



**FC BAYERN YOUTH CUP**

**2016**

# KEY FACTS

**FC Bayern Youth Cup is an unique marketing platform carried out in selected countries in cooperation with existing partners.**

## History

- Started 2012, since 2012 hosted every year

## Participants

- Boys between 14 and 16 years
- Partners decide about the country-specific application and selection process and number of kids taking part

## National selection

- On the one hand 1 day selection events
- On the other hand nationwide tournaments over several months with more than 10,000 players
- From social projects to nationwide school tournaments

## World final

- The 10 selected players of every country join the world final in Munich
- Former participants: India, Italy, Russia, Austria, China, Thailand, Myanmar, Brazil, USA, Japan and Germany

## Training sessions with FCB coaches

- 3 training sessions - 90 minutes each
- 4 coaches at each training session

## International objectives

- Taking place in relevant markets
- Presenting the brand locally
- Creation of direct touchpoints with the brand for young football players, fan clubs, media and sponsors
- Targeting the next generation of fans and players
- Component of existing sponsorship contracts
- Component of regional and global sponsorship proposals



# PARTNERS & COUNTRIES





# FC BAYERN YOUTH CUP – WORLD FINAL 2016





# PROGRAM

Date	Wednesday	Thursday	Friday	Saturday	Sunday	Monday
Time	11th May	12th May	13th May	14th May	15th May	16th May 2016
6:00						
6:30	6:15, Transfer Team China Airport - Limmerhof (LH)	6:30, Transfer Team India Airport - Limmerhof				
7:00					6:30 - 07:45 Breakfast	
7:30		7:30 - 8:30 Breakfast	7:30 - 9:00 Breakfast	7:30 - 9:15 Breakfast		7:30 - 9:00 Breakfast
8:00	7:30 - 9:00 Breakfast				8:00, Transfer to AA	
8:30		Training Taufkirchen				8:45: Transfer Team India Limmerhof - Airport
9:00			9:00, Transfer to Säbener			
9:30		10:45, Transfer Team USA, Austria Airport - HBF - Limmerhof	9:30 - 11:00 Training FC Bayern training ground	9:30, Transfer to Säbener	9:30 - 15:45 FCB Youth Cup Final Allianz Arena	
10:00				10:00 - 11:30 Training FC Bayern training ground		
10:30		12:15 Arrival Team Austria and Team Germany Limmerhof	11:15, Transfer to LH	11:45, Transfer to LH		
11:00						
11:30						11:30, Transfer Team Thailand, Japan and USA Limmerhof - Airport
12:00	12:00 - 13:30 Lunch at Hotel Limmerhof	12:00 - 14:00 Lunch at Hotel Limmerhof	12:00 - 14:00 Lunch at Hotel Limmerhof	12:00 - 13:30 Lunch at Hotel Limmerhof		
12:30						
13:00		14:00, Transfer to Säbener		13:45, Transfer to AA		
13:30						
14:00		14:30 - 16:00 Training FC Bayern training ground	14:00 Sightseeing Tour Munich 2 hours + 1,5 hours leisure time in City Center		16:00 - 17:00 Farewell Lunch - Allianz Arena	
14:30						
15:00		16:30 Transfer to LH		15:30 - 17:20 FC Bayern vs. Hannover 96 at Allianz Arena	17:15, Transfer to LH	
15:30						
16:00						
16:30						
17:00		Slack Time / Rehearsals	17:30 Transfer from Staatsoper to LH	18:30, Transfer to LH	Slack Time	
17:30	18:15, Transfer Team Japan Airport - Limmerhof					
18:00		Dinner	Dinner	Dinner		
18:30						19:15, Transfer Team China Limmerhof - Airport
19:00	Dinner					
19:30						
20:00		Team Building Games	Intercultural Party			
20:30						
21:00						
21:30						
22:00						
22:30						
23:00						



# ACCOMMODATION

## Hotel Limmerhof

- The Limmerhof is located in Taufkirchen - a small town close to Munich
- [www.limmerhof.com/start](http://www.limmerhof.com/start)
- German four star hotel having a Bavarian cozy ambience
- Former team hotel of FCB 1<sup>st</sup> team (before home matches)
- 10 kilometers away from FCB headquarter and training facilities at Saebener Strasse
- Transfer to Saebener Street is just 15 minutes
- Public football court nearby





