



**COMPANY
PROFILE.**

A group of swimmers in a pool, captured in a dynamic, low-angle shot. The water is splashing, and the swimmers are in various stages of their strokes. The image is dark and moody, with the text overlaid in the center.

EMPOWER YOUR TRIUMPHS .
IGNITE YOUR EMOTIONS.

Sports encompass more than mere games; they embody life itself, carrying with them a range of emotions, passions, and some of the most exhilarating highs and challenging lows we can encounter.



A GLIMPSE INTO VICTORIAM.

Based in the heart of Beirut, Lebanon, Victoriam operates throughout the Middle East and Gulf as a dynamic sports agency driven by a deep passion for the industry. With over two decades of experience, we specialize in crafting and delivering unforgettable sporting experiences that elevate your involvement to new heights, ensuring you leave with excitement, joy, and triumph.





OUR VISION.

At Victoriam, our deep passion for sports drives us to create events that bring out the best in everyone.

Whether you're a sports organization, brand, or athlete seeking to reach your peak, we are dedicated to crafting tailored events that help you achieve your goals, experience the joy of victory, and embrace the excitement of sports.





OUR VALUES.

If sports have taught us anything, it is the values we hold close to our hearts. We live and breathe these values every day. We are proud to be an agency founded on the values of sports, and we believe that they are the key to our success.

INTEGRITY

Integrity is the cornerstone of our agency. We believe that by always doing what is right, we build trust with our clients and colleagues. We hold ourselves to the highest ethical standards, and we act with honesty, transparency, and accountability.

RESPECT

We recognize that everyone we work with has unique perspectives, experiences, and talents. We treat everyone with respect, dignity, and empathy. We value diversity and inclusivity and create an environment that welcomes different backgrounds, cultures, and opinions.

DEDICATION

We are passionate about what we do, and we strive for excellence in everything we do. We approach every project with enthusiasm, energy, and a can-do attitude. We believe that by staying motivated, we can inspire our clients and colleagues to reach their full potential.

TEAMWORK

We know that working together is essential to achieving success. We recognize that everyone has something valuable to contribute, and that by leveraging our collective strengths, we can achieve great things.

COMMITMENT

We are committed to delivering exceptional results for our clients. We understand that our clients trust us with their vision, and we take that responsibility seriously. We go above and beyond to ensure that every project is executed flawlessly, and every client is satisfied with the results.



THE SECRET SAUCE.

If you find yourself wondering what sets Victoriam apart, here is what we offer that many others do not:

MOTIVATION

We are a team of self-motivated sports enthusiasts that are ready to take on the field. With one goal in mind, we pull out all the stops to reach it.

PASSION

We let nothing stand in our way. With our 20 years of experience in sports and event management, we have seen our fair share of challenges and are ready to tackle the old and the new ones.

ACTION

The unwavering passion we have for sports is our driving factor. We work all day and every day to make all the magic happen. And if we give you our word, then believe that we will do everything in our power to stand by it.





OUR EXPERTISE.

Whether you are a corporate brand, a sports organization, or an athlete looking to host a sports event, sponsor a game, or partake in it, then we've got you covered.

“The best thing about sports is the **sense of community and shared emotions** it can create.”

Bob Costas

OUR EXPERTISE.



**EVENT
MANAGEMENT.**



**BRAND ACTIVATION
& SPONSORSHIP.**



**CONSULTANCY
& DEVELOPMENT.**



**SPORTS TEAM
BUILDING.**



**DESIGN
& DIGITAL.**



EVENT MANAGEMENT.

From the initial planning stages to the execution, and the little details that often go unnoticed, our team works relentlessly on creating and managing world-class events.

By carefully selecting the best venue, equipment, catering, logistics, and all other essential elements of the event, we make sure to relieve you of the burden of managing the job, and allow you, and your guests, to enjoy and live unforgettable moments.





EVENT MANAGEMENT.



FOR CORPORATE BRANDS

We believe that sports events and competitions offer a unique opportunity for brands to connect with their audience and create lasting memories. That's why we take a personalized approach to event management, working closely with you to understand your business objectives and tailor our services accordingly.

Whether you're looking to host a charity tournament, a corporate sports day, a local or regional sports competition, an awareness event using sports as a platform, we can help you create an experience that resonates with your audience and reinforces your brand message.





EVENT MANAGEMENT.

FOR SPORTS ORGANIZATIONS & SPORTS CLUBS

We understand the complexities involved in organizing international sports competitions and the importance of adhering to the specific guidelines set forth by international sports federations. That's why we offer **expert management services** to help local sports organizations and sports clubs successfully host these events.

