



AC OMONOIA NICOSIA DIRECT INVITATION PROPOSAL GAMES OF THE FUTURE 2026



PART 1 **INTRODUCTION**



INTRODUCTION

FOUNDED IN 1948, AC OMONOIA NICOSIA IS ONE OF CYPRUS' MOST HISTORIC AND INFLUENTIAL SPORTING ORGANIZATIONS AND AMONG THE COUNTRY'S MOST RECOGNIZED CLUBS INTERNATIONALLY.

BASED IN NICOSIA, OMONOIA HAS BUILT A LEGACY THROUGH DECADES OF SUCCESS IN CYPRIOT FOOTBALL, WINNING MULTIPLE NATIONAL CHAMPIONSHIPS AND CUPS WHILE CONSISTENTLY REPRESENTING CYPRUS IN EUROPEAN COMPETITIONS.

BEYOND FOOTBALL, OMONOIA HAS DEVELOPED INTO A MULTI-SPORT INSTITUTION WITH A POWERFUL COMMUNITY PRESENCE AND ONE OF THE MOST PASSIONATE SUPPORTER BASES IN CYPRUS AND THE WIDER GREEK-SPEAKING WORLD.

TODAY, THROUGH AC OMONOIA ESPORTS, THE CLUB CONTINUES TO EXPAND INTO NEW COMPETITIVE ENVIRONMENTS, COMBINING ITS HERITAGE, STRONG BRAND IDENTITY AND DIGITAL REACH TO REPRESENT CYPRUS IN THE GLOBAL PHYGITAL SPORTS MOVEMENT.



OMONOIA IN PHYGITAL

AC OMONOIA NICOSIA OFFICIALLY ENTERED THE **PHYGITAL SPORTS ECOSYSTEM** THIS RANKING SEASON, WITH THE OBJECTIVE OF REPRESENTING THE CLUB IN EMERGING PHYGITAL COMPETITIONS IN CYPRUS AND INTERNATIONALLY.

OUR PARTICIPATION IN THIS YEAR'S RANKING TOURNAMENTS IN **CYPRUS** INCLUDES, PHYGITAL **FOOTBALL ORIGINS**, PHYGITAL FOOTBALL RIVALS AND PHYGITAL **DANCING RIVALS**.

IN **PHYGITAL FOOTBALL**, OMONOIA CLAIMED THE **3RD PLACE** IN BOTH THE **ORIGINS** AND **RIVALS** TOURNAMENTS, BEING RANKED AS THE **22ND TEAM** WORLDWIDE IN THE OFFICIAL **WPC CLUB RANKINGS**.

THE CLUB NOW CONTINUES ITS DEVELOPMENT TOWARD **GAMES OF THE FUTURE 2026 IN ASTANA**, AIMING TO FURTHER STRENGTHEN ITS INTERNATIONAL PRESENCE IN THE GLOBAL PHYGITAL MOVEMENT.



PART 2 **APPLICATION FIELDS**



APPLICATION

AC OMONOIA NICOSIA'S APPLICATION FOR GAMES OF THE FUTURE 2026 INCLUDES PARTICIPATION IN PHYGITAL FOOTBALL, PHYGITAL BASKETBALL, PHYGITAL DANCING AND DOTA 2 - MOBA PC.

THE CLUB HAS SUCCESSFULLY FORMED COMPETITIVE AND WELL-STRUCTURED ROSTERS ACROSS ALL DISCIPLINES, COMBINING PHYSICAL SPORT WITH DIGITAL COMPETITION UNDER ONE OFFICIAL CLUB IDENTITY.

THESE TEAMS ARE PREPARED TO REPRESENT AC OMONOIA AT THE HIGHEST INTERNATIONAL LEVEL, WHILE CREATING STRONG VISIBILITY AND PROMOTIONAL VALUE FOR THE CLUB DURING THE FINALS IN ASTANA 2026.

THE CLUB'S PARTICIPATION REFLECTS ITS COMMITMENT TO INNOVATION, INTERNATIONAL COMPETITION AND THE CONTINUED DEVELOPMENT OF CYPRUS WITHIN THE GLOBAL PHYGITAL SPORTS ECOSYSTEM.



PART 3 **COMPETITIVE /** **PROFESSIONAL COMPONENT**



TOURNAMENTS IN WHICH THE PLAYERS HAVE PARTICIPATED

AS NOTED BEFORE, OUR PARTICIPATION IN THIS YEAR'S RANKING TOURNAMENTS IN **CYPRUS** INCLUDES, PHYGITAL **FOOTBALL** ORIGINS, PHYGITAL FOOTBALL RIVALS AND PHYGITAL **DANCING** RIVALS.

