

 pico sport







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Pico Total Sport Activation.



Delivering Excellence



Sport Activation



Pico's expertise covers the full spectrum of sport marketing, including merchandising, sponsorship activation and event management. As your trusted partner, we will leverage our experience in literally every type of sport-related brand activations to help you achieve your unique objectives anywhere on the globe.

Transforming a Vision into Reality

Digital Revolution

Sponsors' showcases, interactive experiences and content development
Sponsors and merchandise: pin trading centres, hospitality suites and lounges
National houses and pavilions
Torch relays: logistics management
Interior fit-out
Internet lounges for officials, athletes and media
Broadcasting studios
Restaurant, catering and kitchen tentage

For Organising Committee

Look programme, overlays and wayfinding signage
Signage furniture and thematic elements
Flag, banner pole and flag-raising system
Prefabricated houses, temporary offices and ticket booths
Prefabricated and chemical toilets
Commentator's cabins, solid gantries, gangways, protective safety barriers and tensile barriers
Metal structures and press benches
Camera and LED platforms
Tentage and marquees
Cable bridges and lifts for the disabled
Electrical and plumbing
Road paving, air conditioning, generator sets and pontoons
Carpet and flooring

For Countries, Corporate, Media and Sponsors

Integrated marketing and campaign management
Hospitality programmes
OCOG liaison
Wave, ticketing, invitation and registration management
Hospitality, catering and showcase management
Events, entertainment and activities
Infrastructure build and management
Operation management
Community, street and mobile activation
Venue interior fit-out
Digital engagement and content development
Transportation and security
Partner and supplier management
Workforce training

FORMULA 1™ Singapore Grand Prix 2008-2017





We supplied and installed 33,000 grandstand seatings, four-storey corporate hospitality suites across 11 locations; medical centre, hospitality suites and garage fit-out for the teams racing at the event; marquees around the track; corporate suites on Turn 1, 2 and 3 – four-storey above ground for viewing.

Baku 2015 European Games





In 20 sports held across 18 venues, athletes from across Europe made history in the city of Baku and many thousands of visitors bore witness to festival of top-level sport, while some 6,000 leading athletes from 49 nations showed off their incredible skills.

Pico's mega-event experts proudly provided first-class design, fabrication and completion of overlay work at two major venues at Baku 2015 for Road Cycling and Triathlon.

Sochi 2014 Winter Olympics





Pico provided a wide range of temporary infrastructure for the XXII Olympic Winter Games and XI Paralympic Winter Games, including tents and fencing, as well as taking on a project management role, overseeing all work related to the overlay installation at the Coastal Cluster and its magnificent Sochi Olympic Park, which housed the Fisht Olympic Stadium, Bolshoy Ice Dome, Iceberg Skating Palace and the main Olympic Village, among others.

Pico was also providing 53 tents across both the Coastal and Mountain clusters, with the biggest tent – a massive 3,750 sq. m. – being located at the Olympic Park. These tents included interior fit-out, heating and ventilation.