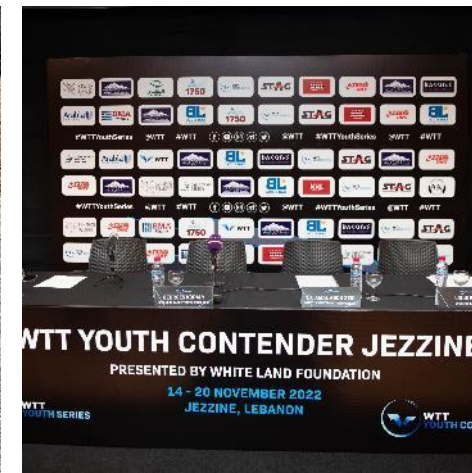
Our team of experienced professionals works closely with local federations to ensure that every aspect of the event is planned and executed to the highest standards.



EVENT MANAGEMENT.

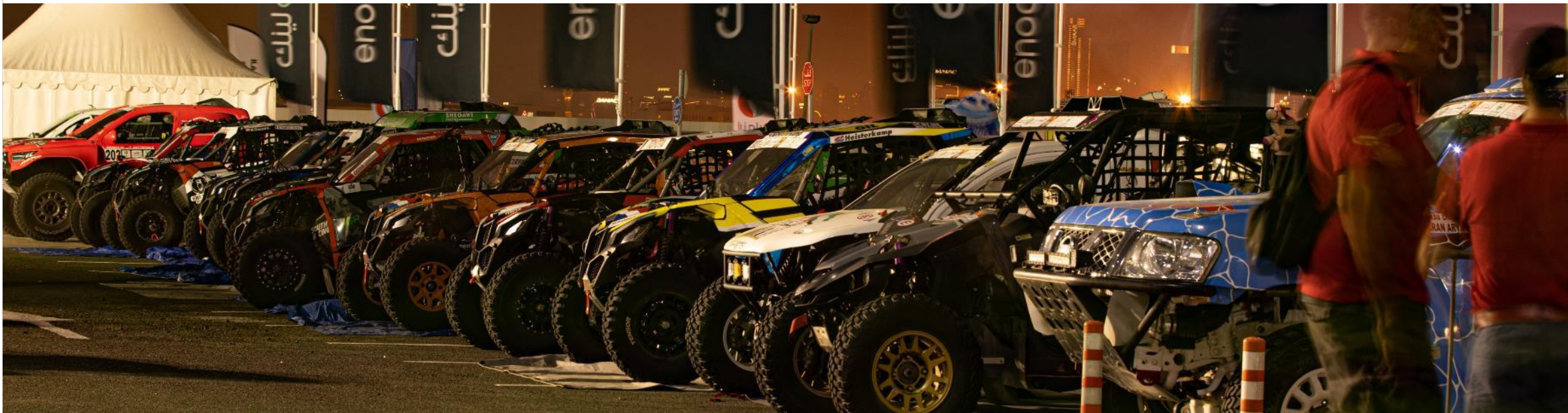
We take pride in our ability to orchestrate a wide range of sports events, including, but not limited to:

- National & International competitions.
- Corporate tournaments.
- Press conferences.
- Sponsor & Product launches.
- Sports award nights.
- Sports exhibitions.
- Fundraising events.



BRAND ACTIVATION & SPONSORSHIP.

At Victoriam, we leverage the dynamic platform of sports for strategic brand engagement. Our data-driven approach ensures a customized sponsorship plan aligned with your business goals. Whether you're an international brand aiming for global impact, or a local business enhancing community engagement, let us elevate your brand through the strategic investment in sports sponsorship.





CONSULTANCY & DEVELOPMENT.

If you want to enhance your image and increase attendance and participation, we offer Consultancy and Development services tailored to your needs. We work closely with you to foster a sense of community and engagement among your guests.





SPORTS TEAM BUILDING.

We propose a wide range of sports team building activities to help companies build stronger bonds between their employees. Our team building activities include boot camps, sports tournaments, sports challenges, and extreme sports. Whether you're looking for a fun and challenging day out, or a more intensive training program, we can help you create an experience that meets your objectives and vibrates with your employees.





DESIGN & DIGITAL.



We take sports identity and branding to another level. Our team of experienced designers creates customized corporate identities, marketing materials, and branded merchandise that deliver powerful messages.



We can also help with stadiums and events branding to create a memorable experience for your fans. In addition, we offer digital services such as social media management to help you connect with your fans and build a strong online presence.