IN ADDITION, PLAYERS INCLUDED IN THE PROPOSED ROSTERS HAVE PARTICIPATED IN **NATIONAL** AND **INTERNATIONAL ESPORTS** AND **PHYGITAL** COMPETITIONS, BRINGING VALUABLE COMPETITIVE EXPERIENCE ACROSS **ALL FOUR DISCIPLINES**.

THE ATHLETES REPRESENTING PHYGITAL FOOTBALL, PHYGITAL BASKETBALL, PHYGITAL DANCING AND DOTA 2 - MOBA PC ARE **EXPERIENCED COMPETITORS** AND ARE FULLY **FAMILIAR** WITH THE FORMAT, STRUCTURE AND COMPETITIVE STANDARDS OF PHYGITAL SPORT.

THEIR PARTICIPATION PROVIDES AC OMONOIA WITH A **STRONG** AND **PREPARED** ROSTER FOR **GAMES OF THE FUTURE 2026**, READY TO COMPETE AT INTERNATIONAL LEVEL WHILE REPRESENTING THE CLUB.



TOURNAMENTS IN WHICH THE PLAYERS HAVE PARTICIPATED

OUR PLAYERS FOR **PHYGITAL FOOTBALL** HAVE PARTICIPATED IN

- CYPRUS PHYGITAL FOOTBALL ORIGINS AND RIVALS
- CYPRUS AND GREEK FOOTBALL 3RD, 4TH AND LOWER DIVISIONS.
- CYPRUS AND GREEK FUTSAL 1ST DIVISION
- CYPRIOT ESPORTS FOOTBALL LEAGUE
- CYPRUS NATIONAL FUTSAL TEAM
- CYPRUS NATIONAL FOOTBALL TEAM (U19)
- CYPRUS NATIONAL FOOTBALL TEAM (EA SPORTS FC)
- GREECE & CYPRUS NATIONAL ESPORTS LEAGUE (EA SPORTS FC)
 - **AC OMONOIA ESPROTS ARE THE CURRENT CHAMPIONS**
- VIRTUAL PRO GAMING LAN EVENT - UK SERIES (EA SPORTS FC)
- STEPHANIS IVI LAN TOURNAMENTS (FIFA)
- ANTI (TV CHANNEL) FIFA TOURNAMENTS (FIFA)
- UFL ONLINE TOURNAMENTS



TOURNAMENTS IN WHICH THE PLAYERS HAVE PARTICIPATED

OUR PLAYERS FOR **PHYGITAL BASKETBALL** HAVE PARTICIPATED IN

- CYPRUS AND GREEK BASKETBALL 1ST AND 2ND DIVISION
- CYPRUS AND GREEK 3X3 BASKETBALL TOURNAMENTS
- CYPRUS AND GREEK 3X3 BASKETBALL LEAGUES
- CYPRUS AND GREEK NBA2K TOURNAMENTS



TOURNAMENTS IN WHICH THE PLAYERS HAVE PARTICIPATED

OUR PLAYERS FOR **PHYGITAL DANCING** PLAYER HAVE PARTICIPATED IN

- CYPRUS PHYGITAL DANCING TOURNAMENTS
- NATIONAL DANCING COMPETITIONS
- INTERNATIONAL DANCING COMPETITIONS



TOURNAMENTS IN WHICH THE PLAYERS HAVE PARTICIPATED

OUR PLAYERS FOR **MOBA 2 - DOTA PC** PLAYER HAVE PARTICIPATED IN

- INTERNATIONAL ESPORTS FEDERATION (**IESF**) COMPETITIONS
 - REPRESENTED HUNGARY (**AIDA, GEORGE, AND KDM**)
- THE PLAYERS SUCCESSFULLY COMPETED THROUGH THE **IESF WORLD CHAMPIONSHIP 2025 HUNGARIAN NATIONAL QUALIFIER**, EARNING QUALIFICATION TO THE **IESF EUROPEAN ESPORTS CHAMPIONSHIP QUALIFIER 2025**, WHERE THEY REPRESENTED HUNGARY AGAINST NATIONAL TEAMS FROM ACROSS EUROPE AND MANAGED TO GET **5TH/6TH PLACE**.
- IESF WORLD CHAMPIONSHIP 2025: HUNGARY QUALIFIER
 - [LINK](#)
- IESF EUROPEAN ESPORTS CHAMPIONSHIP QUALIFIER 2025
 - [LINK](#)
- IESF EUROPE REGIONAL QUALIFIERS 2025 (OFFICIAL IESF EVENT)
 - [LINK](#)



PHYGITAL FOOTBALL

OUR ROSTER PRE-SELECTION FOR FOOTBALL INCLUDES:

