

The Embassy of Belarus in Canada is pleased to inform that the 2021 ICE HOCKEY WORLD CHAMPIONSHIP will take place in Minsk (Belarus) and Riga (Latvia).

As one of the organizers of the 2021 Ice Hockey World Championship, Belarus Ice Hockey Federation will have the following set of commercial rights:

- title of the official partner of the World Hockey Championship with related rights to use the official name, logo, slogan of the championship;
- advertise on the boards of the championship hockey rinks;
- advertise on the uniform of the national team of the Republic of Belarus.

More information is below and on their web-site <https://www.hockey.by/cooperative/>
+ 375 17 254 56 38

e-mail: marketing@hockey.by

We believe that foreign companies might be interested in expanding their presence in the consumer markets can consider the World Ice Hockey Championship in 2021 as a good site to promote their products to the markets of the Eurasian region.

**BELARUSIAN ICE HOCKEY ASSOCIATION PARTNERSHIP PROPOSAL
2021 IIHF ICE HOCKEY WORLD CHAMPIONSHIP. MINSK-RIGA
NO OTHER SPORT IN BELARUS CAN OFFER SUCH OPPORTUNITIES**

-Advertising platforms along with such brands[®] as Nike, Tissot, Skoda, Raiffeisen bank

-Both semi-finals and the final will take place in Minsk

-TV-audience of IIHF Ice Hockey World Championships amounts to 1,2 billion viewers

in 165 countries

•National Teams of Russia, Belarus and probably Kazakhstan will play all games in Minsk. Audience of these teams includes 185 million residents and 18 cities with population of over million people located within the Eurasian Economic Union
The tournament is broadcast by nationwide North American, European, Chinese channels, TSN, RDS, NBCSN, NHL Network, Canal+, RTL, Match TV, SVT, CCTV, CeskaTelevize, etc.

Keen interest in the tournament in the run-up to the 2022 Winter Olympic Games. Interest in the championship is traditionally high in Sweden, Finland, the Czech Republic, Switzerland, Slovakia, Latvia, Germany.

More information on partnership possibilities is here:

<https://www.hockey.by/cooperative/>

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