



May 2016



DELHAIZE KIDS VILLAGE



Concept :

- A journey through different Olympic disciplines
- 6 didactic and entertaining trials
- Active and entertaining challenges for kids between 06 and 14 years
- Individual or collective participation
- 10 min/route per kid
- Scoreboard and diploma for each kid
- Give away for each kid (Delhaize bag)



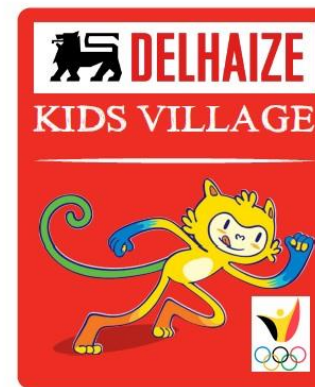
RIO HOUSE PROGRAM

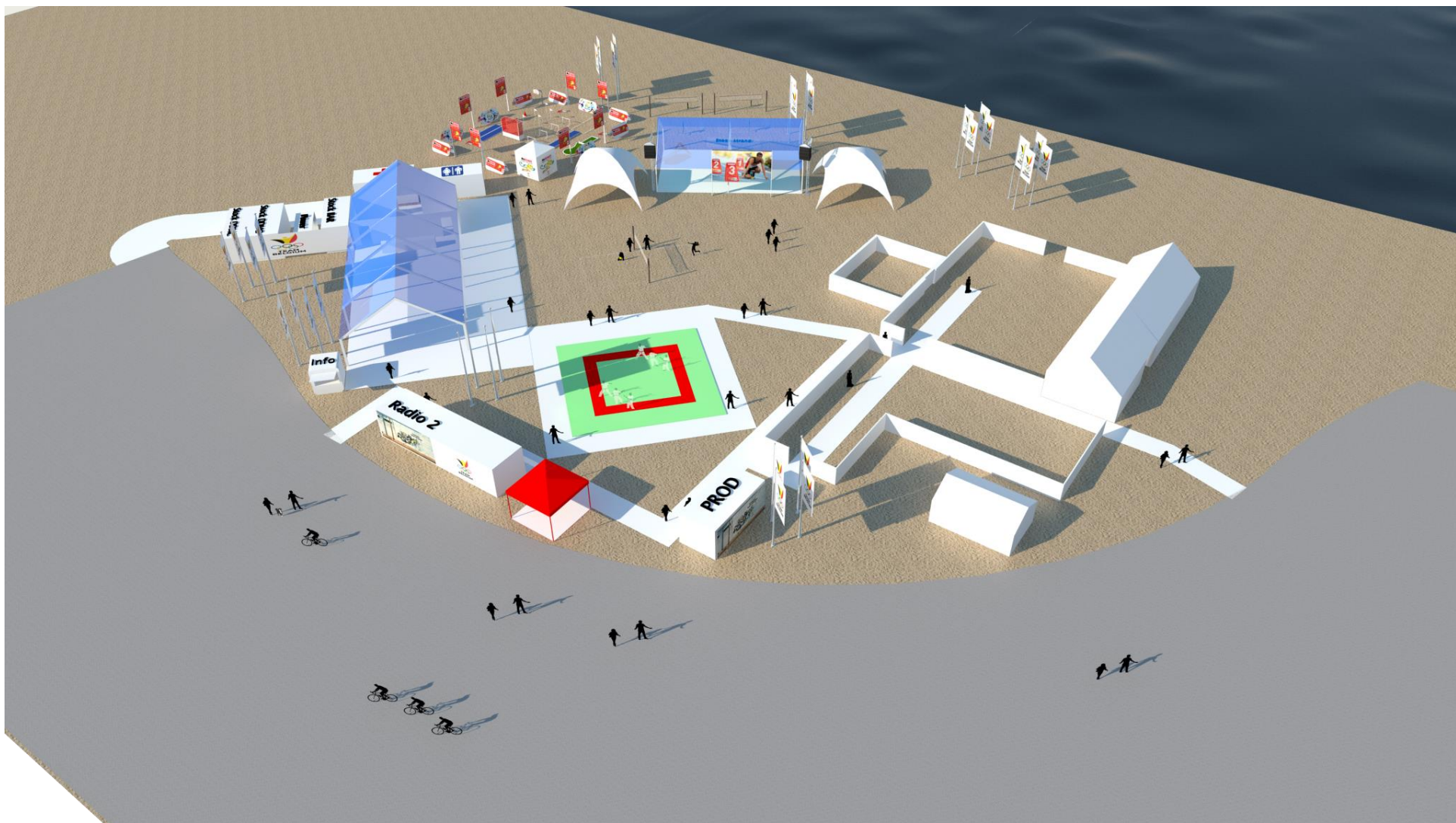


Standard day program (from 06 till 21 aug'16)