So, whether you need a new logo, branded merchandise, or a social media presence that stands out, our design and digital department can help take your sports organization to the next level.



WINNING REVIEWS.



DIANE SALEM
MARKETING DIRECTOR
PIERRE FABRE MIDDLE EAST

"We want to thank you for all the efforts, professionalism and remarkable dedication shown during MEMC preparations, from the brainstorming sessions to the right selection of suppliers, and finally to the perfect execution of the convention. The event was successful at all levels".

CAMILLE EDDE
GENERAL SECRETARY
AUTOMOBILE & TOURING
CLUB OF LEBANON

"You are surely among the top; you cover all aspects of the projects at a high-quality level and are totally dedicated to delivering the best. Your great competence and skills along with your great generosity made us happy collaborating with you".

SAMANTHA DEMPSTER
SENIOR COORDINATOR - MAJOR
EVENTS
INTERNATIONAL TENNIS FEDERATION

"The ITF is grateful to your dedication and time to stage an extremely successful Davis Cup tie. You were very attentive and responsive to any requests from both home and visiting nations. Thanks again for your consistent communication and hard work. The whole team did a brilliant job".

TIAGO VIEGAS
YOUTH SERIES MANAGER -
WORLD TABLE TENNIS

"I would like to congratulate you for the successfully delivered first WTT event. The feedback received from participating teams and WTT supervisor were very positive".



VICTORIES UNVEILED.

Welcome to Victoriam's case studies. Here, we showcase some of our proudest moments of triumph, teamwork, and dedication. Our team works tirelessly to bring you top-notch events, pushing boundaries and taking the challenges head-on.

We believe that every event we organize is a unique opportunity to make an impact, to inspire, and to create memories that last a lifetime. From small local tournaments to international competitions, we bring our passion, creativity, and expertise to the table, making sure every detail is taken care of.

We are proud to share the stories of our successful collaborations with clients, partners, and stakeholders, highlighting the challenges we faced, the solutions we found, and the results we achieved.



DAVIS CUP LEBANON **vs** UZBEKISTAN.

CLIENT **LEBANESE TENNIS FEDERATION**

DATE **SEPTEMBER 2019**

LOCATION **BEIRUT, LEBANON**

After the success of the 2 Davis Cup ties that we organized in 2018 – Lebanon vs Chinese Taipei and Lebanon vs Hong Kong, the Lebanese Tennis Federation approached us for a 3rd consecutive time. They asked us to plan one of the most important ties in September 2019, between Lebanon and Uzbekistan. The stakes were high, as the winner would secure a spot in the World Group Qualifiers.



DAVIS CUP LEBANON **vs** UZBEKISTAN.

OBJECTIVE

The Lebanese Tennis Association had to deliver a well-organized event, following the guidelines set by the International Tennis Federation. The LTF also insisted on having a full house for the games, held at the prestigious Automobile and Touring Club of Lebanon. This will give a big boost and motivation to the players.

CHALLENGE

The main challenge was to create a buzz around the event, to engage the tennis community and attract them to fill the stadium.

SOLUTION

We were involved in different stages of the event, including event management, design, brand activation, and social media management.

Our team launched a teaser campaign to intrigue the audience before revealing the event 5 days later. We also created online quizzes and contests through the LTF official social media platforms, asking all participants to be present at the venue during the event to make a raffle draw and announce the winners. Valuable prizes were offered to the fans, such as airline tickets, jerseys of Team Lebanon signed by all the players and staff, goody bags, and more.

A massive content calendar was created, and almost every day, for two weeks, we posted news about both teams, the venue, and the competition itself. A press conference followed by the draw was held three days before the competition to officially announce the tie. Local and international media attended the conference. Finally, a fan zone area was built and included a VIP lounge, activation games, a food court, and booths for sponsors.





DAVIS CUP LEBANON **vs** UZBEKISTAN.

RESULT

The event was met with immediate success due to the pre-built intrigue and anticipation installed among all fans and members of the sports community.

The LTF got an increase of 70% in followers on social media platforms. During the two-day event, a huge number of fans attended the games, and the spectators' seating area had to be extended (more than 1,200 spectators compared to 500 at the previous ties). Victoriam fully accomplished its mission, and the event was highly praised by the international and local tennis federations, as well as the Davis Cup committee.



