

# | Bud Cup



# Event Overview



Budweiser Cup is an international 6v6 football competition held in local markets around world, consisting of local qualifying tournaments and culminating in a Global Final held in Brazil during the 2014 FIFA World Cup™

## Participating Markets

Brazil



Chile



Ukraine



United Kingdom



Guatemala



Argentina



Colombia



## Key Details

**Date:** July 6, 2014

**Location:** Rio de Janeiro, Brazil

**Stadium:** Escola Naval

# Budweiser Cup Primary Contacts



Don Rouse  
Octagon  
Global Project Manager  
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Client Oversight

Market Communication

Liaison with Hospitality

Thiago Junqueira  
Octagon  
Brazil Project Manager  
+55 21 98556-6815

Local Operations

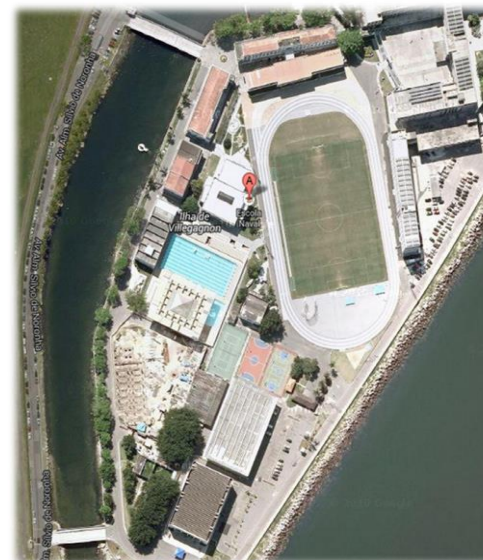
Venue Lead

Vendor Management

On-site Staffing Oversight

# Event Schedule

Schedule of Events	
Buses Depart Hotel	8:00 – 8:30
Warm Up	9:00 – 10:00
Group Stage	10:00 – 13:00
Legend Arrival	12:00
Lunch Break	13:00 – 13:30
Semi-Final	13:30 – 14:00
Break	14:00 – 14:30
Third Place and Final	14:30 – 15:30
Trophy Ceremony	16:00
Departure to Hotel	16:30 – 17:00



# Tournament Format

Participating teams will be separated into two groups. Each team will play three games in group stage, with the top two teams from each group advancing to the Semi-Finals.

## Group Stage

### Group A

1. A1 v A2
3. A3 v A4
5. A1 v A3
7. A2 v A4
9. A1 v A4
11. A2 v A3

### Group B

2. B1 v B2
4. B3 v B4
6. B1 v B3
8. B2 v B4
10. B1 v B4
12. B2 v B3

## Semi-Finals

### Match 13

Winner  
Group A

vs.

Runner up  
Group B

### Match 14

Winner  
Group B

vs.

