







We bring people together  
under the name of Sports.

**OUR MISSION IS UNITY.  
OUR LANGUAGE IS GLOBAL.  
OUR SPIRIT IS EXCELLENCY.**

Through years of experience and expertise in the international sports events world, Eight Bridges Sports LTD (EBS) offers a 360° wide range of services and solutions. These include organizing live sports events and hospitality, offering sports consultancy, setting the appropriate strategies and plans, and handling event logistics.

We gather our respective know-how to study, conceive, produce, and execute a memorable experience.

Through three decades of proficiency, our entrepreneurial mindset, and the boldness of our creativity, we qualify the most in delivering first class sports events. Members of the assembled team put their expertise and experience together in order to develop and offer the best value proposition for our clients.



# OUR PILLARS

Our pillars are the solid foundations that hold the bridges together. Expanding from our sturdy base of experience, our pillars ensure an optimal execution of sports events.



## SPORTS CONSULTANCY

ADVISORY CAPACITY. STRATEGY. MANAGEMENT.



## SPORTS EVENT MANAGEMENT

MASTER PLAN. PROJECT MANAGEMENT. OPERATION. EXECUTION.



## SPORTS MARKETING

SPONSORSHIP. SALES. RIGHTS.



## SPORTS CORPORATE

HOSPITALITY. INCENTIVE. ACTIVATION.



## SPORTS INTERNATIONAL EVENTS

BIDDING. HOSTING. PLANNING.



## SPORTS LOGISTICS

INFRASTRUCTURE. EQUIPMENT RENTAL. BUILDUP.



## SPORTS COMMUNICATION

DESIGN. BRANDING. PRODUCTION.



## SPORTS TECHNOLOGY

CONCEPT INNOVATION. SPORTS APP. NEW TECHNOLOGY.



## SPORTS EVENTS HEALTH SAFETY [COVID-19]

ASSESSMENT. PLANNING. IMPLEMENTATION.





Years of experience have provided us with a thorough understanding of the sports world within its smallest idiosyncrasies. Our wide area network makes us uniquely qualified to provide the best advice.



WE SERVED AS  
**CONSULTANTS** FOR  
MANY GOVERNMENTAL  
& PRIVATE ENTITIES,  
NATIONAL &  
INTERNATIONAL  
FEDERATIONS AS WELL  
AS INTERNATIONAL  
SPONSORS



## Our Value Proposition

- Complex project management experience
- Deep understanding of national and international sports context
- Expertise in sports policies
- Relevant and independent leading expertise network

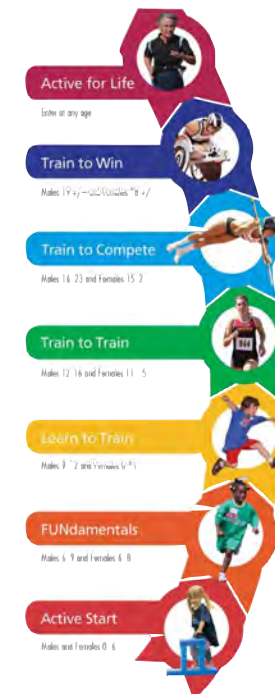
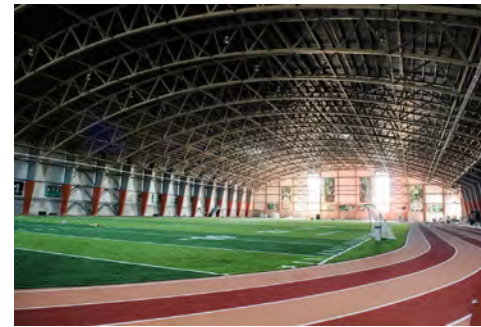
## Our methodology

- 1-Project Definition
- 2-Project Strategy & Plan
  - Team assembly
  - Contextualization
  - Benchmark studies
  - Solution Design: Strategy & Recommendations
  - Implementation Roadmap
- 3-Project Output Proposals
- 4-Post Project Follow-up
  - PMO
  - Production & Delivery

## References

**EBS** provided consultancy services for many governmental and private entities, national and international federations, and international sponsors.