1. KONSTANTINOS SAVVA - [INSTAGRAM PROFILE](#)

- PROFESSIONAL ESPORTS PLAYER FOR AC OMONOIA ESPORTS
- FOOTBALL GOALKEEPER IN CYPRUS AND GREECE FOOTBALL DIVISIONS

2. ANDREAS SAVVA - [INSTAGRAM PROFILE](#)

- PROFESSIONAL ESPORTS PLAYER FOR AC OMONOIA ESPORTS
- WINNER OF MULTIPLE NATIONAL FIFA TOURNAMENTS IN CYPRUS

3. ATHOS LAZARIDES - [INSTAGRAM PROFILE](#)

- PROFESSIONAL ESPORTS PLAYER FOR AC OMONOIA ESPORTS
- FOOTBALL PLAYER IN CYPRUS FOOTBALL DIVISIONS

4. CHRISTOS GEORGIU - [INSTAGRAM PROFILE](#)

- FOOTBALL PLAYER IN CYPRUS AND GREECE FOOTBALL DIVISIONS
- EX FOOTBALL PLAYER OF PAFOS FC, AKRITAS CHLORAKAS FC

5. GEORGE HADJITTOFI - [INSTAGRAM PROFILE](#)

- VETERAN PROFESSIONAL ESPORTS PLAYER
- FOOTBALL PLAYER IN CYPRUS FOOTBALL DIVISIONS

6. SAVVAS PITSILLOS -

- FOOTBALL PLAYER IN CYPRUS FOOTBALL DIVISIONS

7. ANDREAS KONTOS - [INSTAGRAM PROFILE](#)

- FOOTBALL PLAYER IN CYPRUS FOOTBALL DIVISIONS

8. ALEXIS TSITSOS - [INSTAGRAM PROFILE](#)

- PROFESSIONAL FUTSAL PLAYER FOR AC AOMONIOIA AND CYPRUS NATIONAL TEAM

9. MARIOS OTMAN - [TIKTOK PROFILE](#)

- CYPRIOT TIKTOK & INSTAGRAM INFLUENCER AND PROFESSIONAL ESPORTS PLAYER.



PHYGITAL BASKETBALL

OUR ROSTER SELECTION FOR BASKETBALL INCLUDES:

1. PARIS PETROU

- CYPRIOT PROFESSIONAL ESPORTS PLAYER FOR AC OMONOIA ESPORTS
- PROFESSIONAL BASKETBALL PLAYER IN CYPRUS BASKETBALL LEAGUES
- [INSTAGRAM PROFILE](#)

2. KONSTANTINOS KONTOGIORGIS

- CYPRIOT PROFESSIONAL ESPORTS PLAYER FOR AC OMONOIA ESPORTS
- PROFESSIONAL BASKETBALL PLAYER IN CYPRUS BASKETBALL LEAGUES
- PROFESSIONAL 3X3 BASKETBALL PLAYER
- [INSTAGRAM PROFILE](#)

3. ABDELRAHMAN HASSAN SAYED MOSTAFA GABRY

- EGYPTIAN PROFESSIONAL ESPORTS PLAYER FOR AC OMONOIA ESPORTS
- FOOTBALL PLAYER IN CYPRUS FOOTBALL DIVISIONS
- [INSTAGRAM PROFILE](#)

4. MARIOS IOANNIDIS

- CYPRIOT PROFESSIONAL ESPORTS PLAYER FOR AC OMONOIA ESPORTS
- PROFESSIONAL 3X3 BASKETBALL PLAYER
- [INSTAGRAM PROFILE](#)



PHYGITAL DANCING

OUR ROSTER SELECTION FOR DANCING INCLUDES:

1. ANASTASIA THEMISTOKLEOUS

- PROFESSIONAL DANCER
- CERTIFIED PILATES INSTRUCTOR
- EXPERIENCED JUST DANCE ATHLETE
- [INSTAGRAM PROFILE](#)



DOTA 2 - MOBA PC

OUR ROSTER SELECTION FOR DOTA 2 - MOBA PC INCLUDES:

1. SZUCS DAVID I AIDA

- PROFESSIONAL DOTA 2 PLAYER - [STEAM PROFILE](#)
- RANKED 611TH WORLDWIDE , MATCHMAKING RATING: 13200

2. JUHASZ GYORGY I GEORGE

- PROFESSIONAL DOTA 2 PLAYER - [STEAM PROFILE](#)
- RANKED 1015TH WORLDWIDE, MATCHMAKING RATING: 12100

3. KOLLAR GERGO I ATO

- PROFESSIONAL DOTA 2 PLAYER - [STEAM PROFILE](#)
- RANKED 1700TH WORLDWIDE, MATCHMAKING RATING: 10700

4. DEBRECENI ANDRAS I DANDRIS

- PROFESSIONAL DOTA 2 PLAYER - [STEAM PROFILE](#)
- RANKED 1994TH WORLDWIDE, MATCHMAKING RATING: 10618

5. GEDEI ADAM I KDM

- PROFESSIONAL DOTA 2 PLAYER - [STEAM PROFILE](#)
- RANKED 1252ND WORLDWIDE, MATCHMAKING RATING: 11800

6. FILIP ROSENBLOM I FIMPEN

- PROFESSIONAL DOTA 2 PLAYER - [STEAM PROFILE](#)
- MATCHMAKING RATING: 7700

7. MICHAEL ANGELOS GEORGIADIS

- TEAM MANAGER



PART 4 **AUDIENCE AND REACH**



MEDIA PRESENCE - GENERAL INFORMATION

OMONOIA TV IS THE CLUB'S OFFICIAL TELEVISION CHANNEL, ESTABLISHED IN 2024 AS THE FIRST DEDICATED SPORTS CLUB TV CHANNEL IN CYPRUS.

