



RAPID BUCUREȘTI

Probably the most loved team in the world :)



WHO ARE WE?

Womens' Handball Team of **Rapid Bucharest** is one of the oldest teams in Europe and the proud winner of European Champions Cup in 1964, IHF Cup in 1993 and City Cup in 2000.

After some years without major performances, we are trying to come back in the elite zone of the Romanian and European handball. For the beginning, we came this year in Romanian 1st League.

RAPID BUCUREȘTI,
CÂȘTIGĂTOAREA CUPEI CAMPIONILOR EUROPENI, 1964



Stânga sus: TITI GRĂMADĂ-șef suporter, RODICA FLOROIANU-VIDU, GABRIEL ZUGRĂVESCU-antr.,
IULIANA NACO, CONSTANTA DUMITRESCU, ELENA SCHEIP-CONSTANTINESCU, ANA STARK STĂNIȘEL,
FLORICA BALOSACHE, ANTONETA OȚELEA, IRINA NAGHY CLIMOVȘCHI, GABRIELA SĂLĂJANU-TUDOR,
MARGARETA HANEC, HILDE ROTH, ELENA HELDEȘIU, AUREL JIANU-medic, GHEORGHE PANU-șef secție handbal.

A LITTLE CONTEXT

- We are part of one of the most loved multi-disciplinary sports club of Romania, **RAPID BUCHAREST**, founded in 1923 by Romanian Rail-workers Union. The most visible is, of course, the football team which is a real religion among the fans.
- Ironically, one of our major challenges is fighting against the preconceptions regarding the football team, while transforming some of **Rapid**'s football fans into handball fans.
- **Rapid** is located in one of Bucharest's poor neighbourhoods, Giulești.
- Romania is a country where the handball has an enormous popularity and a lot of history, but more of 90% of the money involved are public funds (via Municipalities or Government). **Rapid** is owned by the Ministry of Transportation in Romania

THE MAJOR CHALLENGE



**BRINGING THE MONEY IN ORDER
TO FINANCE THE HANDBALL TEAM**

**HANDBALL AS
A FAMILY SHOW**

**CSR &
STORYTELLING**

FANS

**Tickets
Merchandise
Donations
Volunteers**

**Good reason
for
sponsorship**

MONEY

 **SPORTS
PERFORMANCE** 

FANS FIRST

- In our marketing strategy, the fans are on the first place. They are the centre of our activity, because their direct contribution (through match tickets, season tickets, merchandise buyings, donations) or passive contribution (having a big number of fans is the main reason for corporate businesses to sponsor the club) will support the club's activity.
- In order to bring fans (converting the football fans or bringing families) we identified two opportunities: transforming the games into family-friendly shows and going further than sports limits via CSR.

FAMILY SHOW

- As any big brand does, we created some rituals for the home games:
 - Keeping the start hour of the games through season (this is more difficult than it seems, because of venue's busy times and tv schedule).
 - Playing the team's anthem 5 minutes before the game (which is arguably one of the best team anthems in the world, comparable with Liverpool's *You'll Never Walk Alone*)
 - Introduction of the team is made through a corridor of 2 huge flags.
 - Playing a jingle after every goal that our team scores. The jingle is an instrumental version of ultras' song.
 - We play music during timeouts, injury times etc, following very much things that were successful in the last EC in France in December.



- Also, we are constantly (over-)using the word FAMILY in all the communication on social media.
- Family means as well community. Of course that business wise we target the families with children, but using the **Rapid**'s traditional symbols, we are very keen to build a true fans community. We encourage them to become friends, to travel together for the away games etc.
- Starting next season, as the families will be our main target, we'll promote (with the respect for GDPRP rules) more photos of this kind of fans than "ultras".

BURGUNDY HEARTS

- White and burgundy are **Rapid**'s sacred colours :). Our CSR project's name is accordingly **BURGUNDY HEARTS**.
- The goal is to use the handball as a pretext for making good deeds and planting **HOPE**.
- This can include collecting toys for homeless or poor children (not only on Christmas and Children's Day), bringing kids from orphanages to games, offering them some hours of "normal life"



INIMI VIȘINII

- We plan to bring girls from disadvantaged environments to play handball. I am talking about Romanian realities, where there are kids on the streets, with huge drugs/human trafficking exposure. Showing them another side of the life, putting them a ball in the hand, integrating them between more lucky kids means giving them hope and a chance to another way of living.
- Also it is a good reason to bring more people around Rapid and around handball. People that could bring along fans nor money.
- *Short disclaimer:* Although the last paragraph sounds a little bit too cynical and mercantile, **Burgundy Hearts** is truly and honestly a soul-based project and a huge motivation for our limited staff to work on. :)

OTHER TOOLS THAT WE('LL) USE

- We focus our communication on social media, where we are active mainly on Facebook (it is the most popular platform in Romania), Instagram. We'll start an YouTube channel as soon as possible.
- We are keen to be mobile-first, not mobile friendly, as 82% of the traffic we have on our social media accounts is coming via mobile phones.
- We plan to develop a fundraising division with the kind help of the volunteers among fans. They are supposed to make sales by phone and mail, calling and writing to small business to ask for sponsorships.
- Also, as we don't have big handball stars in the team, we plan to promote some of our players in order to become more popular in the big world, further than handball's core audience.
- Starting next season, we'll open a handball academy for the kids, focused on our neighbourhood in order to bring more children to play handball and to rise ourselves next big stars.





So, we are saying that we're writing a beautiful story and that we are the most beautiful team in the world :). We are driven by soul to make some business in order to keep this amazing team alive and growing.

FORZA RAPID!

#fzr

HANDBAL RAPID BUCUREȘTI

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