

**POWER  
LEAGUE**

**CASE  
STUDY**

**NIVEA**  
FOR MEN

**NIVEA FOR MEN 5-A-SIDE  
TOURNAMENT 2008**

**PLAYERS DON'T  
WIN TROPHIES...  
...TEAMS WIN TROPHIES**

[www.powerleague.co.uk](http://www.powerleague.co.uk)

# NIVEA FOR MEN 5-A-SIDE TOURNAMENT 2008

## THE BRIEF

As part of their commitment to grassroots football, NIVEA FOR MEN became an official partner of Powerleague in 2008. We both wanted to kick off our partnership in style!

## OUR PROPOSAL

Together, Powerleague and NIVEA FOR MEN launched a tournament to find the best 5-a-side team in the UK.

## THE EVENT

- Powerleague centres hosted and managed 43 regional heats
- Regional champions won a full team kit bag and a place in the National Finals
- The National Finals were held at Powerleague's Trafford Soccer dome
- The ultimate champions won a VIP trip to Wembley
- The event was promoted by Powerleague centres, on [www.powerleague.co.uk](http://www.powerleague.co.uk) and through *FourFourTwo* magazine

## THE RESULTS

The event firmly cemented the partnership between Powerleague and NIVEA FOR MEN. It was the largest 5-a-side tournament to be held in 2008, with more than 1,000 teams taking part.



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