



by YellowFields



ELITE NEON CUP 2024

ATHENS, GREECE

YELLOWFIELDS is based in Athens and was established in 2014 by a **TEAM OF PROFESSIONALS**, offering their **EXPERTISE** in organizing **HIGH END SPORT EVENTS AND SERVICES**.

We have a **VAST EXPERIENCE IN THE FIELD OF SPORTS MANAGEMENT** but mainly we are a team, born and raised, with a **PASSION FOR SPORTS** and with that legacy we strive to create the **BEST POSSIBLE SPORT EXPERIENCES FOR ALL ATHLETES**.

YELLOWFIELDS IS
ALL ABOUT SPORTS

Our main goal is to create a **CROSS CULTURAL EXPERIENCE** that will offer all athletes, **UNFORGETTABLE MEMORIES AND MOMENTS**.

Competition in sports was a central aspect of Greek culture and of the life of every Greek and it continues to be so in our days.

IT'S EXACTLY THAT SPIRIT AND THAT PASSION THAT WE WANT TO SHARE WITH TEAMS AND ATHLETES FROM ALL AROUND THE WORLD.

The right side of the image features a blue-tinted background photograph of a large group of young athletes in blue and white uniforms, cheering with their arms raised on a sports field. Overlaid on this background is the 'YELLOWFIELDS' logo in white, with a yellow leaf-like shape on the top right of the 'O'. Below the logo, the tagline 'All about sports' is written in yellow.

YELLOWFIELDS
All about sports

ABOUT YELLOWFIELDS



ABOUT ELITE NEON CUP

ELITE NEON CUP is the **BEST** and **GREATEST INTERNATIONAL YOUTH FOOTBALL TOURNAMENT IN GREECE AND ONE OF THE BEST IN EUROPE!**

It has been conducted for **9 YEARS** and the participation of the teams is made through special invitation.



PREVIOUS YEARS TEAMS

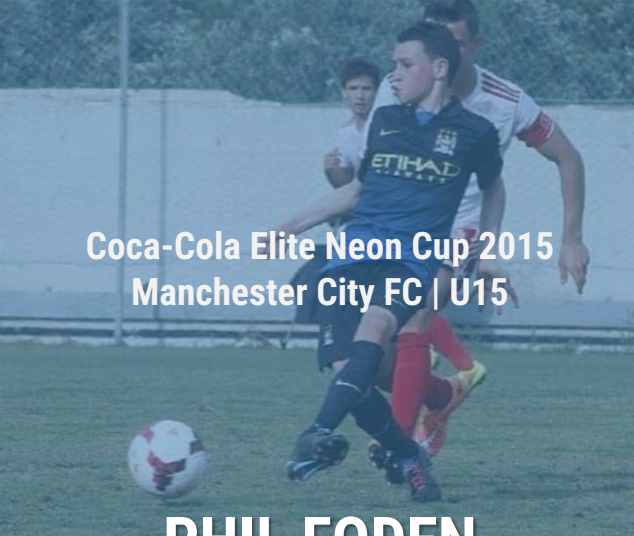
 160 TEAMS

 40 COUNTRIES

 440 GROUPS

 7.200 ATHLETES





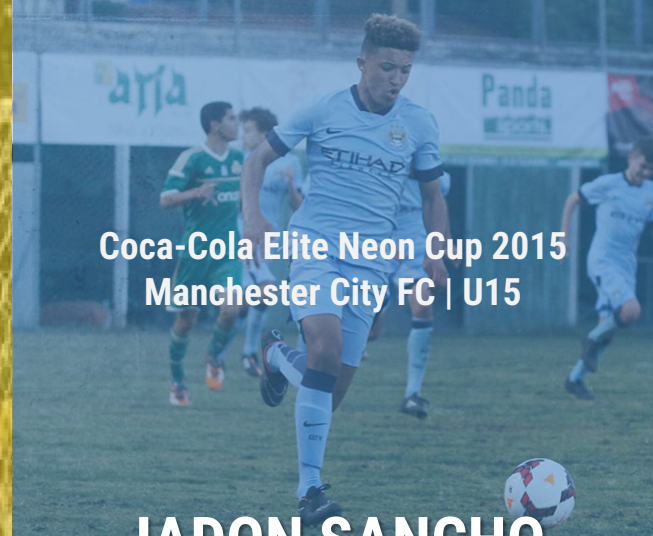
Coca-Cola Elite Neon Cup 2015
Manchester City FC | U15

PHIL FODEN



Coca-Cola Elite Neon Cup 2015
FK Partizan | U15

DUSAN VLAHOVIC



Coca-Cola Elite Neon Cup 2015
Manchester City FC | U15

JADON SANCHO



Manchester City FC
England National Football Team



Juventus FC
Serbian National Football Team



Manchester United FC
England National Football Team

Throughout the years,
MORE THAN 50 SPONSORS
have supported **ELITE NEON CUP**.