*International Olympic Committee / Saudi Olympic Committee / Saudi General Sports Authority (GSA) / Abu Dhabi Sports Council / Beirut Municipality / International and National Federations / France Telecom / TOTAL / SONY / Paris Municipality*  
And many more...







# | SPORTS EVENT MANAGEMENT



A single need drives a live sports experience: **getting things done right**. We are the go-to people who can expertly handle events' venue and logistics, security and safety, sports competitions, and branding.

SPORTS EVENTS HAPPEN ONLY ONCE,  
WE LEAVE NO ROOM FOR MISTAKES.







## Services:

- Event Planning & Organization
- PMO
- Venue & Site Management
- Press & Media Relations
- Logistics
- Hospitality
- Protocol & Ceremonies
- Sports Competitions
- Marketing
- Team Assembly
- Legal & Risk Management
- Branding





*The Bridge 2017 (France/New York) / 3X3 Basket Ball FIBA World Cup (France) / Red Bull Cliff Diving (Lebanon) / Abu Dhabi International Sports Exhibition (ADISE-UAE) / 4WD and Outdoor Sports Show (Lebanon) / Rally of Lebanon (Lebanon) / BLF-Clairefontaine Trophy (Lebanon) / Team Saudi and Saudi House Asian Games (Indonesia) / EXTREME E (Senegal) / FIBA asian cup 2021 (JEDAH 2020) And many more...*





# SPORTS MARKETING



ATTRACT MORE  
ENGAGE FURTHER  
DELIGHT BETTER

**Our motto for every  
solution provided or  
activation created  
and managed**

We ensure an excellent  
return on investment  
through optimal brand  
creation and recognition  
by allocating the right  
people, in the right place.





## Services:

- Strategic Sponsorship Approach
- Sponsors Identification & Sponsorship Packages
- Guidelines & Identity
- Ticket & Package Sales
- Sports Exhibition Sales
- Media & Event Deals
- Sports Rights (Athletes, Teams, Organizations...)

## References

EBS has successfully managed sponsorship deals covering a variety of sports; including motor sports, water sports, football, basketball, golf, and more.

*Total in Formula 1 (1995-2005) / Sony PlayStation in WRC / Citroen-Total team in WRC / Bank Libano-Francaise in BLF Trophy*  
And many more...







**Hospitality** is what we do best. We provide our guests with top-notch hospitality services to enhance their experience at sports events.

**CONCEPTUALIZATION.  
TICKETING. TRAVEL  
ACCOMMODATION.**



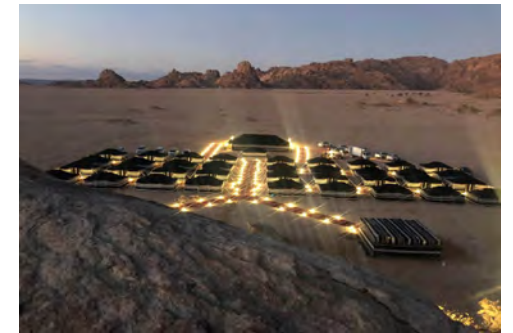




## Services:

### ● Hospitality Consultancy

- Analysis
- Concept Development
- Planning
- Branding & Design
- Hospitality Packages & Programs
- Hospitality Sales



### ● Hospitality Management

- Travel
- Accommodation
- Staffing
- Catering
- Tickets
- Venue Management

## References

EBS set a high-standards sports experience over the years.







**Football World Cup (France 1998) – VIP Program**  
**5000 guests / Euro 2000 (Netherland) and Euro 2004 (Portugal) – 1500 guests /**  
**Football World Cup Germany 2006 – 600 VIP guests /**  
**Formula One Championship- Hospitality program for major sponsors (1995- 2012)**  
**/ World Rally Championship –Official Hospitality Agency (2000-2004) /**  
**Dakar Rally- Hospitality Program for Major Sponsor and ASO organization (1993- 2022) /**  
**Roland Garros (5+ participations with guests)**  
**/ 24 hours of Le Mans / PGA Golf Tournaments / Michelin Test Drive (Michelin Worldwide Biggest Corporate event- Qatar) /**  
**Rise 100 (KSA 2021) / Extreme E (KSA 2021)/**  
**Saudi tour( KSA 2022)**  
**And many more...**





BEYROUTH 2009



## | SPORTS INTERNATIONAL EVENTS

Hosting large-scale international sports events requires a meticulous planning and a deep understanding of the process. **EBS** has the expertise and the resources to assist in the bidding process, the planning of the event, and the implementation.