# MEET YOUNG PLAYERS FROM ALL OVER THE WORLD





# TRAIN LIKE THE CHAMPIONS





# MEET THE CHAMPION 1 / 2



# MEET THE CHAMPION 2 / 2





# WORLD FINAL 2016 – RESULTS 1 / 2

**Winner: AUSTRIA**



**Runner-up: GERMANY**



**3<sup>rd</sup> Place: THAILAND**



**4<sup>th</sup> Place: JAPAN**





# WORLD FINAL 2016 – RESULTS 2 / 2

## 5<sup>th</sup> Place: USA



## 6<sup>th</sup> Place: INDIA



## 7<sup>th</sup> Place: CHINA



## FCB: Out of competition





# WORLDWIDE SOCIAL MEDIA ACTIVATION 1 / 5

**FC Bayern München (Default)**  
Published by mmc English [?] · 8 hrs · \*

興奮に包まれたFCバイエルン・ユースカップも終幕を迎え、日本のチームが帰国。きっと彼らはアリエン・ロbbenとの出会いを一生の思い出にしてくれることでしょう！

[See Translation](#)



6,079 people reached [Boost Post](#)

[Like](#) [Comment](#) [Share](#)

[SingGih Ootsutsuki](#), [Ayan Chowdhury](#) and 143 others

2 shares

[Write a comment...](#)

**FC Bayern München (Default)** added 9 new photos.  
19 hrs · \*

昨日、FCバイエルンが優勝を祝っている頃、FCBユースカップに出場し連覇を成し遂げたオーストリアのユースチームも優勝を祝福していました。同大会に参加したタイと日本も、力強いプレーで3位と4位に。一緒に素晴らしい大会を作り上げてくれた全チームに感謝いたします！

[See Translation](#)



[Like](#) [Comment](#) [Share](#)

[78](#) [Top Comments](#)





# WORLDWIDE SOCIAL MEDIA ACTIVATION 2 / 5

拜仁慕尼黑足球俱乐部    
今天 20:41 来自 微博 weibo.com  
来自中国的小球员们正在拜仁教练的带领下在塞本纳的拜仁训练场集训，他们为下周日的青年杯决赛做准备。更多详情请看 [网页链接](#) 另外我们的青年杯有奖活动还在继续进行，参与活动就有机会赢拜仁球衣，活动地址请看 [拜仁球迷！拜仁青年杯-拜仁中文官网](#) Trainieren wie die Profis!  
Team China durfte zusammen ... 展开全部



拜仁青年杯本周末打响 中国队造访塞本纳



5月12日，代表中国参加拜仁青年杯的小球员们造访塞本纳大街拜仁总部，并与其他各国小球员们一同参加了训练。



中国队备战拜仁青年杯



国家的小球员们在本周四汇集慕尼黑，为第5届拜仁青年杯决赛进行准备，目前训练课已经结束。在共用午餐后，小球员们一同来到塞本纳大街的拜仁总部，并在青训教练们展示了自己的才华。

拜仁慕尼黑足球俱乐部    
20秒前 来自 微博 weibo.com

在安联球场的2016年拜仁青年杯决赛！我们感谢包括中国队在内的所有参赛队伍。FC Bayern Youth Cup – World Final 2016 in der Allianz Arena! Wir bedanken uns bei allen Mannschaften für ein tolles Turnier



拜仁慕尼黑足球俱乐部 

来自中国的小球员们正在拜仁教练的带领下在塞本纳的拜仁训练场集训，他们为下周日的青年杯决赛做准备。更多详情请看<http://url.cn/28vaYIR> 另外我们的青年杯有奖活动还在继续进行，活动参与地址请访问<http://url.cn/2DOFHPK>



今天 20:41

 [转播](#) [评论](#) [删除](#)