IT PROVIDES VARIOUS CLUB-RELATED CONTENT, INCLUDING LIVE BROADCASTS OF THE FOOTBALL TEAM'S FRIENDLY MATCHES, REPLAYS OF PAST MATCHES, EXCLUSIVE INTERVIEWS, DOCUMENTARIES AND NEWS BULLETINS.

OMONOIA TV SHOULD NOT BE CONFUSED WITH OFC TV, THE FOOTBALL TEAM'S OFFICIAL YOUTUBE CHANNEL.

OFC TV IS THE MOST SUBSCRIBED YOUTUBE CHANNEL FOR A SPORTS TEAM IN CYPRUS, AND FEATURES CONTENT SUCH AS MATCH HIGHLIGHTS, TRAINING SESSIONS, AND PRESS CONFERENCES.



MEDIA PRESENCE - FOLLOWERS

AC OMONOIA NICOSIA MAINTAINS AN ACTIVE AND STEADILY GROWING DIGITAL AUDIENCE THROUGH ITS OFFICIAL SOCIAL MEDIA CHANNELS.

CURRENT **INSTAGRAM** AUDIENCE:

AC OMONOIA: 10K FOLLOWERS

OMONOIA FOOTBALL: 60,5K FOLLOWERS

OMONOIA TV: 3,4K FOLLOWERS

CURRENT **FACEBOOK** AUDIENCE:

AC OMONOIA: 3K FOLLOWERS

OMONOIA FC: 60K FOLLOWERS

CURRENT **YOUTUBE** AUDIENCE:

OFC TV: 27K FOLLOWERS



MEDIA PRESENCE - ENGAGEMENT

AC OMONOIA'S OFFICIAL INSTAGRAM ACCOUNT GENERATED STRONG ORGANIC INTERACTION DURING THE LAST **60 DAYS**.

- **480,659 TOTAL IMPRESSIONS**
- **59,837 ACCOUNTS REACHED**
- **3,815 PROFILE VISITS**
- **35 EXTERNAL LINK CLICKS**

AUDIENCE **SPLIT**:

- **39% FOLLOWERS**
- **61% NON-FOLLOWERS**

TOP-PERFORMING **CONTENT**:

- 1. 74,000+ VIEWS**
- 2. 42,000+ VIEWS**
- 3. 39,000+ VIEWS**
- 4. 31,000+ VIEWS**



MEDIA PRESENCE - DEMOGRAPHICS

AC OMONOIA'S AUDIENCE IS STRONGLY CONCENTRATED IN CYPRUS, PARTICULARLY IN KEY URBAN AREAS.

THIS AUDIENCE DISTRIBUTION PROVIDES STRONG NATIONAL VISIBILITY AND SUPPORTS PROMOTIONAL ACTIVITY ACROSS CYPRUS THROUGH THE CLUB'S OFFICIAL DIGITAL PLATFORMS.

TOP AUDIENCE LOCATIONS:

1. STROVOLOS - 6.0%
2. LAKATAMIA - 5.2%
3. LIMASSOL - 5.0%
4. NICOSIA - 4.4%
5. LATSIA - 3.0%

• AUDIENCE AGES:

1. 25-34 - 33.4%
2. 35-55 - 30.9%
3. 45-54 - 14.9%
4. 18-24 - 10.6%
5. 55+ - 8.8%
6. 13-17 - 1.6%



MEDIA PRESENCE

Κοινό

Δεν υπάρχουν διαθέσιμα δημογραφικά στοιχεία κοινού για αυτή τη χρονική περίοδο. Επιλέξτε την περίοδο των τελευταίων 7 ή 30 ημερών.

Δραστηριότητα προφίλ

3,854

συγκριτικά με 28 Ιαν - 28 Μαρ

+22,7%

Επισκέψεις στο προφίλ

3,815

+22,7%

Πατήματα σε εξωτερικούς συνδέσμους

35

+25%

Πατήματα στη διεύθυνση της επεξεργασίας

4

+33,3%

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Δεν υπάρχουν διαθέσιμα δημογραφικά στοιχεία κοινού για αυτή τη χρονική περίοδο. Επιλέξτε την περίοδο των τελευταίων 7 ή 30 ημερών.