## Services:

- Bid Book
- Bid Evaluation
- Economic Assessment
- Marketing
- Venue Design
- Organization Master Plan
- Budget Design

## References

*Paris 2012- Olympic Games bid / Abuja 2014 - Common Wealth Games / 3X3 Basket Ball FIBA World Cup / Paris 2010- IAAF World Championship*

And many more...







# SPORTS LOGISTICS



The logistics and infrastructure of an event are key to its success. Because of the joint ventures with many major actors (grandstands, sound, light, stage...), **EBS** is capable of designing infrastructure plans, securing equipment setup, handling the global logistics, allocating the right personnel, and ensuring smooth operations from buildup to breakdown.





## Services:

### ● Staffing

- Security & Safety
- Manpower
- Hostesses

### ● Event Infrastructure

- Fencing
- Grandstands
- Light & Sound
- Stage

### ● Transportation

- Buses
- Cars
- 4X4 Vehicles
- Trucks

### Hospitality Equipment & Services

- Hospitality Venue Management
- Double Decker & VIP Tents
- Interior Design & Fitout
- Catering
- Desert VIP Bivouac Camps
- Toilets & Showers







# SPORTS COMMUNICATION

**EBS** team has the ability to create an exceptional content material to engage with the audience, and communicate new projects and upcoming events. Using today's advanced technologies, qualified talents and a creative mindset, EBS delivers and produces a unique customized communication plan to each event's identity.