**PREVIOUS YEARS
SPONSORS**





PREVIOUS YEARS STATISTICS

TV PROGRAMMING & LIVE STREAM

- 50+ hours live broadcast from Nova
- Live streaming of all matches via partner platform
- Over 4000+ unique live stream viewers from over 20 countries per tournament

VISITORS

Over 30.000 visitors attended the athletic facilities during the tournaments.

PROMOTION

Web and TV promotion of the tournament through major web-portals and TV networks such as:

- **Alpha**
- **ERT**
- **Nova**
- **football-academies.gr**
- **gazzetta.gr**
- **novarsports.gr**



PREVIOUS YEARS WEB STATISTICS

eliteneoncup.com

Unique visitors and sessions during the months of the tournaments.

AUDIENCE OVERVIEW

- Vikos Cola Elite Neon Cup 2023 | Athens Edition | 10-12/4/2023:
<https://lookerstudio.google.com/reporting/49f4de2e-f4d3-44bf-a8b0-2cdc3d764fb8>
 - Vikos Cola Elite Neon Cup 2023 | Corinth Edition | 26-28/5/2023:
<https://lookerstudio.google.com/reporting/45ce3bb7-74ae-4832-b207-cca8ad1b75c0>
-

BEHAVIOR OVERVIEW

- Vikos Cola Elite Neon Cup 2023 | Athens Edition | 10-12/4/2023:
<https://lookerstudio.google.com/reporting/9469ccae-9903-460b-9749-bddb5692e23b>
- Vikos Cola Elite Neon Cup 2023 | Corinth Edition | 26-28/5/2023:
<https://lookerstudio.google.com/reporting/80d2ab9e-8da2-436d-b380-740e787a9ace>



PREVIOUS YEARS SM STATISTICS

FACEBOOK & INSTAGRAM

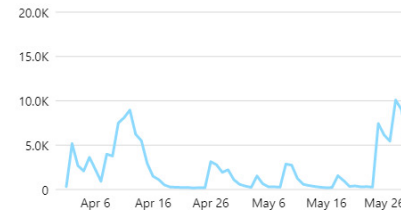
From 1/4/2023 to 31/5/2023 where the 2023 tournaments took place.