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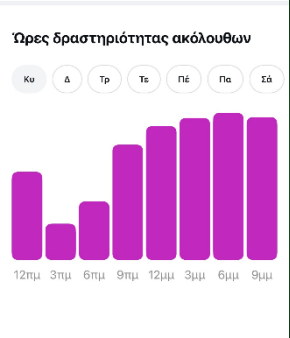
35

+25%

Πατήματα στη διεύθυνση της επεξεργασίας

4

+33,3%



Ακόλουθοι

Τελευταίες 60 ημέρες

29 Μαρ - 27 Μαΐ

9,992

Ακόλουθοι

+0,6% έναντι Μαρ 28

Ανάπτυξη

Συνολικά

61

Πόσοι ακολούθούν

217

Πόσοι σταμάτησαν να ακολούθουν

156

Λεπτομέρειες σχετικά με τους ακόλουθους

Συνολικά

Πόσοι ακολούθουν

Πόσοι σταμάτησαν να ακολούθουν

21

0

21

Προβολές

Τελευταίες 60 ημέρες

29 Μαρ - 27 Μαΐ

Προβολές

480,659

Ακόλουθοι

39,0%

Μη ακόλουθοι

61,0%

Απήχηση σε λογαριασμούς

59,837

+83,4%

Βάσει τύπου περιεχομένου

Όλοι

Ακόλουθοι

Μη ακόλουθοι

Προβολές

Τελευταίες 60 ημέρες

29 Μαρ - 27 Μαΐ

Βάσει τύπου περιεχομένου

Όλοι

Ακόλουθοι

Μη ακόλουθοι

Δημοσιεύσεις

89,9%

Reel

8,8%

Ιστορίες

1,3%

Βάσει κορυφαίου περιεχομένου Προβολή όλων

Καλό Πάσχα

74 χιλ.

11 Απρ

42 χιλ.

6 Απρ

39 χιλ.

8 Μαΐ

31 χιλ.

25 Απρ

Ακόλουθοι

Τελευταίες 60 ημέρες

29 Μαρ - 27 Μαΐ

Ηλικιακή ομάδα

Όλα

Ανδρες

Γυναίκες

13-17

1,6%

18-24

10,6%

25-34

33,4%

35-44

30,9%

45-54

14,9%

55-64

6,0%

65+

2,8%

Φύλο

Ανδρες

80,6%

Γυναίκες

19,4%



PART 5 **PROMOTIONAL VALUE**



EXPOSURE AND PROMOTION

AC OMONOIA NICOSIA WILL ACTIVATE ITS **OFFICIAL DIGITAL PLATFORMS** BEFORE, DURING AND AFTER THE GAMES OF THE FUTURE 2026 - ASTANA, WITH CONTENT DESIGNED TO MAXIMIZE AUDIENCE ENGAGEMENT AND INTERNATIONAL VISIBILITY.

ALL PROMOTIONAL CONTENT WILL BE PUBLISHED THROUGH AC OMONOIA'S **OFFICIAL COMMUNICATION CHANNELS** AND WILL ALSO BE FEATURED THROUGH **OMONOIA TV**, THE CLUB'S OFFICIAL **TELEVISION PLATFORM**.

IN ADDITION, **WRITTEN COVERAGE (ARTICLES)** BEFORE, DURING AND AFTER THE GAMES OF THE FUTURE WILL BE PUBLISHED THROUGH THE CLUB'S OFFICIAL **WEBSITE**, **DIGITAL NEWSPAPER** AND COMMUNICATION CHANNELS, WHILE SELECTED CONTENT MAY ALSO BE FEATURED THROUGH **NATIONAL SPORTS MEDIA** AND **TELEVISION COVERAGE** IN CYPRUS.

DURING THE EVENT, THE CLUB WILL PROVIDE **REGULAR UPDATES** THROUGH **DIGITAL CONTENT**, VISUAL MEDIA AND OFFICIAL TEAM COVERAGE, HIGHLIGHTING THE PARTICIPATION OF AC OMONOIA IN ASTANA.



EXPOSURE AND PROMOTION

FOLLOWING THE DELEGATION'S RETURN TO CYPRUS, AC OMONOIA WILL HOST A DEDICATED CLUB EVENT TO PRESENT THE EXPERIENCE, SHARE KEY OUTCOMES AND FURTHER PROMOTE PHYGITAL SPORT TO SUPPORTERS AND THE WIDER SPORTS COMMUNITY.

THROUGH THIS PROMOTIONAL ACTIVITY, AC OMONOIA AIMS TO STRENGTHEN AWARENESS OF THE GAMES OF THE FUTURE, PROMOTE THE PHYGITAL ECOSYSTEM AND MAXIMIZE THE INTERNATIONAL VISIBILITY OF THE EVENT THROUGH ONE OF CYPRUS' MOST HISTORIC SPORTING INSTITUTIONS.