# WORLDWIDE SOCIAL MEDIA ACTIVATION 3 / 5

**FC Bayern München (Standard)** hat 4 neue Fotos hinzugefügt.  
Gepostet von mmc English [?] · 14. Mai um 01:15 · ※

プロさながらのトレーニング！  
他国のチームと共に、ゼーベナー通りで練習を行う日本チーム。FCBコーチ陣の指導の下、今週日曜日のワールドファイナルに向けて準備を進めています。このユースカップ開催を記念して、FCバイエルンのユニフォームを抽選でプレゼント！参加はこちらから: [fcbayern.de/en/fans/youth-cup-raffle/index.php](http://fcbayern.de/en/fans/youth-cup-raffle/index.php)

[Übersetzung anzeigen](#)



**FC Bayern München (DE; AT; CH - German; ...)** added 2 new photos.  
12 hrs · ※

Nicht nur der FC Bayern durfte gestern seine Meisterschaft feiern, auch Team Österreich freute sich über den Sieg beim FC Bayern Youth Cup!  
Wir bedanken uns bei allen Mannschaften für ein tolles Turnier"



Like Comment Share

370

3 shares

[Top Comments](#)

# WORLDWIDE SOCIAL MEDIA ACTIVATION 4 / 5

**FC Bayern München (DE; AT; CH - German; ...)**  
12 hrs · 🌐

Nicht nur der FC Bayern durfte am Sonntag seine Meisterschaft feiern, auch Team Österreich freute sich über den Sieg beim FC Bayern Youth Cup. Team Deutschland wurde nach einer starken Leistung Zweiter.

Wir bedanken uns bei allen Mannschaften für ein tolles Turnier!



👍 Like

💬 Comment

➦ Share

 1.7K

20 shares

Top Comments ▾

**FC Bayern München (Standard)**  
Gepostet von mmc English [?] · 11. Mai um 18:15 · 🌐

The FC Bayern München Youth Cup final is taking place at the Allianz Arena On Sunday (15th May). The qualification phase started back in January and the following teams have reached the final: Germany, Austria, USA, India, China, Thailand and Japan!



▶

-1:02

🔊

⚙️

🔗






# WORLDWIDE SOCIAL MEDIA ACTIVATION 5 / 5

**FC Bayern Munich (US)** added 5 new photos. 13 hrs · 🌐

FC Bayern Munich weren't the only ones celebrating this weekend. Austria successfully defended their FC Bayern Youth Cup trophy with Team USA's strong performance earning them a fifth-place finish.



Like Comment Share

337

Top Comments ▾

1 share

**FC Bayern Munich (US)** Published by Gianella Di Lorenzo (?) · 13 hrs · 🌐

Team USA return with some unforgettable experiences from the **FC Bayern Munich Youth Cup** - to top it all off, a meet & greet with Arjen Robben!



24,421 people reached **Boost Post**

Like Comment Share

Jeffrey Benjamin Carroll, Roberto Malta and 200 others

Write a comment... 📷 😊



Turnier am Sonntag - 13.05.2016 11:00

## Finaltage des FC Bayern Youth Cup ges

F Empfehlen

Tweet

+1

i

Share



Zahlreiche Nachwuchskicker aus sieben Ländern sind aktuell zu Gast in München. Am Donnerstag startete das Weltfinale der fünften Auflage des FC Bayern Youth Cup. Die erste Trainingseinheit ist bereits absolviert. Nach einem gemeinsamen Mittagessen ging es am gestrigen Nachmittag zur Säbener Straße, wo die Talente unter der Anleitung von Jugendtrainern des Rekordmeisters ihr Können unter Beweis stellten.

Am Sonntag buhlen die sieben Teams aus USA, Japan, China, Thailand, Österreich, Indien und Deutschland dann um den Turniersieg. Die Teilnehmer haben sich in teilweise monatelangen Vorauswahlturnieren in den entsprechenden Ländern für das Finale qualifiziert. Als achte Mannschaft mit dabei ist eine Auswahl des FC Bayern, die außer Konkurrenz an den Start geht. In der Allianz Arena wird der Gewinner des diesjährigen Youth Cups im Modus jeder gegen jeden ausgespielt.

'Qualität nochmal gesteigert' - 16.05.2016 11:40

## Österreich verteidigt Titel beim FCB Yo

F Empfehlen

Tweet

+1

i

Share



Österreich ist alter und neuer Titelträger des FC Bayern Youth Cups! Am Sonntag setzte sich das Team beim großen Weltfinalturnier in der Münchner Allianz Arena durch und durfte wie schon im Vorjahr verdient den Pokal für den ersten Platz in die Höhe recken. Den zweiten Rang bei dem hochklassigen Turnier belegte die deutsche Auswahl.

