

European Basketball Week 2014 Communications Guidelines

November 29 – December 7, 2014



Special Olympics





Special Olympics
EUROPEAN
BASKETBALL WEEK
29th Nov - 7th Dec | 2014





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Concept behind European Basketball Week:

- One week every year where everyone in the basketball community across Europe are encouraged to expand opportunities for players with intellectual disabilities. The 2014 Special Olympics European Basketball Week is once again endorsed by FIBA Europe and supported by Euroleague Basketball

2014 Focus:

- The 2014 European Basketball Week will focus on introducing half-court 3x3 competition and Unified basketball. Unified basketball encourages players with and without intellectual disabilities to play on the one team and forge new friendships that will help build a more inclusive society





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- **11th** consecutive year endorsed by FIBA Europe
- **18,500** participants in **33** countries
- **20+** national and **220** regional and local Unified and 3x3 basketball events
- **3,000** families, **5,000** volunteers, **10,000** spectators
- **6th** consecutive year in partnership with Euroleague Basketball / ONE TEAM
- **24** Euroleague ONE TEAM matches dedicated to Special Olympics
- **Coach** training sessions
- **Unified Basketball** events and 3x3 half-court competition
- **Support** of Basketball Federations, Basketball Clubs and Universities
- **Celebration** of UN Day of Persons with Disabilities December 3rd



EBW 2014 - PARTNERS



EUROLEAGUE BASKETBALL is a global leader in sports management . It manages two premier basketball competitions, the Turkish Airlines Euroleague and the Eurocup, consisting of more than 72 teams from as many as 25 countries. Each season culminates in the naming of a continental champion at the Turkish Airlines Euroleague Final Four, now a signature event on the world sports calendar. All recent Final Fours have been broadcast live to nearly 200 countries on all five continents. **www.euroleague.net**



ONE TEAM Launched in 2012, is the corporate social responsibility (CSR) and marketing partnership program developed by Euroleague Basketball together with its member clubs and supported by Turkish Airlines. ONE TEAM combines the efforts and support of its clubs to use the sport of basketball to create positive social change.

www.euroleague.net/one-team

EBW 2014 - PARTNERS



FIBA Europe and Special Olympics Europe Eurasia have been partners since May 2004 with the joint aim of developing basketball for players with intellectual disabilities. The number of Special Olympics players in the region has increased from 13,000 in 2004 to 57,920 today. This year through the support of FIBA Europe 3x3 Special Olympics will focus on introducing half-court 3x3 competition during European Basketball Week. FIBA sees 3x3 as a major vehicle for promoting the game of basketball throughout Europe. On-going involvement of National Basketball Federations and 11 years support for Special Olympics European Basketball Week are highlights of this important partnership. www.fibaeurope.com

EUROLEAGUE LOGO GUIDELINES



Rules for use: Special Olympics, Euroleague Basketball, One Team logos



- Recommended to use SO-One Team logo as main in all materials



- Logo of Euroleague Basketball (preferred vertical) might be used next to One Team logo and EBW lock-up



- Logo of Euroleague Basketball (preferred vertical) might be used next to SO-One Team logo

FIBA EUROPE LOGO GUIDELINES



Rules for use of FIBA EUROPE logo:

- No alteration to the logo (including colour)
- Either vertical or horizontal versions can be used depending on design aesthetics – the two different design shapes should not be used on the same item.
- The FIBA Europe logo should not be the dominate design element
- The FIBA Europe 3 x 3 logo can be used when you are organizing/hosting 3x3 half-court competition
- Use the phrase ENDORSED BY when commenting on FIBA's support of European Basketball Week

Special Olympics European Basketball Week | Logo

The logo for Special Olympics' European Basketball Week was inspired by the diverse and dynamic nature of the basketball and the people who come together to play the game.

1 Vertical lock-up

Center axis, positioned below the logotype.

2 Horizontal lock-up

Center axis, positioned to the right of the logotype. This lock-up can be used on formats with a strong horizontal bias eg. pitch side banners and hoarding.

3 Simplified lock-up

For use at small sizes or where space is restricted eg. merchandize.

1



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2 Horizontal Lock-up



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CENTER AXIS

3 Simplified lock-up



Special Olympics **European Basketball Week Logo | Banners**



Venue entrance banner



Small flag



Horizontal banner



Flag banner



Rafter banner



Back Design

Full color



BANNER



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Images & Social Media



SOEE Flickr page link with basketball images from the European Games Antwerp. Please credit photographer.

<https://www.flickr.com/photos/antwerp2014/sets/72157647731425936/>

Follow & Share :



@SpecOlympicsEU; @SpecialOlympics

#soebw2014 #ebw2014 #playunified



fb.com/SOEuropeEurasia



Instagram

special_olympics_eu

#PlayUnified



The 2014 European Basketball Week will focus on Unified basketball where players with intellectual disabilities (athletes) and those without intellectual disabilities (partners) come together to play on the same team in a spirit of friendship and joy leading to a more inclusive society. We encourage you to promote #playunified in your EBW activities.



Enjoy European Basketball Week 2014!

Any Questions?

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