CONTENT PLAN

PLANNED CONTENT INCLUDES:

- OFFICIAL PARTICIPATION ANNOUNCEMENT
- ROSTER REVEAL GRAPHICS FOR ALL FOUR DISCIPLINES
- TRAINING AND PREPARATION CONTENT IN CYPRUS
- TRAINING AND PREPARATION CONTENT IN ASTANA
- MATCHDAY COVERAGE AND LIVE UPDATES
- BEHIND-THE-SCENES CONTENT FROM ASTANA
- RESULTS AND RECAP POSTS
- PLAYER INTERVIEWS AND MEDIA APPEARANCES
- INTERVIEWS WITH PHYGITAL INTERNATIONAL AND WPC REPRESENTATIVES
- POST-EVENT HIGHLIGHTS AND RECAP VIDEO SOCIAL MEDIA CHANNELS



PROMOTIONAL RESOURCES

AC OMONOIA'S PROMOTIONAL CAMPAIGN WILL BE SUPPORTED THROUGH

1. OFFICIAL AC OMONOIA SOCIAL MEDIA CHANNELS (INSTAGRAM, FACEBOOK AND CLUB COMMUNICATION PLATFORMS)
2. AC OMONOIA ESPORTS DEPARTMENT SOCIAL MEDIA CHANNELS .
3. OFFICIAL PLAYERS AND TEAM CAPTAINS ACROSS PHYGITAL FOOTBALL, PHYGITAL BASKETBALL, PHYGITAL DANCING AND DOTA 2 - MOBA PC
4. CLUB SUPPORTER COMMUNITY AND FAN PAGES
5. CLUB MANAGEMENT / OFFICIAL REPRESENTATIVES
6. COLLABORATION POSTS WITH LOCAL SPORTS INFLUENCERS

THESE COMBINED RESOURCES PROVIDE DIRECT ACCESS TO OMONOIA SUPPORTERS AND WIDER ESPORTS / PHYGITAL AUDIENCES IN CYPRUS AND INTERNATIONALLY.



FORMAT OF PARTICIPATION IN PROMOTIONAL ACTIVITIES

DURING GAMES OF THE FUTURE 2026, AC OMONOIA WILL PARTICIPATE IN PROMOTIONAL ACTIVITY THROUGH:

- OFFICIAL INTERVIEWS AND MEDIA APPEARANCES
- DAILY SOCIAL MEDIA UPDATES FROM THE EVENT
- PHOTO AND VIDEO CONTENT FROM COMPETITION VENUES
- JOINT PROMOTIONAL ACTIVITY WITH PI AND WPC
- TEAM PRESENTATION AND OFFICIAL DELEGATION VISIBILITY
- ATHLETE PARTICIPATION IN MEDIA AND PROMOTIONAL ACTIVATIONS

AC OMONOIA'S PARTICIPATION WILL COMBINE COMPETITIVE PERFORMANCE WITH ACTIVE DIGITAL PROMOTION, HELPING STRENGTHEN BOTH CLUB VISIBILITY AND THE INTERNATIONAL PRESENCE OF THE GAMES OF THE FUTURE.



PART 6 **COMMERCIAL VALUE**



COMMERCIAL VALUE

AC OMONOIA NICOSIA OFFERS STRONG PARTNERSHIP POTENTIAL FOR GAMES OF THE FUTURE 2026 THROUGH ONE OF CYPRUS' MOST ESTABLISHED AND RECOGNIZED SPORTING BRANDS.

POTENTIAL PARTNERSHIP CASES INCLUDE:

- **OFFICIAL CLUB COLLABORATION WITH GAMES OF THE FUTURE / WORLD PHYGITAL COMMUNITY**
- **BRAND PLACEMENT ON OFFICIAL TEAM APPAREL AND DELEGATION MATERIAL**
- **JOINT DIGITAL CAMPAIGNS ACROSS OMONOIA'S OFFICIAL MEDIA PLATFORMS**
- **CO-BRANDED VISUAL CONTENT AND MEDIA COVERAGE CLUB-LED PROMOTIONAL ACTIVATIONS IN CYPRUS BEFORE AND AFTER THE EVENT**
- **IN ADDITION, AC OMONOIA CAN SUPPORT SPONSOR VISIBILITY AND INTRODUCE COMMERCIAL PARTNERS RELEVANT TO SPORTS AND GAMING AUDIENCES.**

THESE PARTNERSHIP OPPORTUNITIES COMBINE SPORT, ESPORTS AND CLUB IDENTITY WHILE PROVIDING VISIBILITY IN CYPRUS AND INTERNATIONAL PHYGITAL AUDIENCES.