Nachwuchskicker aus insgesamt sieben Ländern waren an diesem Wochenende zur fünften Auflage des Youth Cups beim FC Bayern zu Gast. Die Teams, die in monatelangen Qualifikationsturnieren zusammengestellt wurden, reisten bereits am Mittwoch und Donnerstag zu einem Trainingslager in die bayerische Landeshauptstadt.

Neben den Trainingseinheiten an der Säbener Straße wartete ein buntes Rahmenprogramm. So durften sich die Teilnehmer unter anderem über einen interkulturellen Abend, eine Stadtrundfahrt und den Besuch des Bundesligaheimspiels des FCB gegen Hannover 96 freuen. Als besonderes Highlight gab es ein Meet & Greet mit Bayern-Profi Arjen Robben. Am Sonntag stand dann das große Finalturnier auf dem Programm.



Tournament on Sunday - 13.05.2016 11:00

## FC Bayern Youth Cup grand final under

F Empfehlen

Tweet

+1

i

Share



A host of youth talents from seven countries are currently visiting Munich.

The grand final of the fifth edition of the FC Bayern Youth Cup started on Thursday. The participants have completed the first training session. After gathering for lunch, the group went to the Säbener Strasse yesterday afternoon and showed off their skills, supervised by coaches from the club's junior team.

On Sunday the seven teams from the USA, Japan, China, Thailand, Austria, India and Germany will compete in the annual tournament. The participants were selected in preliminary tournaments in their respective home countries, a process sometimes taking a number of months. To bring the numbers up to eight, an FC Bayern youth XI will also take part, albeit not competing to win the tournament. The teams will all play each other once at the Allianz Arena to determine the winner of this year's Youth Cup.

'Quality is up again' - 16.05.2016 11:40

## Austria defend FCB Youth Cup title

F Empfehlen

Tweet

+1

i

Share



On Sunday Austria won the grand final of the FC Bayern Youth Cup at the Allianz Arena and hoisted the trophy into the Munich sky, just like in 2015. Germany finished runners-up in the top-notch tournament.

Junior talents from seven countries visited Bavaria to take part in the grand final this weekend. The teams, which were selected over a period of several months in qualifying tournaments, travelled to the Bavarian capital on Wednesday and Thursday for a training camp.

