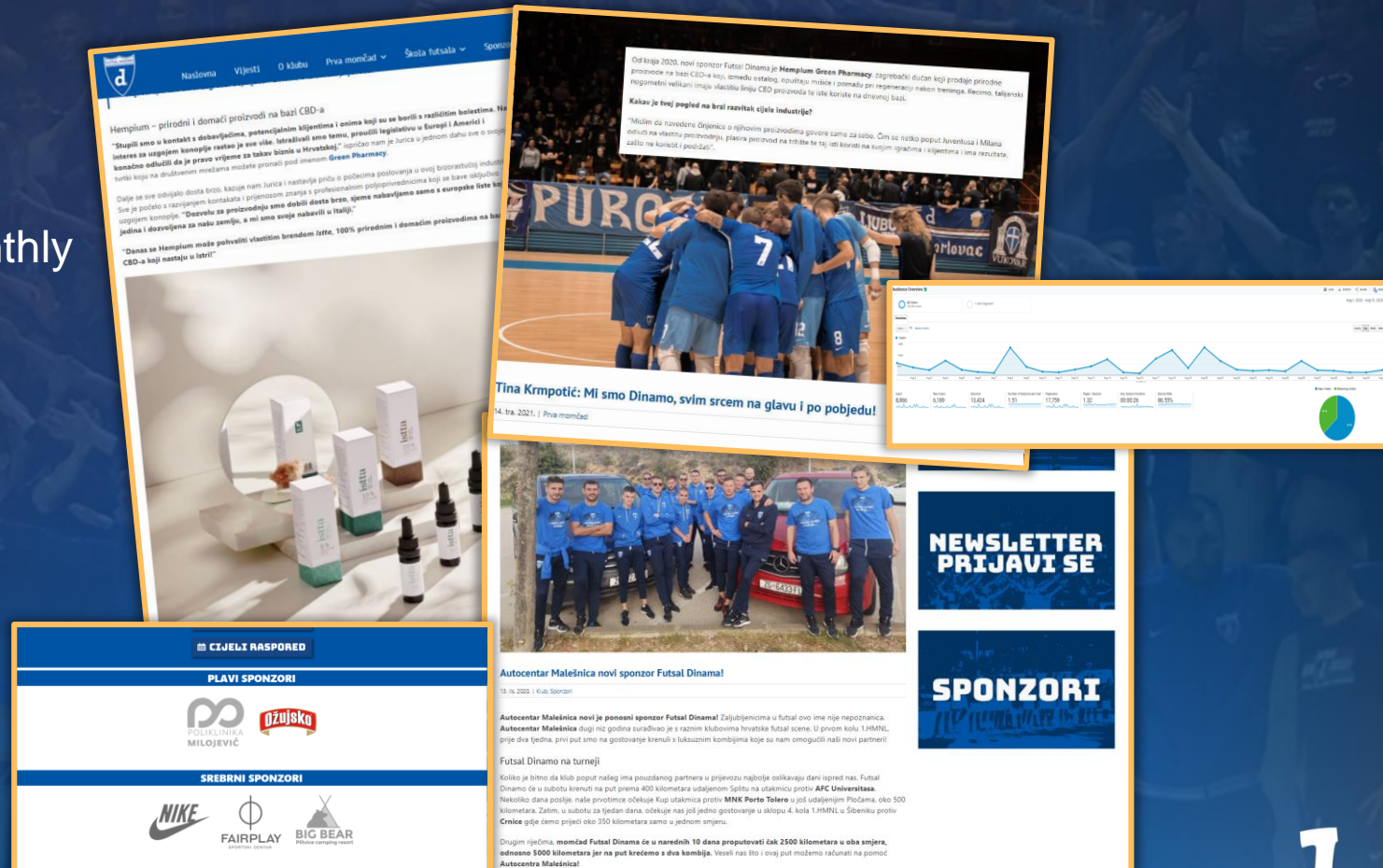




# FUTSAL DINAMO

futsal-dinamo.hr

-  The official Futsal Dinamo's website
-  Between 5-10.000 unique users monthly (depends on the part of the season)
-  Promo and Native articles
-  Texts written in accordance with the highest SEO standards



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# FUTSAL DINAMO

## DINAMO'S NEWSLETTER

- Once every week (Thursday night) we send exclusive content to members of the club and everyone that applied for our mailing list
- Mailing list – more than 2000 addresses
- Personalized newsletter to special group of subscribers



### Odluka o prvenstvu blizu, oprema za Palčiće već stiže

Dok se nestrpljivo čeka odluka što će biti s nastavkom natjecanja u 1. HMNL, Dinamovci su se angažirali oko akcije "Vratimo Palčiće u Petrovu". U vrlo kratkom roku skupljena su sva potrebna sredstva, no sama akcija nije završena. Još nas čeka nagradna tombola, a u međuvremenu je kupljena i prva oprema.