INTEGRATION PROPOSALS

AC OMONOIA CAN INTEGRATE GAMES OF THE FUTURE BRANDING AND PARTNER PROMOTION THROUGH

- **OFFICIAL SOCIAL MEDIA CAMPAIGNS**
- **INTERVIEWS AND MEDIA APPEARANCES**
- **PHOTO/VIDEO CONTENT FROM ASTANA**
- **PARTNER VISIBILITY ON TEAM APPAREL AND OFFICIAL VISUALS**
- **POST-EVENT PRESENTATION AND PUBLIC CLUB EVENT IN CYPRUS**
- **OMONOIA TV PROMOTIONAL SEGMENTS**
- **WEBSITE ARTICLES AND DIGITAL MEDIA COVERAGE**
- **JOINT ACTIVATIONS WITH GOTF / WPC DURING AND AFTER THE EVENT**

- **THESE INTEGRATIONS ALLOW PARTNERS TO CONNECT DIRECTLY WITH OMONOIA SUPPORTERS AND WIDER SPORTS AUDIENCES IN CYPRUS.**



ASSESSMENT OF VALUE FOR THE ORGANIZERS

AC OMONOIA NICOSIA'S PARTICIPATION IN GAMES OF THE FUTURE 2026 - ASTANA PROVIDES CLEAR SPORTING, PROMOTIONAL AND STRATEGIC VALUE FOR THE ORGANIZERS.

1. STRONG INSTITUTIONAL REPRESENTATION

- AC OMONOIA IS ONE OF CYPRUS' MOST HISTORIC AND RECOGNIZED SPORTING INSTITUTIONS, FOUNDED IN 1948, WITH A STRONG NATIONAL PRESENCE AND ESTABLISHED CLUB IDENTITY.
- ITS PARTICIPATION ADDS **CREDIBILITY** AND STRENGTHENS THE **PRESENCE OF OFFICIALLY RECOGNIZED SPORTS CLUBS** WITHIN THE GAMES OF THE FUTURE ECOSYSTEM.

2. EXPANSION OF GOTF VISIBILITY IN CYPRUS

- THROUGH AC OMONOIA'S OFFICIAL COMMUNICATION CHANNELS AND MEDIA PLATFORMS, GAMES OF THE FUTURE RECEIVES **DIRECT EXPOSURE** TO ONE OF CYPRUS' LARGEST AND MOST ACTIVE SPORTS AUDIENCES.



ASSESSMENT OF VALUE FOR THE ORGANIZERS

3. MULTI-DISCIPLINE PARTICIPATION

AC OMONOIA IS APPLYING ACROSS FOUR DISCIPLINES:

- PHYGITAL FOOTBALL
- PHYGITAL BASKETBALL
- PHYGITAL DANCING
- DOTA 2 - MOBA PC

THIS INCREASES THE CLUB'S **CONTRIBUTION** TO EVENT PARTICIPATION WHILE SUPPORTING THE **MULTI-SPORT IDENTITY** OF GAMES OF THE FUTURE.

4. REGIONAL STRATEGIC VALUE

THE PARTICIPATION OF AC OMONOIA STRENGTHENS THE PRESENCE OF THE WORLD PHYGITAL COMMUNITY IN CYPRUS AND CONTRIBUTES TO THE DEVELOPMENT OF PHYGITAL SPORT IN THE EASTERN MEDITERRANEAN REGION.

5. LONG-TERM PROMOTIONAL IMPACT

PROMOTION WILL TAKE PLACE

- BEFORE THE EVENT
- DURING THE EVENT IN ASTANA
- AFTER THE DELEGATION RETURNS TO CYPRUS

THROUGH OMONOIA TV, DIGITAL MEDIA, OFFICIAL CLUB PLATFORMS AND PUBLIC CLUB ACTIVITY.



