



ROAD TO CHENGDU

THE DREAM OF A SPECIAL RUGBY TEAM



EDITS // 4 storytelling + 1 closer
SYNOPSIS // ICARUS follow the Italian firefighters national rugby
at the World Police & Fire Games 2019 in Chengdu (China)
SHOOTING // august 2019
ON AIR // autumn 2019
SOCIAL MEDIA // social Fb pills & YouTube





FOCUS

We tell step by step the protagonists of the world adventure of the Italian Firefighters National Team that wins so much by self-financing in its entirety to follow their passion.

Passion and sacrifice are in the heart of this movement celebrating 20 years since the first world appearance in Stockholm 1999.

A firefighter-rugbyman is certainly something special. A person who never pulls back in front of adversity who are fire or adversary and pursues the goal with tenacity.

The journey, the training seasoned by dreams and hopes and matches. To win to take home another medal.





FORMAT

4 STORYTELLING - 6'/9' for edit

1 EMOTIVE CLOSER

25' on air in 5 different Icarus shows
50-75 passages in SKY SPORTS channels
Public: over 20 million of viewers

ALSO AVAILABLE ON SKY ON DEMAND AND ON THE SKYGO DIGITAL PLATFORM





ITALIAN RUGBY TEAM

The Team was founded in October 1998, is composed entirely of Firefighters and is affiliated to the Italian Rugby Federation.

The Team forged ahead over the years and it became very quickly very well respected in the rugby world beating also professional national European teams. The highlight is of course the Rugby "Seven" Team, winner of several medals in the last editions of the Games.

The actual members of the Team are all players from the top division in Italy and some of them have already played with other national teams in prestigious tournaments such as the Six Nations and Heineken Cup.

The code of conduct, the abnegation, the sacrifice of these men, half players, half firefighters, make them somehow specials to the eyes of press, TV's, and, more generic, to the public opinion.

Sadly, despite the excellent results, despite attending regularly charity events, despite the reputation gained over the years, there is never enough attention to the Team to obtain sponsorships and players are forced to self-financing themselves in order to make their dream possible.

The next edition of The World Police & Fire Games will be held in Chengdu - Cina in August 2019 and the expenditures are far too much to be faced by the players, coaching and medical staff only.

This is why we are now currently exploring sponsorship opportunities outside Italy in order to lower down the per capita share.



THE WORLD POLICE & FIRE GAMES



The World Police and Fire Games (WPFG) is a biennial athletic event, open to active and retired law enforcement and fire service personnel throughout the world. Founded in the late 80's, The Games attract approximately 30,000 entrants, slightly fewer than the Summer Olympic Games and exceeding the third position holder, the Commonwealth Games. The games take place in all the continents and the sponsor's visibility is assured due to the press and TV coverage all over the world. The games are also a great opportunity to establish friendship with firefighters from all over the world and despite the playful and competitive aspect, the games are also used as training camp in order to update and share safety techniques.