19.8 BEIRUT GLOBAL SPORTS CHALLENGE.

CLIENT **TOGETHER LIBEIRUT**

DATE **JUNE 2021**

LOCATION **BEIRUT, LEBANON**

In August 2020, a devastating explosion occurred in the port of Beirut, causing widespread damage, and leaving many families in need of support. In response, we organized a fundraising event for Together LiBeirut with the goal of raising funds to support these families through a series of sports challenges.



19.8 BEIRUT GLOBAL SPORTS CHALLENGE.

OBJECTIVE

The primary objective of the 19.8 Beirut Global Sports Challenge was to raise funds to support families affected by the Beirut port explosion through a series of sports challenges.

Why 19.8?

19.8 is a symbolic number that represents the area of Beirut and all the sports challenges had to be linked to this number.

CHALLENGE

Organizing a fundraising event that would capture the public's attention and generate support for the cause. Motivating people to participate in the event and raise money for families in need.
Managing the logistics and coordination of the event.

SOLUTION

We organized a series of sports challenges primarily at the ATCL club to foster a sense of unity and solidarity among participants and members.

More than 10 different sports were represented in the Beirut Global Sports Challenge. This allowed participants with different interests and skill levels to get involved and show their support for the cause. Additionally, having a variety of sports helped to generate more engagement from the public, leading to a greater impact in raising funds for the affected families.

We also launched a comprehensive marketing and communications campaign to raise awareness of the event and the cause it supported, utilizing various media channels such as social media, local media, and PR efforts.

We made sure that all logistics and coordination needed for participants were in place at the different locations.





19.8 BEIRUT GLOBAL SPORTS CHALLENGE.

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ATCL SPORTS DEVELOPMENT.

CLIENT **AUTOMOBILE & TOURING CLUB OF LEBANON**
DATE **2011 till 2021**
LOCATION **KASLIK, LEBANON**

ATCL, one of the biggest clubs in the Middle East with various sports facilities, faced a challenge in attracting the younger generation's attention and bridging the gap between them and their existing members.



ATCL SPORTS DEVELOPMENT.

OBJECTIVE

To address this, the board of directors appointed our team to manage their sports department and organize activities and competitions to engage their members.

The objective was to attract the youth and encourage them to practice sports activities within the club's premises.

CHALLENGE

However, the task was not easy as most members were accustomed to doing their activities outside the club. To rekindle their interest, we had to create an extremely interesting and attractive strategy.

SOLUTION

Our team provided consultations to ensure the development of the staff, mentoring them and enhancing their sense of teamwork while creating various sports events that would cater to both the younger and current members. The events we developed were all part of a yearly calendar aiming to engage the club's members.

We restructured the tennis division, hiring an international head coach to provide better training to members. We also organized sports summer camps with professional trainers and got in touch with different local federations to allow the best members to participate in their competitions.

To streamline the process, we created an information desk where dedicated staff was trained to welcome guests and provide them with the appropriate information, registration, and payments. With this centralized service, members would not have to go to several offices to get the necessary information for each activity as they used to do.





ATCL SPORTS DEVELOPMENT.

RESULT

The result of our efforts was impressive. From just two-yearly events, we were able to increase the number to more than 20 local and international events, catering to every member's needs. Our efforts effectively increased participation by more than 225%. Members gained enjoyment from sports and started spending more time at the club.

As a result, ATCL's reach increased significantly, not just on a local scale but a national and international one too.

In conclusion, by providing consultations, restructuring departments, organizing sports events, and streamlining processes, our team was able to revitalize ATCL's sports department and attract the youth, ultimately increasing the club's membership and reach.



WTT YOUTH CONTENDER JEZZINE.

CLIENT **LEBANESE TABLE TENNIS FEDERATION**

DATE **NOVEMBER 2022**

LOCATION **JEZZINE, LEBANON**

The Lebanese Table Tennis Federation (LTF) hosted the 1st edition of the World Table Tennis Youth Contender event in November 2022 in Jezzine, South Lebanon. This is an international competition for boys and girls divided into 5 age categories: U11, U13, U15, U17 & U19.



WTT YOUTH CONTENDER JEZZINE.

OBJECTIVE

Despite the country's economic crisis, the LTTF aimed to put Lebanon back on the international map by organizing a top-notch event that adhered to the World Table Tennis guidelines. To achieve this objective, the federation engaged us to oversee all aspects of the competition.

CHALLENGE

Jezzine is a scenic tourist destination known for its pine forests and cascades. However, this also presented challenges for the organizers, as most inhabitants were already in Beirut at the time of the competition. Accommodation, transportation, catering, and other logistical aspects required careful planning to ensure a successful event.