KEY AMBASSADORS/INFLUENCERS READY TO PARTICIPATE IN GOTF PARTNER ACTIVATIONS

1. **AC OMONOIA NICOSIA BOARD MEMBERS & OFFICIAL DELEGATION** AVAILABLE FOR OFFICIAL CEREMONIES, PRESS/MEDIA APPEARANCES, PARTNER PRESENTATIONS, HOSPITALITY & NETWORKING EVENTS. THESE OFFER THE OPPORTUNITY OF STRONG INSTITUTIONAL REPRESENTATION FROM ONE OF CYPRUS' MOST RECOGNIZED CLUBS.
2. **THE CLUB'S OFFICIAL ESPORTS DEPARTMENT.** AVAILABLE FOR ESPORTS MEDIA INTERVIEWS, CONTENT COLLABORATIONS, DIGITAL PARTNER ACTIVATIONS, YOUTH & GAMING COMMUNITY ENGAGEMENT.
3. **OMONOIA TV.** CYPRUS' FIRST DEDICATED OFFICIAL SPORTS CLUB TV CHANNEL, AVAILABLE FOR INTERVIEWS WITH ATHLETES, PARTNER FEATURE SEGMENTS, BRANDED COVERAGE, EVENT RECAP BROADCASTS, MEDIA VISIBILITY BEFORE AND AFTER ASTANA
4. **ATHLETE REPRESENTATIVES.** AVAILABLE FOR PROMOTIONAL VIDEOS, SPONSOR APPEARANCES, SOCIAL MEDIA CAMPAIGNS, PHOTOGRAPHY/MEDIA SHOTS, FAN ENGAGEMENT ACTIVITIES
5. **SUPPORTER COMMUNITY & CLUB DIGITAL MEDIA.** THROUGH OMONOIA'S OFFICIAL CHANNELS AND FAN ECOSYSTEM. OFFICIAL SOCIAL MEDIA, CLUB WEBSITE, OMONOIA TV, SUPPORTER COMMUNITY AMPLIFICATION
6. **CYPRriot INFLUENCERS AND PODCASTERS**

TOGETHER, AC OMONOIA NICOSIA, OMONOIA TV, AND THE CLUB'S ATHLETE REPRESENTATIVES PROVIDE A STRONG AND CREDIBLE AMBASSADOR NETWORK READY TO SUPPORT GAMES OF THE FUTURE PARTNER ACTIVATIONS IN CYPRUS AND INTERNATIONALLY.



KEY AMBASSADORS/INFLUENCERS READY TO PARTICIPATE IN GOTF PARTNER ACTIVATIONS

1. CHRISTOFOROS CHRISTOFOROU

- BOARD MEMBER - AC OMONOIA NICOSIA - OFFICIAL CLUB REPRESENTATIVE

2. KONSTANTINOS CHRISTOFI

- BOARD MEMBER - AC OMONOIA NICOSIA - OFFICIAL CLUB REPRESENTATIVE

3. MARIA ZAMANI

- CURRENT OMONOIA AND CYPRUS NATIONAL TEAM PLAYER

4. NIKOLAS PANAGIOTOU

- CURRENT OMONOIA AND CYPRUS NATIONAL TEAM PLAYER

5. ANGELOS NEOPHYTOU

- CURRENT OMONOIA AND CYPRUS NATIONAL TEAM PLAYER

6. PANAGIOTIS ANDREOU

- CURRENT OMONOIA AND CYPRUS NATIONAL TEAM PLAYER

AVAILABLE FOR

- INTERVIEWS
- SOCIAL MEDIA CAMPAIGNS
- PROMOTIONAL VIDEOS
- PARTNER APPEARANCES
- BRANDED DIGITAL ACTIVATIONS
- YOUTH/COMMUNITY ENGAGEMENT
- MEDIA APPEARANCES BEFORE AND DURING GOTF

THROUGH OFFICIAL CLUB REPRESENTATIVES, MEDIA CHANNELS AND CYPRUS-BASED DIGITAL CREATORS, AC OMONOIA CAN SUPPORT GAMES OF THE FUTURE PARTNER ACTIVATIONS WITH STRONG REACH ACROSS SPORTS, YOUTH AND DIGITAL AUDIENCES IN CYPRUS AND INTERNATIONALLY.



EXPERIENCE WORKING WITH SPONSORS LAST 5 YEARS

1. MACRON - OFFICIAL TECHNICAL PARTNER
2. STOIXIMAN - MAIN SHIRT SPONSOR (2021-2023)
3. NOVIBET - MAIN SHIRT SPONSOR (2023-PRESENT)
4. OMONOIA TV LAUNCH + INTEGRATED MEDIA PARTNERSHIPS (2024-PRESENT)
5. UEFA COMPETITION PARTNER VISIBILITY THROUGH CLUB PARTICIPATION (2021-2026)
6. MATCH-PRIME LIQUIDITY - OFFICIAL SLEEVE SPONSOR (2022-2024)
7. OTHER SPONSORSHIPS AND PARTNERSHIPS OVER THE VARIOUS DEPARTMENT OF AC OMONOIA ORGANIZATION

THESE PARTNERSHIPS DEMONSTRATE AC OMONOIA'S **PROVEN ABILITY** TO COOPERATE WITH **INTERNATIONAL BRANDS**, ACTIVATE COMMERCIAL PARTNERSHIPS ACROSS SPORT AND MEDIA PLATFORMS, AND DELIVER **CONSISTENT VISIBILITY** THROUGH OFFICIAL CLUB OPERATIONS, DIGITAL MEDIA AND SUPPORTER ENGAGEMENT.



AC OMONOIA NICOSIA PHYGITAL RIVALS 2026 PHOTOSTORY

AC OMONOIA NICOSIA - GOTF 2026 PROPOSAL





AC OMONOIA NICOSIA
GAMES OF THE FUTURE
ASTANA 2026