TV Production



Event Identity



TV Studio



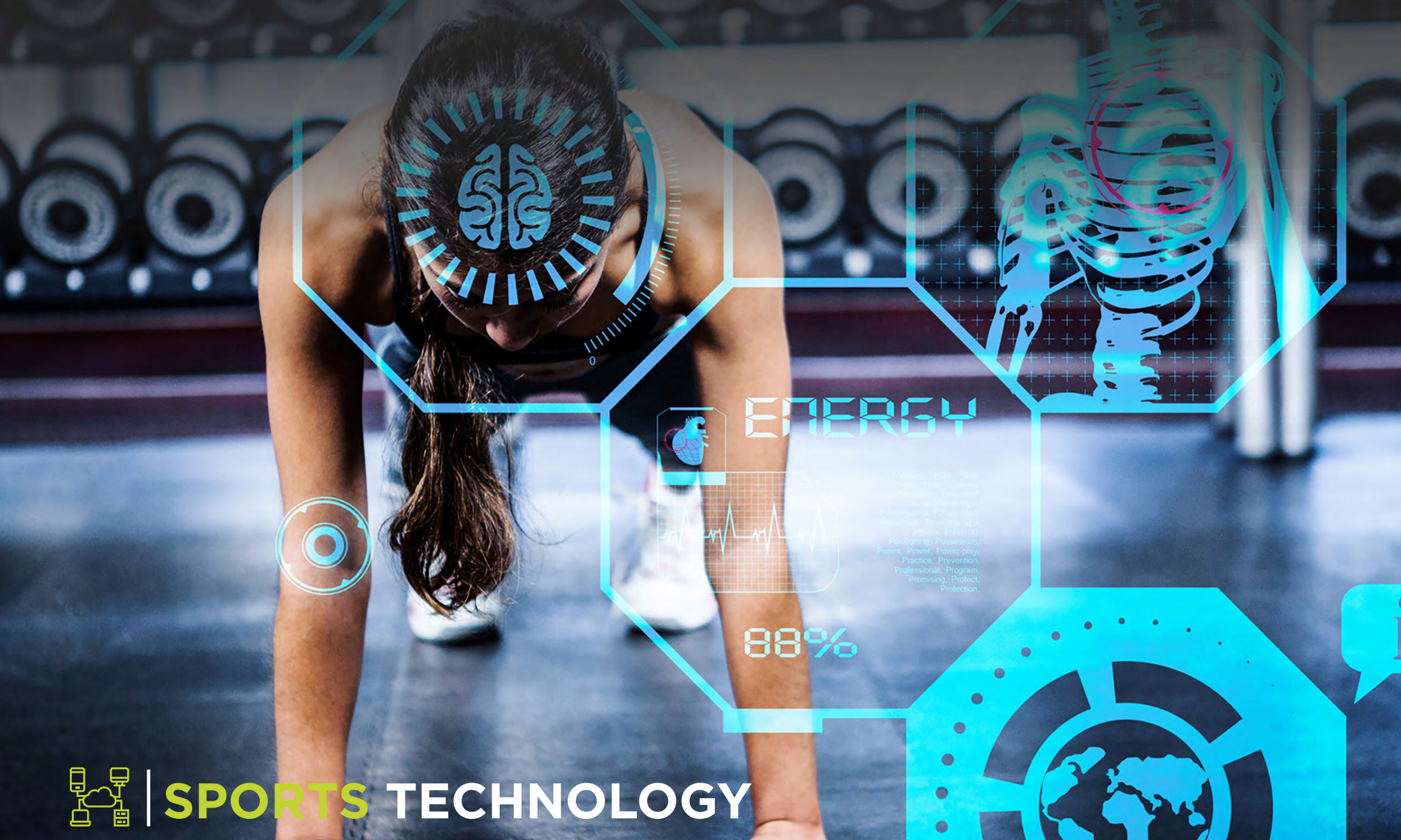
Branding



Conference Tech







## SPORTS TECHNOLOGY

Our customized app solutions, consist of a prime user friendly interface to interact with all sponsors, partners, spectators, teams, athletes, artists, F&B outlets and more, for the sake of delivering an exceptional experience, pre, during and post the event, in line with the Sports Health measures of the COVID-19 to minimize as much as possible any physical contact with parties involved.









# | SPORTS EVENTS HEALTH SAFETY

## [COVID-19 COMPLIANCE]



In the light of the COVID-19 Pandemic, we have all witnessed cancellation of elite Sports events causing major economic failures, delays in athletes' careers, and drastic change in the world's sports events calendar.

The World Health Organization along with the International Sports Federations, and local authorities published a set of guidelines and standards to re-open safely sports events and venues.

With this thread of light, **Eight Bridges Sports (EBS)** has developed a 360° line of services to bring Sports back in the Game!







## What to expect in our scope of work?

Our global sports' event plan offers a complete range of services covering 3 main phases: **ASSESSMENT**, **PLANNING** and **IMPLEMENTATION**, to insure an equally secure and safe environment for all parties involved.

## We provide along our organization and mapping services:

1. Trained Human Resources
2. Certified Sanitization Services
3. Safety Equipment
4. Customized Spectators and Attendees Kits
5. Standardized Food Safety
6. Branding
7. International Insurance services
8. Latest Integrated Technology



All in line with the World Health Organization, Sports Federations and Local authorities, checklists and requirements.



# 360° SOLUTION

## OUR METHODOLOGY



### ASSESSMENT

- Evaluate the external and internal environment
- Partner with reliable parties within the medical, sanitization, legal field
- Assess the level of risk VS the level of mitigation
- Plan to implement the respective measures

### PLANNING

- Create a task force including specialists (tech, medical, sports) to plan and validate the list of actions
- Develop customized checklists, tools, equipment and technologies
- Partner with related stakeholders to ensure high level services
- Assure insurance policies covering vital aspects and elements of the event.

### IMPLEMENTATION

Implementing all aspects of the checklists in line with the planning.

#### A. SET-UP

- Awareness communication
- Team training
- Health sanitization tools
- Organization/ logistics set-up

#### B. Certification/Authorization

- Pre-certification
- Approval

#### C. Operation

- Pre-Event organization
- Event organization



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**WE AIM TO DELIVER,  
WE ARE  
EIGHT BRIDGES SPORTS.**







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