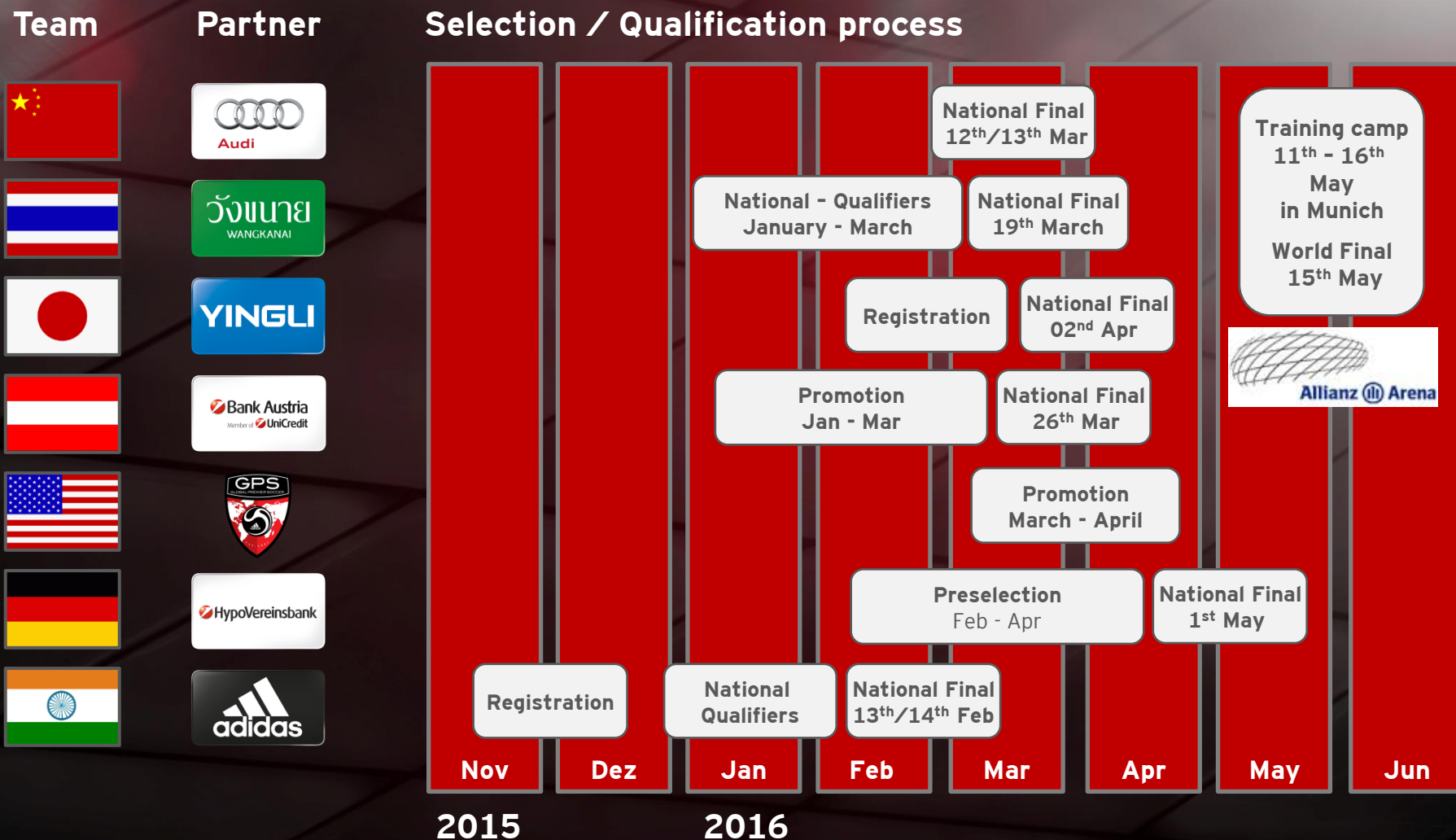
Besides the training sessions the youngsters enjoyed a diverse supporting programme at the Säbener Strasse, including an intercultural evening, a guided tour of Munich and a visit to the Allianz Arena for FC Bayern's home match against Hannover. The highlight was a meet and greet with Arjen Robben. Sunday saw the grand final of the fifth FC Bayern Youth Cup.