Runner Up  
Group A

## Finals

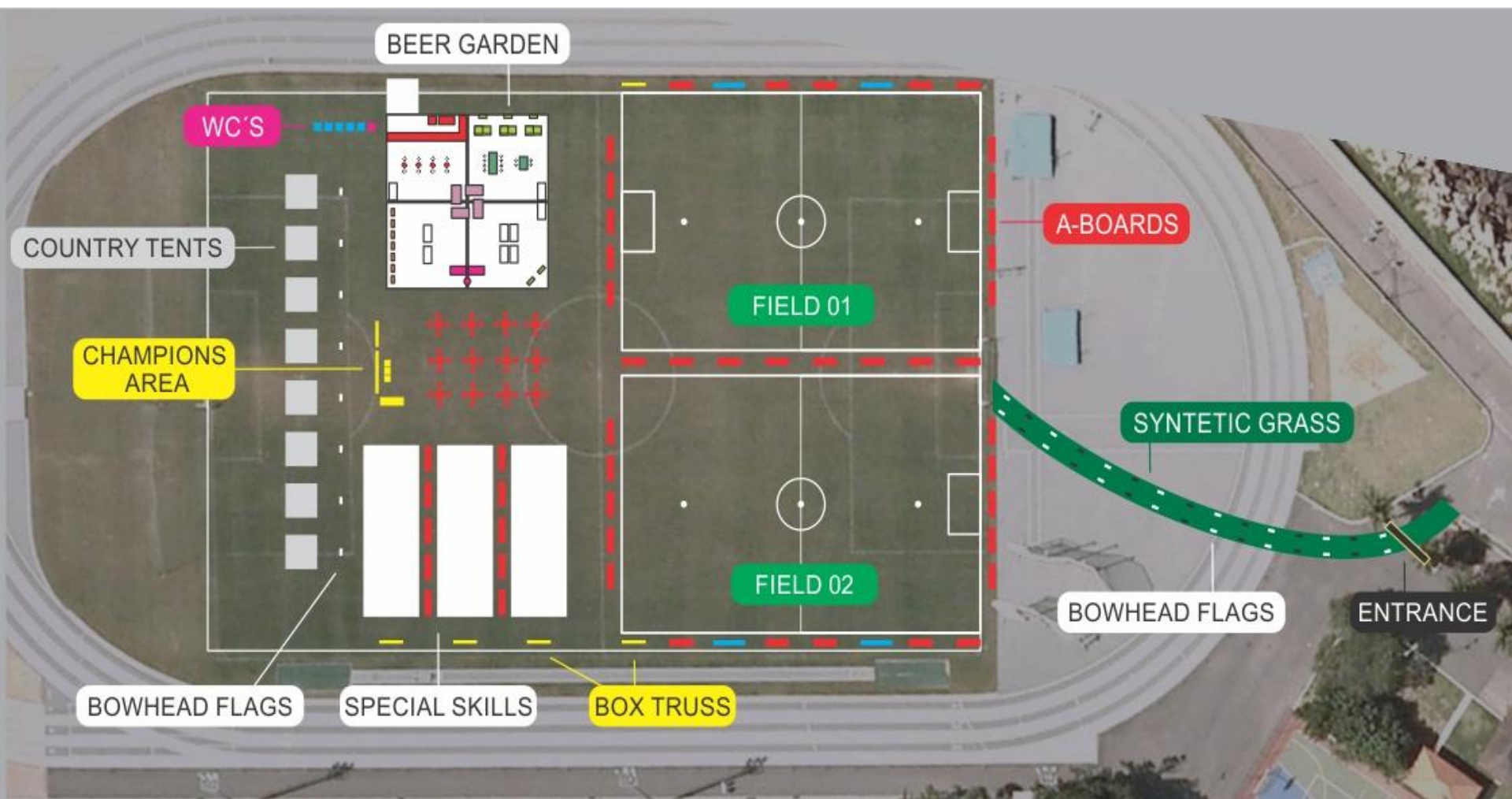
### Championship

Winner  
Match 13

vs.

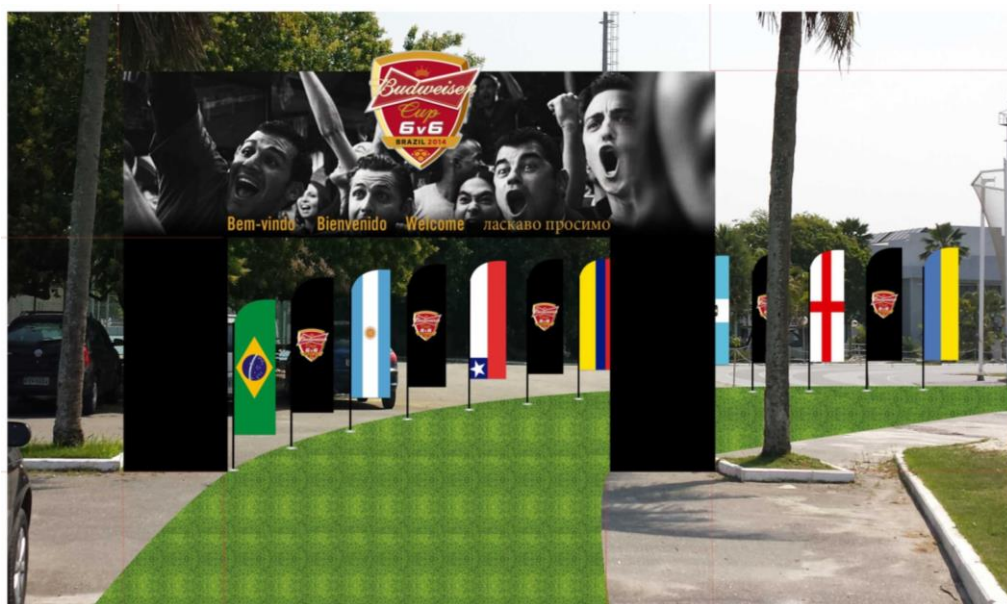
Winner  
Match 14

# Event Layout





# Branded Elements



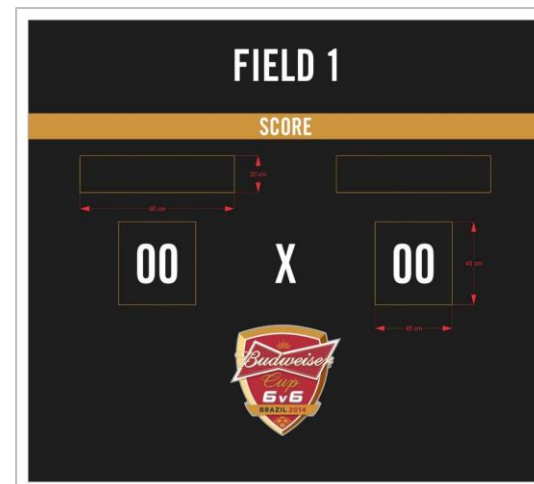
Entrance



MATERIAL:  
Iron structure with  
printed canvas.



A-Frames



Scoreboard



Medals

Lilian Thuram, is a retired professional football player and holds the most caps as a player of the French national team.

Thuram played in the top leagues in France, Italy and Spain for over 15 seasons, including ten season in Serie A with both Parma and Juventus.

With France, Thuram won the 1998 World Cup and Euro 2000.