Do kraja tjedna mogli bismo saznati hoće li se prvenstvo nastaviti, no bez obzira na odluku svi naši uzrasti redovito treniraju i škola futsala radi po planu i programu, provjerite kako se možete priključiti.

Na obilježnicu nikad odigrane utakmice između Dinama i Crvene zvezde 13.05.1990.g. prisjetili smo se trenutaka kada su Zagreb i Hrvatska rekli "dosta". Tim povodom organiziran je drugi Dinamov online kviz na kojem je ponovno bio veliki broj igrača.

[Tri utakmice od kojih je svaka završila "na jednu loptu"](#)



[Učlanjivanje i druženje s igračima u Pizzeriji Z1](#)



[Postani i ti Plavi prijatelj - garancija održivosti kluba](#)



[Top 11 igrača koji su nastupili na Kuljinom memorijalu](#)



## UČLANI SE







# FUTSAL DINAMO

## BLUE PATRON

- Individuals, groups of supporters, craft businesses, caterers and companies can help the work of our club with voluntary donation
- All Blue Friends receive personalized jersey, season ticket, invitation to donors' dinner and their name shown on virtual and physical Blue Wall
- Number of Blue Friends in 2020 – 85+



PLAVI PRIJATELJ 2020									
ZRIJE	ŽUTA KOPIRADNA	DINAMOV PUB KIVIZOVI	GORIČANI HUMANITARKA	SKEMBA & IVKA	JAKOB D.O.O.	DOMAGOJ PURGAR	FHV		
GABLERICA VG	MAREDO GRILL	LUMAR INTERNATIONAL D.O.O.	BRAVARIJA IVEC	NIKOLA MILOJEVIĆ	FUTSAL WEEK	DVO JE DINAMO			
ARHITEKTURA DUPLAČIĆ	DOBRAVKA RANILOVIĆ	PEČENJARA K VILIMU	SOFRA POINT	OBITELJ FAGLIJANIĆ	ŽELJANA BOLANIĆA	2MC			
442	POLIKLINIKA MILOJEVIĆ	REVELLO D.O.O.	SIGNIFICIO D.O.O.	...DAO BIH MILIJAROU DOLARA...KK	CENTAR ZA ESTETIKU MILOJEVIĆ				
DOBRAVKA MILOJEVIĆ	MIMI RAKOČEVIĆ	ZVONIMIR ČAIĆ	RIKAVINA PROMET D.O.O.	DECIMALA D.O.O.	PIZZERIA VIVA	PETICA VP			
OBITELJ KRIŽ	BRAVARIJA IVEC	WAYOUDD D.O.O.	OBITELJ POSARIĆ	ROEL CATERING D.O.O.	DONNA VEKIĆ	DELICJA D.O.O.			
THOMMEN KATIĆ AG	USTANOVA ZA ZDRAVSTVENU SKRB VAŠ PREGLED	PIZZERIA Z1	PROXIMUM D.O.O.	IVAN MANDIĆ	FUTSAL WEEK				
OBITELJ SURY	ANDREJ ROTH	VILLA "SARA" NOVALJA	RSM CROATIA	DEDA BRANKO	KK DINAMO	DIMITRIOS SYKIANAKIS	13MC		
CRDM D.O.O.	OBITELJ KATIĆ	MRAV SISTEM D.O.O.	RIVIERA CONCEPT STORE	BISTRO DENO	MCDIS	PERO I DANICA ZOVKO			
GODA VODA	GRAFAT USLUGE D.O.O.	RAJICI	BRANKO SKERLEY	434	FILIP & DOMAGOJ	RAKLE I LIKERI BILUŠIĆ	OBITELJ ŠUŠNJAR		

#DINAMOTESIT







# FUTSAL DINAMO

## Other events



### MEMBERS' WEEK

Season closure, exclusive content only for members (members' tournament, theater play for members, pub quiz...)



### AGRAM EASTER CUP

Around Easter, Futsal Dinamo is a host of third out of four Masters - a tournament held for younger categories of eight Croatian futsal clubs



### YEARLY ASSEMBLY

Organization of companionship of members, fans and club's staff, as well as various exhibitions of photos and articles connected with Dinamo and implementation of 'one member – one vote' principle







# FUTSAL DINAMO

## Other side events

⚽ Futsal Dinamo is a brand recognized in Croatia and beyond

⚽ We would use this popularity to organize events which would include your branding as well

⚽ **BLUE NIGHTS / PLAVE NOĆI**

Organization of four to five Blue Nights during the year which would be held throughout Croatia and BiH

⚽ **FANS' TOURNAMENTS AND CONCERTS**

Participation in tournaments and rock concerts organized by fans







# FUTSAL DINAMO

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## THANKS FOR YOUR ATTENTION



**FUTSALDINAMOZAGREB**



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