



1st FIDE ONLINE WORLD CORPORATE CHESS CHAMPIONSHIP

EVENT PRESENTATION

19 – 21 FEBRUARY 2021

“A lot of people who played chess in childhood go on to achieve great success in their professional life. This is no surprise to me, because this game is basically a training field for your decision-making skills.

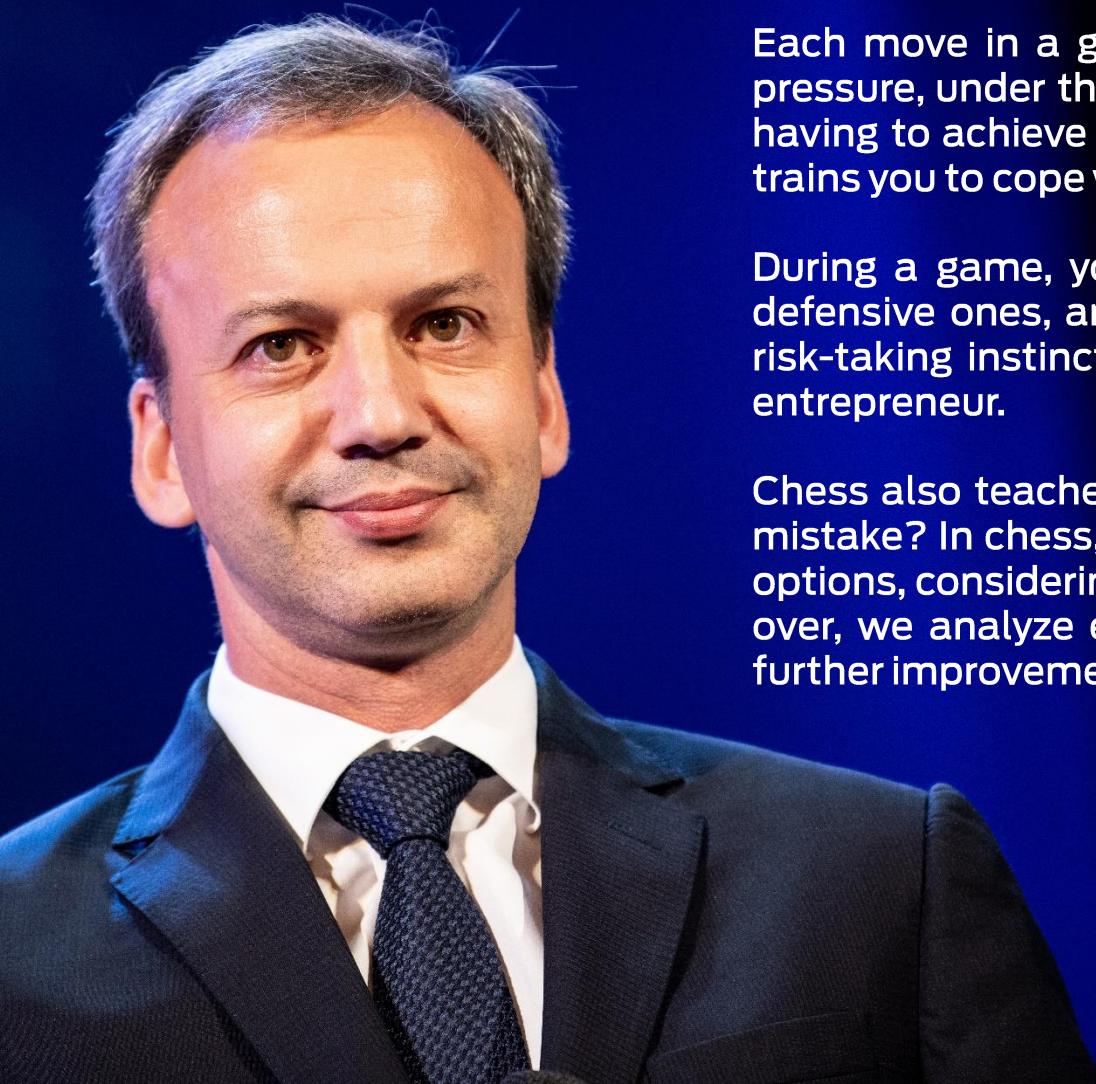
Each move in a game of chess is a decision you have to make, often under time pressure, under the pressure of being in an inferior position, or under the pressure of having to achieve a particular result in order to advance in the championship. Chess trains you to cope with stress and not let it affect your performance.

During a game, you often have to find a balance between aggressive moves and defensive ones, and by doing that you develop both your analytical skills and your risk-taking instincts. This gives you an edge if you are to become a manager or an entrepreneur.

