

EU DELEGATION's SCOOTER RACE at ROLERIJADA AGENDA

Date: Saturday, September 19th 2010

Time of the event: 13:30 (the stand is open from 10 a.m. to 5 p.m.)

Duration of the event: 1.5 hours max

Location: Trg Republike, City centre



Concept: As an Institutional supporter of the Rolerijada event, the Delegation of the European Union to Serbia will host a scooter race. Also, included in the participation package is a promotional stand which will be set up on Trg Republike. The Delegation will be listed as Institutional Supporters of the event on the Rolerijada website, promotional campaign (which includes Website, Television, Radio, PR, Press conference, Posters and Flyers), as well as the opportunity to promote Mobility Week on the main stage, and on-location branding with banners, start and finish gate, branded racing shirts and start numbers as well as medallions for the race winners.

The race is envisioned to be held in the city center (Makedonska Street towards Trg Repulike). Participants are to register through the already existing channels of registration for the Rolerijada event, which includes their website as well as the Telekom Srbija store at Terazije 24.

Special offer of free scooter for the first 50 participants to register is also to be announced through the media channels and on the website.

Agenda:

13:30-13:45 gathering of the participants and welcoming Mr. Djelic, Mr. Dulic, Mr. Djilas and EU Ambassadors who are to take part in the race

(host to provide scooters for the officials)

13:45-14:05 scooter race

(start is marked by 50, blue and yellow, helium filled balloons released in the air from the start line, followed by the sound of the start pistol)

14:05-14:30 visit of the EU Delegation's stand on the main square. Participants: Mr Degert and the officials

(the stand is equipped with branded balloons, T-shirts, leaflets, ecological gum wrappers. Graffiti, artists are performing around the stand. Time and will permitting, it is possible to join the organizers for the activity of handing out rollerblade wheels to each participant- highlight of Rolerijada and a campaign supported by the Ministry of Youth and Sports by which each participant of a race gets a set of 8 wheels)

14:30-15:00 Public addressing and prize awarding ceremony. Participants: Mr. Degert (and the officials?)

*(Awarding ceremony will take place on the main stage. It starts with Mr. Degert's public addressing regarding the concept of Mobility Week and EU Delegation's role as well as the announcement of the donation to the Daily Children Shelter and Belgrade orphanage, where the EU Delegation is donating 20 scooters to each of the institutions. After the speech, prizes are given to the first ten winners of the race and involve sports protection set- helmet, elbow and knee shield. Interpreter and an assistant will be needed with the process)**

15:00 End of the event

**Confirmation required whether guest officials will take part in the awarding ceremony.*