London 2012 Olympic Games



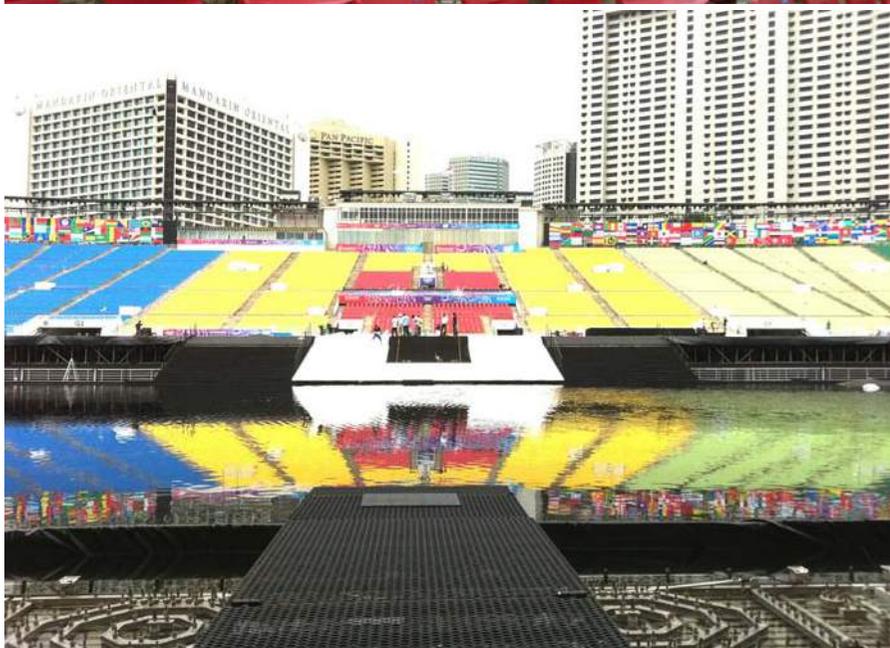


Acer needed to balance high-profile branding with providing an invaluable service to Olympic and Paralympic athletes. The Acer Internet lounges at the Athletes' Villages offered athletes who were far from home free internet access and places to unwind, while the 1,200 sq. m. Acer Pavilion gave visitors to the Olympic Park a series of thrilling and unforgettable experiences, showcasing humankind's greatest sporting and technological achievements.



Singapore 2010 Youth Olympic Games





As the official venue infrastructure overlay sponsor, Pico's scope of work also included: media centre (MPC + IBC), look of the games (kits of parts), 3,300 signage and wayfinding over 33 venues (indoor & outdoor), 1st Youth Olympic Games learning centre, opening and closing ceremony stages, Marina Reservoir (competitive venue) design and set up, torch relay consultancy, Youth Village Square and official merchandise stores.

Beijing 2008 Olympic Games





Our key responsibilities included handling event logistics management for the 106-city nationwide torch relay. While in Beijing itself, we helped many Olympic sponsors and partners to conceptualise, develop and build impressive showcases. Our expert teams also helped create world-class hospitality suites for a wide range of renowned consumer brands and national houses and provided interior fit-outs for many TV broadcasting studios.







Pico was also appointed to handle the look programme for the Olympic and Paralympic Equestrian Events.

Specific responsibilities included producing wayfinding signage and room identification for competition event venues and hospitality locations.

In addition to the provision of hundreds of temporary porter cabin-type sanitary units, work undertaken covered everything from design, production and installation of directional signage, banners, flags, maps, traffic signs, notices, room and tent identification. Our work was subsequently seen at Olympic Village, hotels, train stations and the Hong Kong Sports Institute as well as the competition venues.

Doha Asian Games 2006





We supplied and built some 400 fully-functioning tents, covering 28,000 sq. m. in 25 venues, requiring 14,000 sq. m. of flooring and 12,000 sq. m. of carpeting. Games venues for which we served as official contractor included the Doha Sailing Club, the West Bay Lagoon, the Qatar Bowling Club and Sports City at Khalifa Stadium.

Torino 2006 Winter Olympics





As official supplier, Pico and its partner supplied and installed temporary facilities and set-up fully nine competition venues, two of which were for Paralympic Games. In addition to 40,000 sq. m. of tenting, we laid on for attendees including 800 chemical toilets, 8,000 sq. m. of carpets and pavements, 13,000 sq. m. of prefabricated houses, 66,000 m. of fencing and 1,500 flag and banner poles. We additionally supplied multi-tiered spectator seating, fully-functioning tentage and pagodas, restaurants, kitchens and catering facilities, commentators' cabins, carpet and flooring. Solid gantries, gangways, fences and protective safety barriers, electric works and cable bridges were among our other major contributions to these Games.

Athens 2004 Olympic Games





In 2004 the Olympics returned to Greece, the home of both the ancient and the earliest modern Games, attracting a record 201 National Olympic Committees and 3.9 billion television viewers. Being the first Asian consortium awarded projects for the 2004 Games, a Pico-led syndicate played a vital role in establishing these records.