FC BAYERN YOUTH CUP  
NATIONAL QUALIFIERS - SEASON 15/16





# TIMELINE FC BAYERN YOUTH CUP 2016



# FC BAYERN YOUTH CUP INDIA - TOURNAMENT STRUCTURE

**National qualifiers: school tournaments in  
Mumbai, Bangalore and Delhi-NCR (National Capital Region)**

**Over 200 schools - over 2,000 players; each team 10 players**

**Registration: 23<sup>rd</sup> Nov - 18<sup>th</sup> Dec**

**School tournaments: 25<sup>th</sup> Jan - 07<sup>th</sup> Feb**



## **National final**

winning school team qualifies for the world final

**Date: 13<sup>th</sup> - 14<sup>th</sup> Feb**

**Mumbai**

**8 teams: 4 semi finalist from Mumbai  
2 finalists from Bangalore and Delhi-NCR**



## **World final**

**Date: 11<sup>th</sup> - 16<sup>th</sup> May**

**Munich**

**5 days training camp**

**15<sup>th</sup> May final Allianz Arena**

**Participants: selected players of national final**





# FC BAYERN YOUTH CUP INDIA - REVIEW 1 / 2





# FC BAYERN YOUTH CUP INDIA - REVIEW 2 / 2





# FC BAYERN YOUTH CUP CHINA 2016 - TOURNAMENT STRUCTURE

**AKS Shanghai Cup** (age group 14 - 16 years)  
overall tournament: up to 1,500 players (all age groups)



**National final: FC Bayern Youth Cup** (14 - 16 years)

**Date: 12<sup>th</sup> & 13<sup>th</sup> March**

**Shanghai American School**

**8 teams - 80 players**



**Potentially MISA training Camp** (2 days)

**12 Players**

**Shanghai: 08<sup>th</sup> & 09<sup>th</sup> May**



**World final**

**Date: 11<sup>th</sup> - 16<sup>th</sup> May**

**FCB training facility, Munich**

**5 days training camp**

**15<sup>th</sup> May final Allianz Arena**

**Participants: selected players of national final**



# FC BAYERN YOUTH CUP CHINA - REVIEW 1 / 2





# FC BAYERN YOUTH CUP CHINA - REVIEW 2 / 2



# FC BAYERN YOUTH CUP THAILAND - TOURNAMENT STRUCTURE

**National qualifiers: nationwide tournament in 14 provinces of Thailand**

**Grouped into 5 qualifiers: Northern, Northeastern, Eastern, Centre & Southern**

**Each province at least 500 players; in total up to 8,000 players**

**Tournaments to be played between 23<sup>rd</sup> Jan - 13<sup>th</sup> Mar**



**National final**

**Date: 20<sup>th</sup> Mar**

**Bangkok Chulalongkorn Stadium**

**160 - 180 players**



**World final**

**Date: 11<sup>th</sup> - 16<sup>th</sup> May**

**Munich**

**5 days training camp**

**15<sup>th</sup> May final Allianz Arena**

**Participants: selected players of national final**



# FC BAYERN YOUTH CUP THAILAND - REVIEW 1 / 2





# FC BAYERN YOUTH CUP THAILAND - REVIEW 2 / 2





# FC BAYERN YOUTH CUP AUSTRIA - TOURNAMENT STRUCTURE

## Registration and Promotion (Jan - Mar)

Network provided by coaches of Austria Wien, Rapid Wien, Admira Wacker

800 players from Vienna and surroundings



## National: FINAL

Date: 26<sup>th</sup> Mar

UniCredit Center - Vienna

150 players divided into several teams



Preparation: Training sessions and friendly matches

16 players - 10 will be chosen for the World Final



## World FINAL

Date: 11<sup>th</sup> - 16<sup>th</sup> May

Munich

5 days training camp

15<sup>th</sup> May final Allianz Arena

Participants: selected players of national final



# FC BAYERN YOUTH CUP AUSTRIA - REVIEW 1 / 2





# FC BAYERN YOUTH CUP AUSTRIA - REVIEW 2 / 2



# FC BAYERN YOUTH CUP JAPAN - TOURNAMENT STRUCTURE

**Registration: Tohoku region, Miyagi, Iwate and Fukushima Prefectures**  
(benefiting the area of the 2011 earthquake, tsunami and nuclear disaster)

**Feb - Mar**

**National final**

**Date: 2<sup>nd</sup> Apr**

**Sendai - Sishigahama Stadium**

**Participants: 100 - 150**

**World final**

**Date: 11<sup>th</sup> - 16<sup>th</sup> May**

**Munich**

**5 days training camp**

**15<sup>th</sup> May final Allianz Arena**

**Participants: selected players of national final**





# FC BAYERN YOUTH CUP JAPAN - REVIEW 1 / 2





# FC BAYERN YOUTH CUP JAPAN - REVIEW 2 / 2





# FC BAYERN YOUTH CUP GERMANY - TOURNAMENT STRUCTURE

**buntkicktgut: Qualifiers - 22<sup>nd</sup> Mar - 21<sup>st</sup> Apr**  
**150 - 180 players**

**Tournaments: Tuesdays and Thursdays 2 pm - 5 pm (gathering points)**

**The 7 teams having the highest score will qualify for the national Final**



**National final**

**Date: 1<sup>st</sup> May**

**Saebener Street**

**75 players: 8 teams**



**World final**

**Date: 11<sup>th</sup> - 16<sup>th</sup> May**

**FCB training facility, Munich**

**5 days training camp**

**15<sup>th</sup> May final Allianz Arena**

**Participants: selected players of national final**



# FC BAYERN YOUTH CUP GERMANY - REVIEW 1 / 2





# FC BAYERN YOUTH CUP GERMANY - REVIEW 2 / 2