Chess also teaches you to adapt to an ever-changing environment. Did you make a mistake? In chess, we immediately reassess the current position, thinking in terms of options, considering potential resources, and not looking back. Only after the game is over, we analyze every move in retrospect, and this routine becomes the basis for further improvement.”

Arkady Dvorkovich

is the President of the International Chess Federation,
and a Former Deputy Prime Minister of Russia.
He is also the Chairman of the Skolkovo Foundation,
Russia's main hub for innovation.



1st FIDE ONLINE WORLD CORPORATE CHESS CHAMPIONSHIP

❑ Invitational online chess tournament for representatives of global leading companies and corporations, **including major Fortune 500 companies**, to compete for the **FIDE Online World Corporate Chess Champion** title.

❑ This is a team event in which each company designates four-player teams, and matches are played under a “four against four” format. It will be played entirely online on **19 – 21 February 2021**.

❑ Live broadcast and commentary in multiple languages on **Chess.com**, the **most prominent online chess broadcaster with 47.5 million users**.



□ This will be the **first-ever World Corporate Chess Championship**, but the idea has some precedents. Corporate competitions are increasingly popular, and in chess there have been some championships at the national and continental levels, like the **New York City Corporate Chess League**, the **European Corporate Championship**, or many “interbank” competitions in countries like Germany and Spain. Among the participants in those competitions, we can find companies like Deutsche Bank, Google, Goldman Sachs, Gazprom, JPMorgan Chase, RBC Capital Markets, Oracle, Kaspersky Lab, Bloomberg, and Sberbank.

□ The event program includes two **online simultaneous chess games**, both broadcast live on Chess.com:

1) One between the Challenger for the World Champion title and representatives of participating teams and sponsors.

2) One between the FIDE Women’s World Champion and representatives of participating teams and sponsors.

□ In this inaugural edition, **no participation fees are required**. However, teams, companies, fans and employees of the companies are encouraged to donate to a charitable cause such as the Chess Veterans Support program and/or the Chess in Education programs for kids, which are two existing social programs run by FIDE.



TOURNAMENT DETAILS

FORMAT

Online chess tournament open to teams representing any legally recognized company, defined as any formal business entity for profit which may be a corporation, a partnership or individual proprietorship. Multiple teams from the same company are allowed to participate.

TIME CONTROL

10 minutes + 2 seconds increment per move

REGISTRATION DEADLINE

6 February 2021

TEAM COMPOSITION

- ❑ Each team has four main players, including at least one male player and at least one female player.
- ❑ Each team may have one male reserve player and/or one female reserve player.
- ❑ In each team, only one player may be “invited” (not having direct relations with the company); all the other players must be company’s employees on the regular basis (full or partial time) since at least 1 July 2020.
- ❑ In each team, only one player can have standard rating higher than 2500 in the FIDE rating list for November 2020.

BENEFITS FOR PARTICIPANTS

The **International Chess Federation** is pleased to invite your company to participate to the **1st FIDE Online World Corporate Chess Championship**. By taking part to this Championship, your company will obtain the following benefits:

- ❑ The prestige of competing in the **most intellectual of all sports**: the mere fact of taking part in this event will already **benefit the image of your organization**, projecting a positive image of your brand as a **“smart company”**. Winning it would give you the aura of **“the smartest company in the world”**.
- ❑ **Team building opportunity for participating players**: the participants will be representing their company in a competition, and the fact that they will do so under a team format will contribute to **create stronger bonds between the players**. Other employees will be rooting for them, strengthening identification between the staff and the company.
- ❑ This Championship represents an opportunity for the participating companies to **develop contacts with leaders and decision makers of national and multinational companies** participating to the event.



❑ Chess is a **healthy habit to promote among your employees**: it is a mentally stimulating activity that helps keep the mind sharp in middle-age adults. Chess is complex enough to put to work different 'brain areas' cognitive abilities (creativity, calculation, long and short-term memory), and, as a result, it is a **great tool to fight brain ageing and reduce mental productivity decline**.