Appointed as an official contractor, our team ultimately helped supply and install mobile temporary support units for 14 venues including the prestigious Olympic Stadium itself. The scope of our services included the installation of over 50,000 sq. m. of fully-functioning tents; 1,000 flag and banner poles; offices, signage, fencing, stages and furniture. These facilities eventually served hundreds of thousands of visitors and press representatives from over 200 countries.



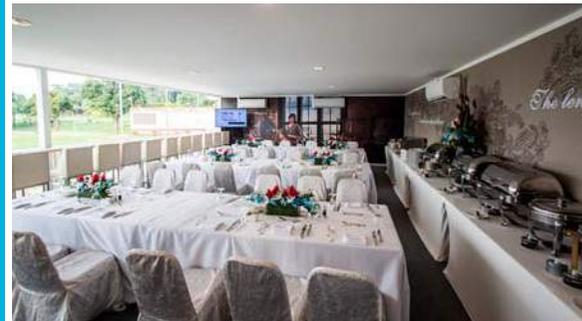
Cathay Pacific HSBC Hong Kong Sevens 2012-2016 Hong Kong

Pico worked closely with HSBC's appointed agency to create three corporate boxes and the Hospitality Marquee, and to organise and theme the HSBC Group CEO Dinner. The Hospitality Marquee had an outdoor Garden Bar, a restorative Oxygen Bar and a massage area, which were proved very popular with guests.



HSBC Women's Champions 2008-2015 Singapore

Pico was chosen by IMG as the event management company – this was our eighth consecutive year on the tournament. Our team was responsible for supporting the design and fabrication work for the 1,037 sq. m. VIP Hexagon suite, the 510 sq. m. HSBC Premier lounge, the Sentosa Golf Club suite and other well-appointed sponsored suites for clients including Rolex, Jaguar, Ricoh, Singapore Airlines and other global brands. Pico's experts also activated the design and build for the clubhouse, including the media centre, ticketing booths, volunteer area, entrance arch and the HSBC Interactive Village.



BMW Masters 2015 Shanghai

Pico participated in the event on multiple levels, creating a stunning, cutting-edge design for the eco-friendly temporary structures at the venue, and delivering outstanding build and maintenance services throughout the tournament. Going above and beyond to make the event as sustainable as possible, all materials used in the structures were completely recyclable – further strengthening the green reputation of the event and the BMW brand.



Shanghai Rolex Masters 2014-2015 Shanghai

Pico has been delivering sponsorship activities for ANZ Bank since 2012. At the Shanghai Rolex Masters tennis tournament, we provided event management and creative planning services to promote junior tennis in China while simultaneously delivering successful brand promotion activities for ANZ Bank during the tournament.





AFC U14 Regional Festival of Football 2015
Jeddah

The AFC Regional Festival of Football held in Jeddah, Saudi Arabia provided a platform to form friendships and be part of something greater than themselves. It focused specifically on skills development rather than emphasising competition or winning. Pico proudly played a part in the festival, conceptualising and designing the festival logo, designing and producing all print and promotional materials, and designing and fabricating the main stage at the festival site.



HSBC Golf Championships 2009-2015
China and Singapore

We handled design and conceptualised numerous facilities for the event, including a three-storey HSBC hexagon hospitality suite, a viewing tower on the 18th tee, a complete media centre for 150 journalists, plus extensive entertainment and recreational facilities in Singapore.



Men's Handball World Championship 2015
Doha

Pico was appointed to activate the Men's Handball World Championship Organising Committee's presence at the event. Our team developed the design and artwork for the booths and information desks, completed the fit-out and provision of display units and shelving in competition venues and fit-out in non-competition venues, designed and produced merchandising trolleys for the airport and the three competition venues, and designed and produced the information point and reception desks at the airport.



2014 FIFA World Cup Brazil Events
Rio de Janeiro

Our services for the 1,100 sq. m. House of Russia at the Modern Art Museum included fabrication and installation, videowall equipment, furniture, logistics and event management. At the Parque da Bola Rio 2014 at the Jockey Club, we activated the 150 sq. m. World Cup Brazil Official Fan Shop by fabricating and installing branded displays, counters and furniture. Pico also provided fabrication, interior decor installation and event logistics support for the organiser of the Japan Pavilion.