WHY SUPPORT THE EVENT

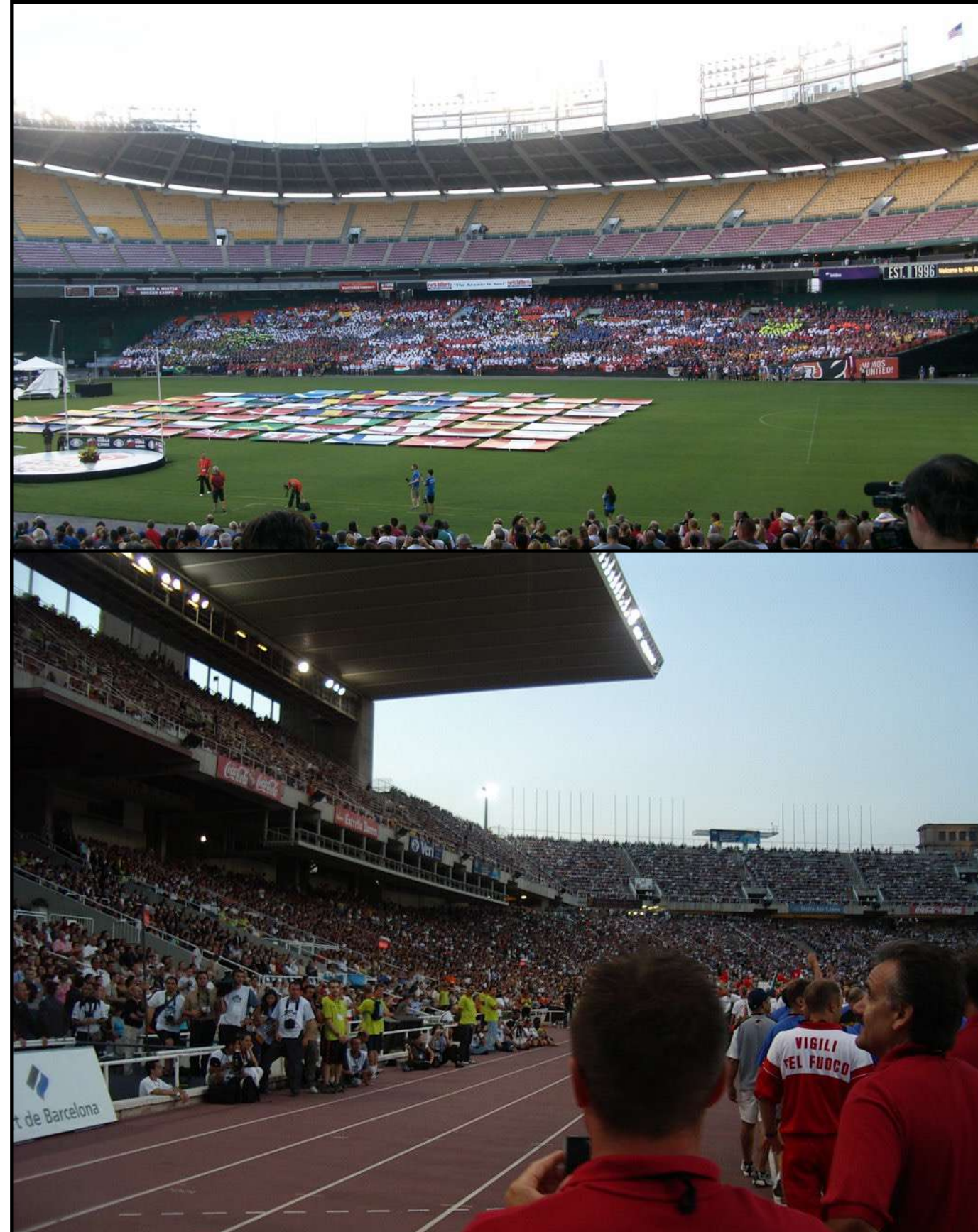
The event par excellence for uniformed athletes from around the world, a week of games in which the world titles are won in every sport.

An organization worthy of the most important world events that involves the entire region in which it takes place in addition to the state that hosts them, with great media coverage.

The Vancouver 2009 games were a general test for the 2010 Winter Olympics, just as Daegu 2010 was for the 2011 IAAF World Championships.

The main brands are involved in various ways in the games (see site fairfax2015.com)

As a result, even the sponsors of the individual national teams have maximum visibility and better if a team that say noble is perhaps reductive.





STOCKHOLM – Sweden 1999
 PARIS – France 2000
 INDIANAPOLIS – Usa 2001
 CHRISTCHURCH – New Zealand 2002
 BARCELONA – Spain 2003
 SHEFFIELD – England 2004
 QUEBEC CITY – Canada 2005
 HONG KONG – 2006
 ADELAIDE – Australia 2007
 LIVERPOOL – England 2008
 VANCOUVER – Canada 2009
 DAEJU – Korea 2010
 NEW YORK – Usa 2011
 SIDNEY – Australia 2012
 BELFAST – Ireland 2013
 FAIRFAX – Usa 2015

5th
 4th
 Silver medal vs. New Zealand
 Silver medal vs Fiji Island
 Bronze medal (S. Africa and England)
 Silver medal vs Wales
World Champion vs Australia
 Silver medal vs Wales
 Silver medal vs Australia
 Bronze medal (Wales & England)
 4th
World Champion vs Sud Africa
 Silver medal vs New Zealand
 Bronze medal (New Zealand and Australia)
 5th
 Silver medal vs New Zealand





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TARGET: SPORTSMAN 20/55 AGE