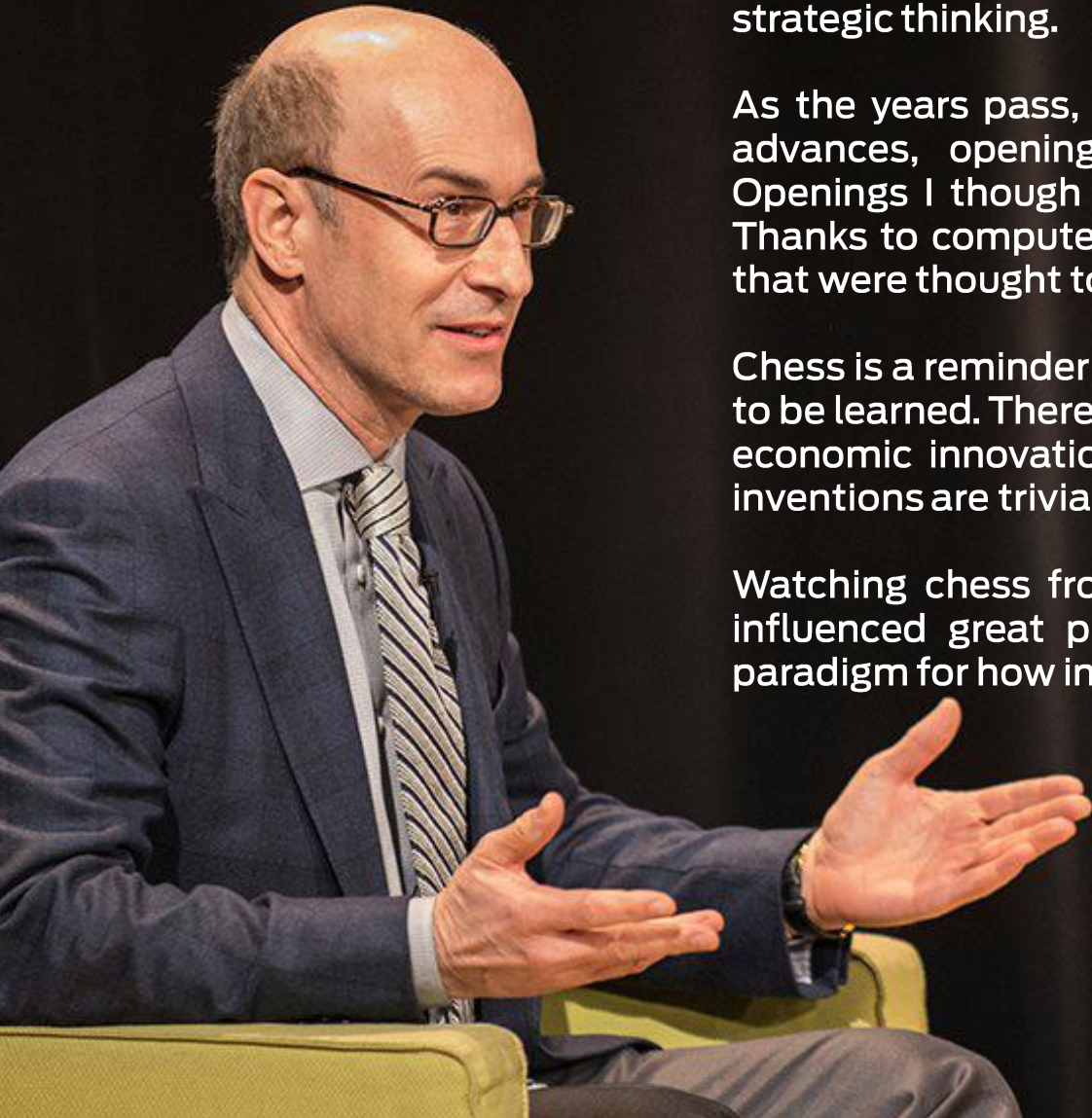
❑ The team (four players) which raises the most funds for the charity causes mentioned on slide 3 will be invited to the **FIDE World Championship Match 2021**, with accommodation expenses covered for three nights and VIP tickets to attend three Rounds of the Match. That team will have the chance to see the reigning World Champion, Magnus Carlsen, live in action defending his title for the fourth time (his opponent, the Challenger, will be determined by the FIDE Candidates Tournament that will be completed in April 2021).

❑ This is a **once in a lifetime opportunity to attend one of the most prestigious sporting events in the world** and enjoy the glamour and the experience of meeting some of the brightest minds on the planet.

❑ **The first four teams** in the final ranking of the 1st FIDE Online World Corporate Chess Championship will secure **four seats each to take part in the online simultaneous game with the Challenger for the World Champion title**.

❑ Four players from each of the four highest-ranked teams not qualified for the Play-Off Stage of the 1st FIDE Online World Corporate Chess Championship will be entitled to play an **online simultaneous chess game against the FIDE Women's World Champion**.





“For me chess has had a plethora of benefits, not least is teaching you to maintain your composure after making a mistake, and of course learning the value of long-term strategic thinking.

