

INTERNATIONAL FOOTBALL FOR FRIENDSHIP AWARD  
BEST PROJECT OF NON-COMPETITIVE PROGRAMME



# GRAND FESTIVAL OF FOOTBALL

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RUSSIA

Gazprom Academy. FC Zenit



## YOUTH FOOTBALL IN RUSSIA



**16 of the 16** clubs

in the Russian Premier League are from the European part of the country, 4 of them from the capital



Many children in Russia are not motivated to play football because they have no direct contact with the big clubs and academies



Those who are motivated - often lack access to quality infrastructure and have little opportunity for development

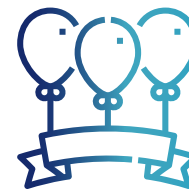


Our aim is to support the development of youth football in all regions of our country and equal opportunities for all children

## GRAND FESTIVAL OF FOOTBALL

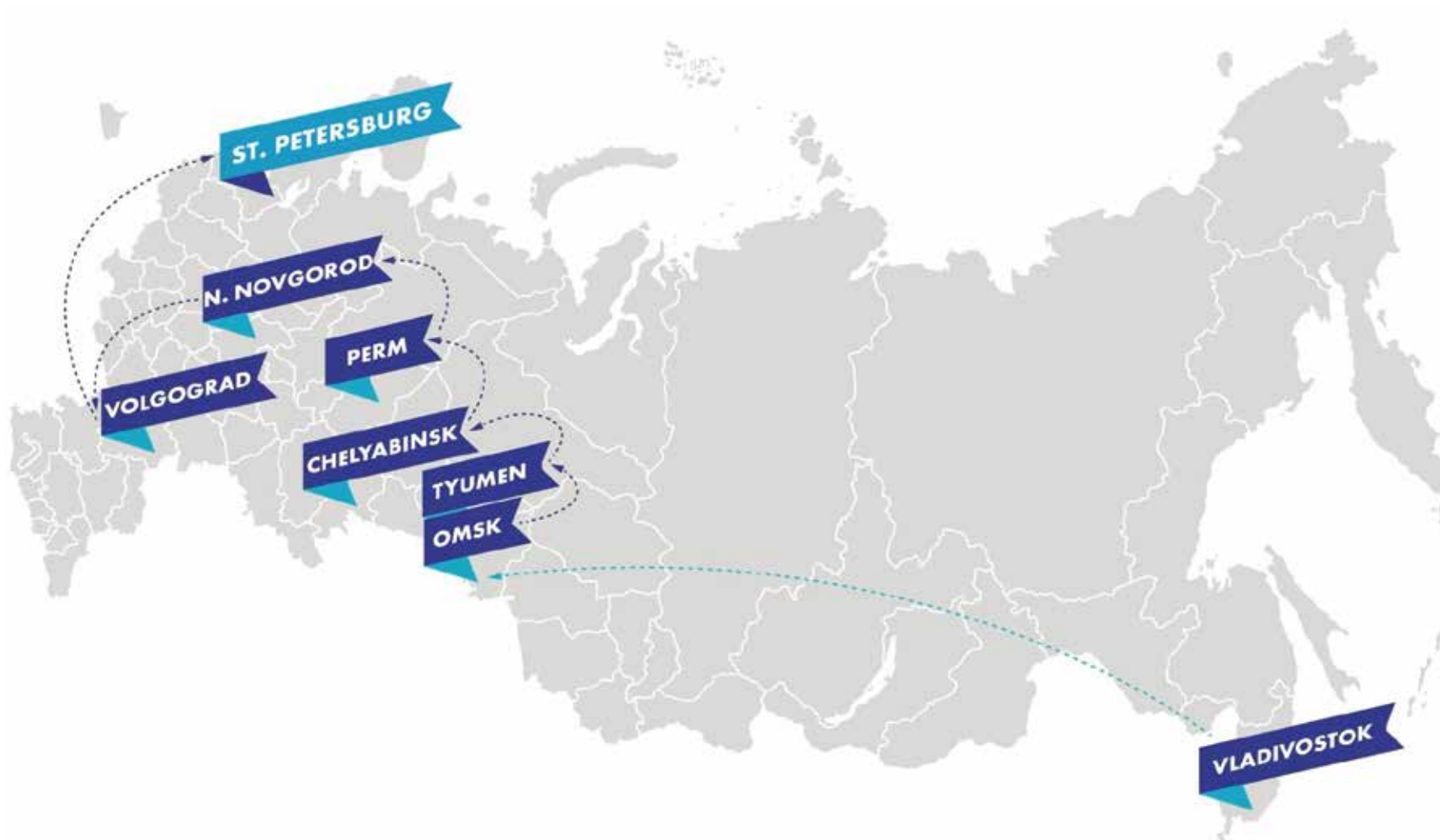


Zenit has been running this unique project which brings big football to Russian cities to promote and develop youth football since 2014.



The festival includes educational sessions, meetings with fans, master classes from Gazprom Academy coaches, selection of young players for training camps in St. Petersburg, as well as a largescale city festival for Zenit supporters.

## FESTIVAL IN 2019



in **2019**

the festival was held in seven Russian cities. The first city was Vladivostok, one of the biggest eastern cities in Russia.



## FESTIVAL IN 2019



Zenit decided not only to expand the geography, but also to develop new forms of interaction with fans in the regions. For the first time in the history of the Grand Festival of Football, a real trophy of Russian champions arrived in each city. Each guest of the festival had the unique opportunity to be photographed with the cup.



New unique educational programme for regional sports schools



Seminars and training for coaches in the regions



Involvement of leading universities, youth centres



Common educational and creative programme



More activities, events and audience involvement in the project



More audience outreach through regional and federal media



More viral content and improvements in social media navigation



## BECOME A ZENIT PLAYER



the **45** winners

of the Grand Festival of Football went to a month-long training camp in St. Petersburg.



During the month, the future players attended master classes from Zenit's main squad, trained with the Academy's pupils, went on many excursions and cultural events, attended a main team match and trained daily with the Academy's coaches.



Some of the players selected at the big football festival have joined Gazprom Academy's youth teams in the future.





## BECOME A ZENIT PLAYER



The centrepiece of the Grand Festival of Football was the football pitch, where young footballers were able to showcase their talents to the Academy's coaches. More than 2300 children in 7 cities participated in the selection process. Following a series of tests conducted by Zenit Academy coaches, six winners from each city were selected who went to a training camp in St. Petersburg at the end of July.



**45** players received an opportunity to train for a month in our Academy in Saint Petersburg

## THE IMPACT OF THE PANDEMIC



Due to the coronavirus pandemic and related restrictions, the last Grand Festival of Football was held in 2019.

Nevertheless, several factors at once inspire considerable optimism about the event's imminent resumption:



The event takes place outdoors, which reduces the risks involved



The entertainment and competition line-up is flexible and changes every year: a new programme can be designed to minimise the risks, taking into account the club's experience of holding matches with fans during a pandemic.



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[youtu.be/ixdLXMH\\_GY0](https://youtu.be/ixdLXMH_GY0)

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## THANK YOU FOR ATTENTION!



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