



PATRONS' ASSOCIATION  
FRIENDS OF LAUREUS BASEL

# Patrons' Association

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### What is Laureus?

The Laureus Foundation Switzerland places sports in the centre stage and supports various projects promoting integration, social competence and equal opportunities for young people in Switzerland.

The foundation is convinced that through sports cultures meet peacefully and amicably. Children and young people from socially and economically different groups as well as physically disadvantaged people can find a common denominator with all other people.

The evaluation of the projects is based on a detailed criteria catalogue which focuses on sustainability, integration into local structures and charitable ideas. The commitment is long-term.

The Laureus Foundation Switzerland represents the London-based umbrella foundation, Laureus Sport for Good Foundation, actively supports it in meeting its objectives and is financially independent.

## What does Laureus Foundation Switzerland support?

### Laureus Metro Sports by Blindspot



- Disabled and non-disabled play sports together
- Promote the integration of disabled in sports associations
- Reduction of inhibition thresholds

### Laureus Girls in Sport



- Girls with physical and mental disability and from socially or economically disadvantaged groups
- Holistic approach: Sports and exercise, health and nutrition as well as personality development

### Laureus Street Soccer by Infoclick.ch



- Soccer as a social learning field
- In addition to the active football playing, young people are trained as coaches
- Promotion of self and social competence

### Laureus Cavallo



- Children from disadvantaged social or economic groups
- Dealing with horses promotes physical, mental, social and emotional skills

### Why do we need the FRIENDS OF LAUREUS?

The Laureus Foundation Switzerland looks back to successful years. Within shortest time, numerous projects for and with young people have been realised. The foundation does not intent to rest on its success, but plans to more strongly anchor itself in the economical regions of Switzerland.

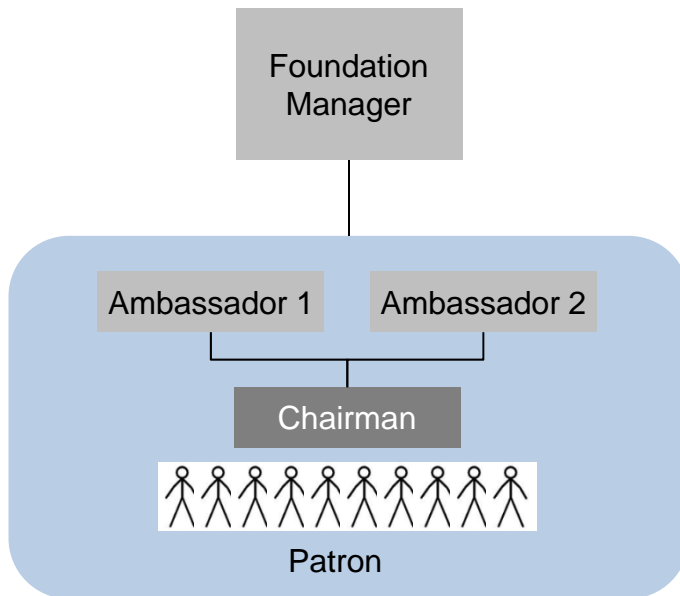
The FRIENDS OF LAUREUS act as the extended arms of the foundation. The tasks of the FRIENDS OF LAUREUS include among others

- to anchor the brand "Laureus" in the different regions more strongly
- to generate financial means for the "central" projects of the foundation
- to support a project of the foundation in one's own region

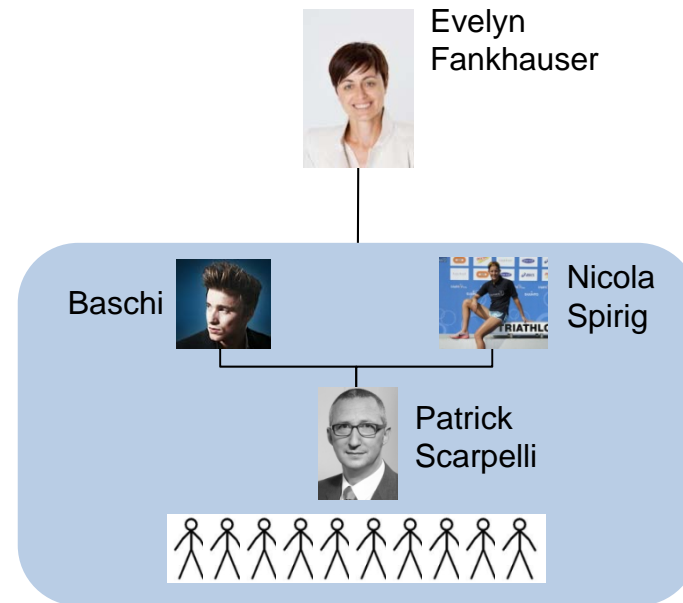
# Patrons' Association

How are the FRIENDS OF LAUREUS organised?

## In general



## Friends from Basel



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## What is the FRIENDS OF LAUREUS Day?

- Once a year the FRIENDS OF LAUREUS support a project of the foundation in their region
- The aim of such an event is
  - to make the Laureus foundation more known in the region
  - to convey consensus values (social integration, promotion of exercise, personality development)
  - to generate financial means for national projects

Key topic 2013



Laureus Metro Sports by Blindspot



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## What kind of patrons are we looking for?

- The patrons identify themselves with the objectives and projects of the Laureus Foundation Switzerland
- The patrons make a contribution of CHF 5,000 p.a. during at least four years
- The patrons take actively part in the regional FRIENDS OF LAUREUS Day



## Patrons' Association

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### What is the patron's benefit?

- The patron provides a valuable contribution to society and invests in young people
- Recognition of the patron's contribution on the internet site of the association and / or in the annual report
- Receives a maximum of two T-shirts with original signature of the ambassadors of the Laureus Foundation Switzerland
- Obtains the Laureus Newsletter
- Permission to use the name "Friends of Laureus" in corporate communications (if it is a "corporate patron" and only if not included in a prominent advertising context)
- Right to participate in the visit of Laureus projects (costs of travel and accommodation on-site shall be assumed by the patron)
- Right to buy two tickets at the regular price minus 10% to attend the Laureus Charity Night. If possible, the Laureus Foundation Switzerland will try to place its ambassadors at the patrons' tables.
- If the association is able to fund more than CHF 120,000 in a calendar year through its patrons, the association can use a maximum of CHF 5,000 to organise a local event for patrons. For example a dinner to promote the social exchange according to the Laureus Foundation Switzerland.

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