As the years pass, it is also humbling to see how chess understanding continually advances, opening up ideas and possibilities I could never have imagined. Openings I thought I knew a lot about, I now realize how little I really understood. Thanks to computers and a great deal of human effort, there are simple endgames that were thought to be drawn, we now realize can be won.

Chess is a reminder that no matter how much we know, there is always so much more to be learned. There is a widespread view among economists and some scientists that economic innovation is slowing, the industrial revolution is over and that modern inventions are trivial compared to electricity and running water.

Watching chess from afar, the revolutionary play of Alphazero and how that has influenced great players like Magnus Carlsen is truly incredible, and perhaps a paradigm for how innovation will evolve in the future.”

Kenneth Rogoff

is a Professor of Economics at Harvard University, and he has also served as Chief Economist at the International Monetary Fund. A former chess prodigy, he successfully competed in international tournaments during his youth, and holds the title of Chess Grandmaster.

FIDE – WORLD GOVERNING BODY OF CHESS & CHESS COMMUNITY

DIGITAL VISIBILITY



www.fide.com

VISITORS

1.6M

PAGE VIEWS

5.3M

VEWS

9M

IMPRESSIONS (2019)

39M

Social media



The chess community is one of the biggest, most active and engaged:

Playing regularly chess online

+50,000,000

Online chess **games per day**

+18,000,000

Smartphones with **chess apps**

1 billion

FIDE CHESS IN EDUCATION PROGRAMS

Organizing chess competitions is not FIDE's only mission. Like every other sports association, the competitive aspects are just a mean to achieve a higher goal: to improve our society by **promoting healthy habits and inspiring people..**

At FIDE, we have the ambition to reshape our world. We have in our hands a tool that helps making people smarter – through a game that is fun to play. Particularly for children, chess allows them to develop their intellectual skills and reach their full potential.

Since the foundation in 1984 of the Chess in Education Commission, FIDE has been using chess more and more for educational purposes: the objective is to use chess in ways that provide benefit in education, social development and health from childhood to old age. **Today FIDE puts the “Chess in Education” programs among its priorities.**

The educational benefits of chess are many, varied and well documented by a large body of research papers from various locations around the world, showing that playing chess teach children to think analytically, logically and on more than one level, having a beneficial effect on the development of mental abilities of students which contributes to success in overcoming all educational tasks.

More than 30 million children take part in those programs around the world every week. Of these, 6 - 7 million are in Europe, about 20 million in Asia, 2 - 3 million in the Americas and 1 million in Africa.

Donations made to the FIDE Chess in Educations programs will allow the further development to those programs for the social and educational benefits of children worldwide.

For more information about donations to the FIDE Chess in Education programs: worldcorporate@fide.com.



FIDE CHESS VETERANS SUPPORT PROGRAM

In 2019, FIDE decided to introduce a contribution towards giving back a little to those who devoted their entire life to chess, and created a program to support chess veterans and help distinguished players and trainers aged 65+.

Anyone over this age, who has contributed to the development of chess and who is in an unstable financial situation, is eligible to receive the support from this program.

Between 2019 and 2020, **35 distinguished chess veterans** from **25 different countries** and **representing 4 continents** have benefitted from this program. Among the recipients, there are individuals representing all bodies and categories: players, coaches, and arbiters.

In terms of their dedication and contribution to chess, all those individuals demonstrated outstanding merits, and they deserve not only this financial help but also the unanimous recognition of the chess community.

Donations to the FIDE Chess Veterans Support program will help prominent chess figures that have contributed enormously to the growth of our sport over time, a support that is much needed in these difficult times.

For more information about donations to the FIDE Chess Veterans Support program: worldcorporate@fide.com.



Chess.com – HOST OF THE 1st FIDE ONLINE WORLD CORPORATE CHESS CHAMPIONSHIP

World's leading chess broadcaster
1.1 million new members gained every month

47.5 million users
7 million frequent players

11+ million unique visitors
#284 Alexa Ranking

1.03 billion minutes watched on Twitch
Over 30 million total unique views

Over 2.4 million
social media followers

Over 8 million chess games played/day
Top 3 gaming site (Alexa)

45,000+ unique views every 90 minutes
65,000+ live views every 90 minutes



Twitter



Followers: 147k
Monthly impressions: 6.6M

YouTube



Followers: 415k
Monthly reach: 58.6M

Facebook



Followers: 762k
Monthly reach: 1.6M

Instagram



Followers: 111k
Monthly impressions: 2.1M

CONTACTS

FOR FURTHER INFORMATION AND TEAM REGISTRATION,
PLEASE CONTACT:

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