World Club 10s Rugby 2014 Singapore

As the tournament's official overlay partner, we helped activate the first-ever event at the 35-hectare Singapore Sports Hub. Pico designed and delivered VIP hospitality areas, pitchside benches for replacement players, pitch-level advertising hoardings and fabrication work for the Fan Village, including the hospitality and official merchandise areas.



China UnionPay at 2012 Shanghai ATP Masters 1000 Shanghai

Pico assisted China UnionPay in their Patron sponsorship of this world-class tennis event, and helped design a 360 degree activation to suitably brand and position the client, including advertising, events and card holder consumer activities.



Proctor and Gamble Family Home at 2012 London Olympics London

Divided into themed zones, including 'Cityscape', 'Homescape' and 'Parkscape', this home away from home had one very unusual feature: security arrangements meant that Team USA could not have any contact with teams from the rest of the world, and thus every sector had to be duplicated at the venue! Inside, live TV feed of the Games was broadcast around the 'home', while special hospitality and entertainment events were held throughout the duration of the Olympics. Pico teams designed and fabricated the specialist theatrical lighting and trusses, and handled most of the audio visual elements.



LG at F1 Silverstone 2012 Northampton

Pico helped LG, the official global technology sponsor of F1 motor racing, to create a spacious pavilion that showed off the latest LG mobile phone technology and LG's new range of Cinema 3D TVs. The televisions were put through their paces, carrying the live feed of the race itself, while the thrill of the race and the excitement of new technology were brought together in the incredibly realistic LG F1 simulator car, which allowed visitors to drive a lap of the race course on their own.





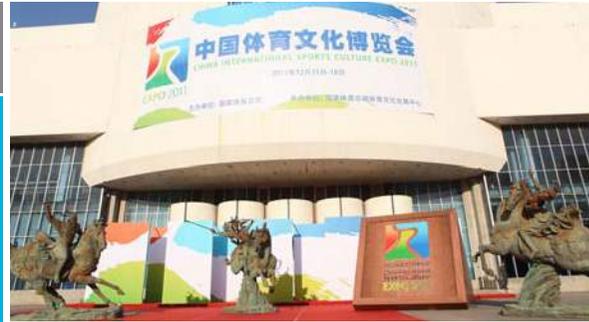
Roland-Garros 2012
Beijing

Including a real clay court, mini-tennis courts and a number of events designed to showcase French fashion and brands such as Peugeot, Lacoste and Longines, the eight-day event was a groundbreaking collision of cultures, tennis and celebrations, including a VIP party, kids tournament, various exhibits and a gala finale.



CIMB Asia Pacific Classic Malaysia 2012
Kuala Lumpur

Pico played a key role in this historic event by constructing hospitality lounges for leading organisations such as CIMB, BMW, Malaysia Airlines and Tourism Malaysia. Our team also helped build sponsor and exhibitor marquees at the exhibition village. The event was broadcast to some 500,000,000 golf lovers worldwide.



China International Sports Culture Expo 2011
Beijing

As the event organiser, Pico was not only responsible for the event organisation and setup; but the press conference, opening ceremony and celebrity autograph signing. This required an impressive amount of coordination and logistics planning.



Ping An Pavilion and Russian House at Universiade Games 2011
Shenzhen

Pico was responsible for creating both Ping An Pavilion and Russian House.





Real Madrid China Tour 2011

Guangzhou and Tianjin

Pico organised and staged all aspects of the tour, including matches, training, press conferences and gala dinners. With plenty of experience in handling world-class events, Pico rendered seamless support in liaising and co-ordinating with related parties to obtain approvals, licenses and permits for the events. We also oversaw ticketing and sponsorship arrangements, managed security and safety protocols.



Asian Beach Games 2010

Muscat

Our scope of work for the 2nd Asian Beach Games 2010 includes development and supply of overlay and temporary structures. Among many others, Pico's deliverables included 28,000 sq. m. of tents, 6,806 seatings, 294 flagpoles, 3,510 sq. m. of tar road, 5,001 m. of fencing, 420 sq. m. of floating pontoon, 756 sq. m. of platform, 2,325kva of generator and 54 toilets.



