



BELGIAN NATIONAL TEAM CASE

STRUGGLE FOR LIFE

HOW TO FIND YOUR PLACE AS
AMATORS IN A PRO-WORLD?

Many years without result and with minimum funding

- players quit (amator and heavy schedule already)
- public interest is OK (but out of sympathy)
- media interest decreasing (if it suits them)

LONDON OLYMPICS
=
CATASTROPHY FOR BELGIAN
SPORTS



RESTRUCTURATION OF GOVERNEMENT FUNDING

...

BYE BYE HANDBALL

?

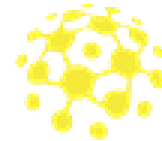
“What is your name?”

Nathalie Dumont, journaliste

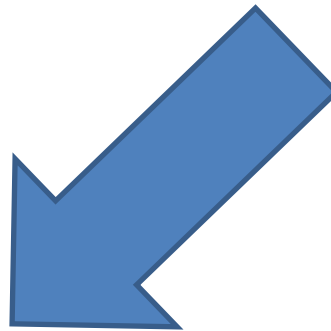
2011

PRIORITIES?

- identity
- ressources
- street credibility



HAND CLUB.100 NATIONAL



Rebranding
RED WOLVES

Communication



Proactive to mass
media

TV for sponsors

Facebook for inside
crowd

MATCH DE QUALIFICATION POUR LE MONDIAL 2015 AU QATAR

Belgique - Hollande



**JEUDI
2 JANVIER**

19U00

**SPORTHAL
ALVERBERG**

HERKENROEDINGEL 33
3500 HASSELT



www.handbal.be

PRÉVENTE
10 EURO

CAISSE
15 EURO

ENFANTS
-14 ANS:
5 EURO



KWALIFICATIEWEDSTRIJD WK 2015 IN QATAR

België - Griekenland



**ZATERDAG
11 JANUARI**

20U30

**HALL DE
LA PRÉALLE**

RUE E. MURAILLE 158
4040 HERSTAL

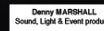


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VOORVERKOOP
10 EURO

KASSA
15 EURO

KINDEREN
-14 JAAR:
5 EURO



België - Israël

Handbal Nationale Ploeg

**WOENSDAG
30 OKTOBER**

20U00



**Sportarena
Tolhuis**

TOLHUISLAAN 77
9000 GENT

INKOM
10 EURO

KINDEREN
-14 JAAR GRATIS



Handball National Team Belgium

VAN LINKS NAAR RECHTS: ARBER QERIMI, NATHAN BOLAERS, JEFFREY JACOBS, KRISTOF VANWESEMAEL, BENJAMIN DANESI, IVAN KOPLJAR, JEF LETTENS, ROEL VALKENBORGH, TIM HOUBRECHTS, TOM ROBYNS, THOMAS CAUWENBERGHS, RUBEN MATTHIJS, THOMAS BOLAERS, JENS LIEVENS



BELGIAN NATIONAL TEAM CASE



Group with NED, GRE, ISR

1 goal win in first game

Unbeaten @home

Public TV came itself

3xfull house