REACH

Reach

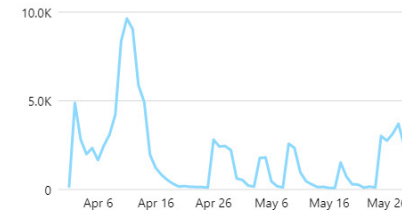
Facebook Page reach ⓘ

59,246 ↑ 95.2%



Instagram reach ⓘ

31,341 ↑ 246.5%





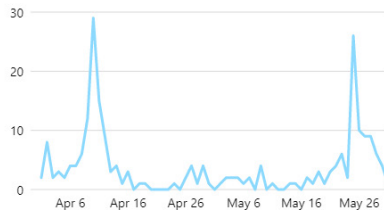
PREVIOUS YEARS SM STATISTICS

NEW LIKES & FOLLOWS

New likes and follows

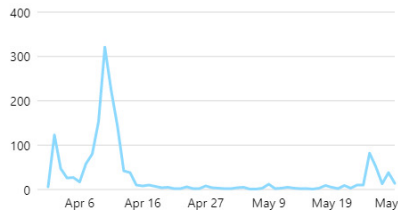
Facebook Page new likes

223 ↑ 118.6%



New Instagram followers

1,675 ↑ 266.5%

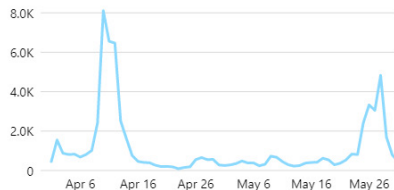


PAGE & PROFILE VISITS

Page and profile visits

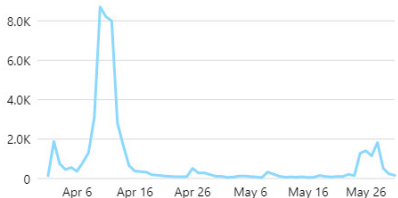
Facebook Page visits

67,691 ↑ 179.9%



Instagram profile visits

52,007 ↑ 335.5%





PREVIOUS YEARS SM STATISTICS

CURRENT AUDIENCE

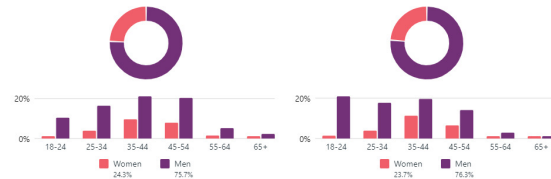
Audience

Current audience Potential audience

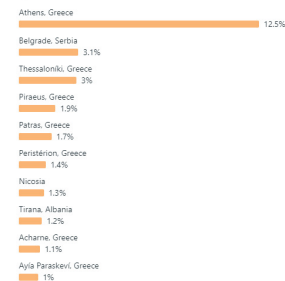
Facebook Page followers

7,434

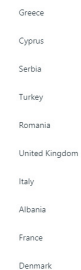
Age & gender



Top cities



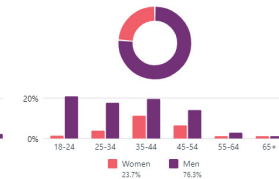
Top countries



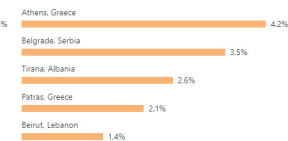
Instagram followers

4,769

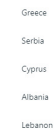
Age & gender



Top cities



Top countries



POTENTIAL AUDIENCE

Audience

Current audience Potential audience

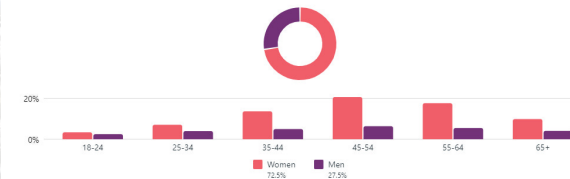
Estimated audience size

6,200,000 - 7,300,000

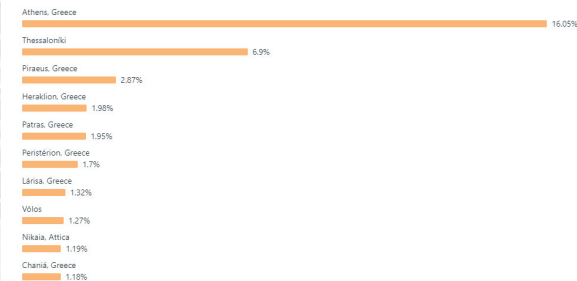
People on Facebook and Instagram in Greece and 2 other filters selected

Advertise

Age & gender



Top cities



Top countries



Location : Athens, Greece

Conduction Dates : 30/04/2024 - 2/05/2024

Tournament Duration : 3 days

Venues : Kicks Academy Athletic Center
Peania Athletic Center
Various Fields in Attica

Age Groups : Boys U16 (2008)
Boys U14 (2010)

Total Teams : 64 (32 per age category)

Team Groups : 16 persons minimum

Estimated Participants : 1050 players
130 staff

Total Games : 5 – 6 per team

Formations : 11v11

Tournament Structure : Groups stage and then playoffs stage

Rules : FIFA official



ELITE NEON CUP 2024
ATHENS U14-U16 EDITION
- INFORMATION -



ELITE NEON CUP 2024
ATHENS U14-U16 EDITION
- TEAMS -



REAL MADRID CF



PARIS SAINT-GERMAIN FC



JUVENTUS FC



LIVERPOOL FC



FC BAYERN MUNCHEN

TEAMS FROM THE TOP LEAGUES IN EUROPE
will participate in the **ELITE NEON CUP 2024**
ATHENS U16-U14 EDITION.



Features:

- **STATE OF THE ART FOOTBALL FIELDS**
with natural and last-generation artificial turfs
- **REHABILITATION AREAS**
- **ENTERTAINMENT AREAS**
- **25' DISTANCE FROM THE HOTELS**

ELITE NEON CUP 2024
ATHENS U14-U16 EDITION
- FACILITIES -

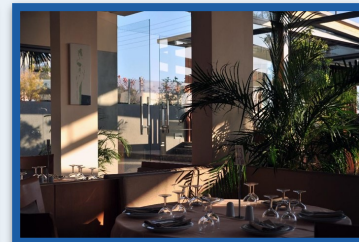
**ELITE NEON CUP 2024
ATHENS U14-U16 EDITION
- ACCOMMODATION -**

3* AND 4* HOTELS

The teams will stay in 3-star and 4-star hotels, which specialize in hosting football teams.

FULL BOARD MENU

The accommodation package includes a full board menu with breakfast, lunch and dinner.



BOYS U16, U14

25/4	ARRIVAL DAY
26/4	FRIENDLY MATCH
27/4	FRIENDLY MATCH/ATHENS SIGHTSEEING
28/4	FRIENDLY MATCH
29/4	TECHNICAL MEETING
30/4	GROUP STAGE
1/5	GROUP STAGE / FINAL STAGE
2/5	FINAL STAGE / CLOSING CEREMONY
3/5	DEPARTURE DAY



**ELITE NEON CUP 2024
ATHENS U14-U16 EDITION
- MAIN SCHEDULE -**



**ELITE NEON CUP 2024
ATHENS U14-U16 EDITION
- EXTRAS -**

CULTURAL VISITS

(* upon request and depending on availability and days of stay)

- Acropolis and Acropolis Museum
 - Athens Sightseeing
-

COVERAGE OF THE TOURNAMENT

- Display of the tournament's news and results on the most popular sports websites
- 1.000 - 1.500 visitors per day