

## What we offer

- ▶ Sessions for trainers in our award-winning methodologies
- ▶ The development of a longer term partnership, further training, shared best practise, creative humanitarian solutions
- ▶ The opportunity to gain access to decision-makers at the highest level (Kings, Presidents, Ambassadors)
- ▶ Events in local communities with a proven capacity to engage, inspire and motivate and leave a lasting legacy
- ▶ The opportunity to tell your organization's story (through THE BALL) to global, national and local audiences
- ▶ Media attention: Over the last four World Cups, we have had vast media coverage with all forms of press, whether in print, on radio or on TV

## Aims

- ▶ Continue to profile the plight of Syrian refugees
- ▶ Telling their story
- ▶ Raising awareness for them
- ▶ Influencing others/decision makers
- ▶ Linking countries together along the route
- ▶ Fundraising campaigns

## Teampayer



## ONE BALL ONE WORLD



## THE BALL 2018

Spirit of Football's passport  
to the peoples of the world



## Contact us now to join our team!

Find out more about THE BALL:  
English:  
<http://theball.tv/2018>

Deutsch:  
<http://spirit-of-football.de/the-ball-2018>

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## What is THE BALL?

THE BALL is football's equivalent to the Olympic Torch since 2002; a legendary football and the star of the beautiful game. Every four years, it kicks off from Battersea Park in London, where the very first game of modern rules football took place. Its destination is the Opening Ceremony of the World Cup.

## The message!

Our Fair Play message „One Ball, One World“ is supported by Liverpool F.C. Manager Jürgen Klopp whose supportive statement not only refers to the refugee „crisis“ but is also a call to action.



Jürgen Klopp | Manager Liverpool F.C.

“This ball is a fantastic icon for the current situation. How simple things would be if we could all just orientate ourselves around THE BALL. Whoever sees my signature [on THE BALL] can feel a little better for a moment because he knows that he is surrounded by friends, and when he too signs it he becomes a member of our team. I would be happy if you too would join our team.”

## The Route 2018

The Journey starts in London (March 2018).

The Journey ends in Moscow (June 2018).

## THE BALL History



## Theme 2018: Empathy

- ▶ THE BALL's 2018 journey from London across Europe, the Balkans, the Middle East and Caucasus to the World Cup in Russia.
- ▶ THE BALL will explore this through the experience of displaced people; the journeys that they have made and the challenges they continue to face
- ▶ We will highlight the extraordinary work that is being done using football to help these people find a new home and build new communities.