SOLUTION

To deliver a remarkable event, Victoriam conducted extensive research and planning to prepare a detailed checklist. The team made several trips to Jezzine to assess the facilities, hotels, and suppliers. The organizers took advantage of the low occupancy rates in November to secure good deals on hotels of their choice.

Three trucks transported the table tennis equipment from the LTTF headquarters to Jezzine, including tables, scoreboards, and surrounds. Additionally, the organizers increased the lighting in the competition hall to comply with WTT requirements. To impress foreign players, a unique identity and branding were developed.

Transportation was a crucial aspect of the event, and three shuttles were at the disposal of players and staff to take them from the hotel to the venue and vice versa all day long during the entire competition. A wide media plan was implemented, and daily press releases and news on social media were displayed. The opening ceremony was a massive event that brought together sponsors, partners, and top local VIPs.



PRESENTED BY WHITE LAND FOUNDATION

14 - 20 NOVEMBER 2022
JEZZINE, LEBANON



WTT YOUTH CONTENDER JEZZINE.

RESULT

The event attracted 17 countries from all over the world, and over 200 players. The international table tennis federation and the WTT committee were impressed by the organization's quality and expressed their encouragement for the LTTF to plan for future editions of the competition. Feedback from participating countries was all positive, with the organizers receiving acclaim for delivering a successful event under challenging circumstances.

The LTTF's successful hosting of the WTT Youth Contender event in Jezzine is a testament to the organizers' meticulous planning, dedication, and commitment to excellence. By overcoming challenges and delivering an outstanding event, the LTTF succeeded in putting Lebanon back on the international map while promoting table tennis as a sport for the future.

A group of men are clapping on a tennis court. In the foreground, a man in a black t-shirt and blue jeans is clapping enthusiastically. Behind him, several other men, some in red athletic shirts and dark shorts, are also clapping. The background shows a tennis court with a fence and banners. One banner features the 'Lotto' logo and the text 'ITALIAN SPORT DESIGN'. Another banner says 'an ITF event'. The overall atmosphere is celebratory.

THE WINNING COLLECTION.

ABU DHABI INTERNATIONAL SPORTS EXHIBITION



ABU DHABI INTERNATIONAL SPORTS EXHIBITION



SPORTS FESTIVAL



SPORTS FESTIVAL



ATCL AQUATHLON CHALLENGE



ATCL AQUATHLON CHALLENGE



AWARD NIGHT



AWARD NIGHT



WEST ASIA REGIONAL QUALIFYING EVENT

V.



WEST ASIA REGIONAL QUALIFYING EVENT



SPORTS SUMMER CAMP



SPORTS SUMMER CAMP



3x3 BEACH RESORT BASKETBALL CHALLENGE

v.



3X3 BEACH RESORT BASKETBALL CHALLENGE



OPEN WATER RACE

v.



OPEN WATER RACE



ITF WOMEN'S WORLD **TENNIS TOUR**



ITF WOMEN'S WORLD **TENNIS** TOUR



ITF MEN'S WORLD **TENNIS** TOUR



ITF MEN'S WORLD **TENNIS TOUR**



19.8 BEIRUT GLOBAL SPORTS CHALLENGE

V.



19.8 BEIRUT GLOBAL SPORTS CHALLENGE



DAVIS CUP **LEBANON vs HONG KONG**

V.



DAVIS CUP **LEBANON vs HONG KONG**



V.



DAVIS CUP **LEBANON vs UZBEKISTAN**

V.



DAVIS CUP **LEBANON vs UZBEKISTAN**



DAVIS CUP **LEBANON vs BRAZIL**

V.



DAVIS CUP **LEBANON vs BRAZIL**



V.

ATCL 100Y ANNIVERSARY

v.



ATCL 100Y ANNIVERSARY



WORLD TABLE TENNIS **YOUTH CONTENDER JEZZINE 2022**

V.



WORLD TABLE TENNIS **YOUTH CONTENDER JEZZINE 2022**



DAVIS CUP **LEBANON vs JAMAICA**

V.



DAVIS CUP **LEBANON vs JAMAICA**



WORLD TABLE TENNIS **YOUTH CONTENDER JEZZINE 2023**



WORLD TABLE TENNIS **YOUTH CONTENDER JEZZINE 2023**



DAVIS CUP **LEBANON vs JAPAN**

v.



DAVIS CUP **LEBANON vs JAPAN**



V.

DAVIS CUP **LEBANON** vs **SOUTH AFRICA**



DAVIS CUP **LEBANON vs SOUTH AFRICA**



V.



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  VICTORIAM SPORTS

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