Guangzhou Asian Games 2010

Guangzhou

Pico took care of the look programme across seven venues, including four competitive and three non-competitive as well as Chef de Mission, the briefing conference for all the countries' sports officials. Our service was further extended to the look programme and wayfinding signages in airport, the city and the hotel. Pico was also engaged by the various sponsors to design, produce, install and project manage their onsite showcase, events in the city and hospitality programs.



Commonwealth Games 2010

Delhi

A Pico-led consortium has been appointed by the Organising Committee of Commonwealth Games 2010 Delhi as overlay provider for supply, installation, testing, commissioning, operation, maintenance, de-commissioning and removal of Games Overlays clusters 1 and 6.





East Asian Games 2009
Hong Kong

Pico provided construction and installation services for temporary overlay and thematic design setup works for the government venues including the competition venues and surrounding areas such as offices for judges and organisers, ceremonial facilities, lighting, spectator seating and also design and execution of the media centre. In total, we took care of 3,100 sq. m. of tentage and 13,000 sq. m. of look production and installation.



Standard Chartered Sevens 2003-2004
Singapore

For two consecutive years, Pico was official logistics service provider who managed the installation of fully equipped tents, interior decorations, signage, road shows and banners. We also managed electrical supply and created a party area for each evening's post-match.



117th International Olympic Committee Sessions 2005
Singapore

As official contractor, Pico was responsible for all venue management, staging and backdrop duties whereas our subsidiary MPI provided consultancy as Professional Event Planner and Secretariat Support for the Local Organising Committee in planning for this prestigious event.



Tiger Cup Vietnam 2004
Vietnam

As official contractor, Pico provided event decorations, advertising signage and banners, also handled all necessary transport and logistics arrangement to all venues across cities.





**Omega Hong Kong Open
Golf Championship 2003**
Hong Kong

Pico designed and fabricated all venue decorations. The 700 sq. m. outdoor venue included comfortable hospitality and stylish boutique areas to feature the title sponsor's latest products.



**Formula-One Power Boat
Championship 2003**
Singapore

As official technical and logistics service provider, we supplied audio-visual systems, seating structures, tentages and barricades, crowd control systems and electrical linkages. We also handled all telecommunications, hospitality facilities and logistics arrangements for the race.



**Mild Seven Outdoor Quest
2002**
China

Pico provided decorations for the Mild Seven Outdoor Quest's indoor and outdoor event venues.



**Japan House at Sydney
2000 Olympics**
Sydney

Other than providing interior services for the Japan House, Pico's scope of works was extended to include the terrace room at the Australian Maritime Museum in Darling Harbour which was used to cater for various events and reception parties organised by the Japan Olympic Committee. Pico also built the Sponsor's Room at the outdoor space adjacent to the terrace room.



Global presence

- | | | | | |
|-----------------------|---------------------|-----------------|-------------------|--------------|
| 1 Abu Dhabi | 10 Doha | 19 Kuala Lumpur | 28 Perth | 37 Singapore |
| 2 Astana | 11 Dongguan | 20 London | 29 Phnom Penh | 38 Sydney |
| 3 Bandar Seri Begawan | 12 Dubai | 21 Los Angeles | 30 Rio de Janeiro | 39 Taipei |
| 4 Bangkok | 13 Dusseldorf | 22 Macau | 31 Riyadh | 40 Tokyo |
| 5 Beijing | 14 Guangzhou | 23 Manama | 32 Sao Paulo | 41 Xian |
| 6 Cairo | 15 Hanoi | 24 Manila | 33 Seoul | 42 Yangon |
| 7 Chenzhou | 16 Ho Chi Minh City | 25 Melbourne | 34 Shanghai | 43 Zhengzhou |
| 8 Chongqing | 17 Hong Kong | 26 Mumbai | 35 Shenyang | |
| 9 Colombo | 18 Jakarta | 27 New York | 36 Shenzhen | |

over
40 major cities

Talk to Pico Sport experts to activate your sporting events today!
activate@pico.com

Disclaimer

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