10:30	Opening Rio House
10:30 - 19:00	Opening Delhaize Kids village
11:00	Start sport activities with the Federations (program in development) Radio PlaSom
	Led wall : partner loops & highlights OG day before in Rio Brazilian
12:30	lunch offer
14:00	Brazilian dance/ musicactivity
15:00	'Olympic Games Rio' On Air
17:30	Second Brazilian dance/ musicactivity
18:00	Copacabana Happy Hour
19:00	Closing of the sport activities, thank you to all participants! Closing
22:30	bar Rio House

Visual identity (based on official IOC mascot for RIO'16)





DETAILED (6 SPORTSDISCIPLINES)



Visual identity (on the field)

Welcome/registration shelter 3x3



Visual identity (on the field)

Side boarding outdoor pop up banner (H:136 x L:273)



Visual identity (on the field)

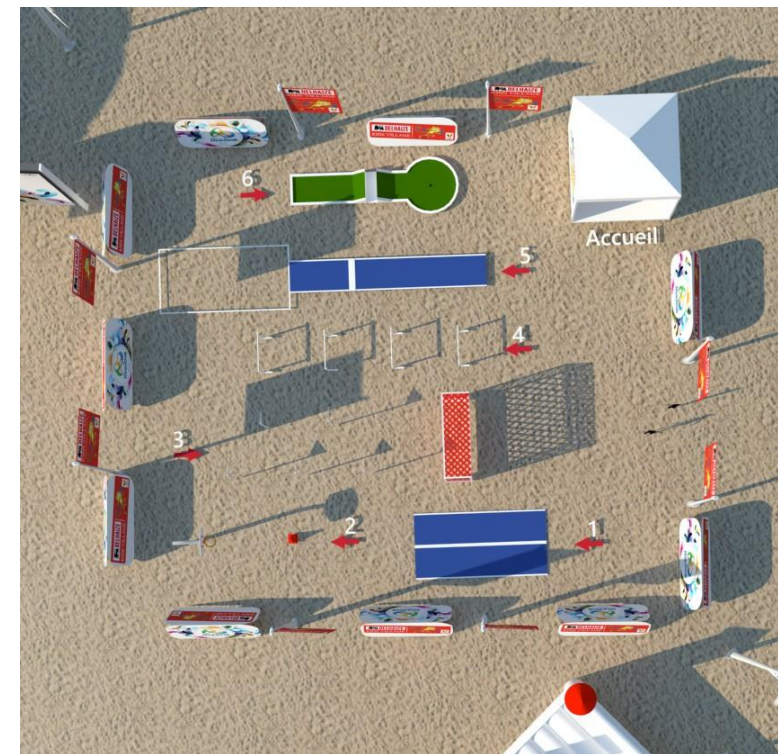
Beach flags/ format to define



6 disciplines



- | | |
|---------|------------------------------|
| Proof 1 | Gymnastics on blue floor mat |
| Proof 2 | Basket : 5 shots |
| Proof 3 | Hockey : slalom |
| Proof 4 | 10m hurdles Long |
| Proof 5 | jump |
| Proof 6 | Golf |



Proof 1 : Gymnastics



- Somersault : head in the shoulders, press on your joint feet and roll.
- Tripod : make a triangle with your hands and your forehead. Press on your legs to make a straight “candle”. 5 seconds.
- Cartwheel : hand, hand, foot, foot.

Notes : 4— 3— 2— 1



Proof 2: Basket



- Choice between 6 balls.
- 5 shots in the basket in one minute.

Notes : 6— 5— 4— 3— 2— 1



Proof 3: Hockey



- Slalom with the ball and the hockey stick before shooting.

Notes : 7 - 6 - 5 - 4 - 3 - 2 - 1



Proof 4: Hurdles



- 10m
- Spring over the hurdles (56 cm to 100 cm— adjustable) as quickly as possible without falling.
- 2 races

Notes : 5— 4— 3— 2—1



Proof 5: Longjump



- Run, take impulsion before the tape and fall in the sand with joint feet.
- 3 attempts. GATHER THE SAND AFTER EACH ATTEMPT
- Children under 10 jump from the side of the floor mat, older children jump from 1 m before the tape.
- Set a cone every 50 cm on each side of the floor mat

Notes : 0,5 m=1 – 1 m=2 – 1,5 m=3 – 2 m=4 – 2,5 m=5 – 3 m=6 – 3,5 m=7
4 m=8



Proof 6: Golf



- 6 balls – 3 attempts per ball

Note : green =1 – red =2 – green =3 – blue =4 – black =5









Visual identity (on the field)

Score sheet

Score sheet



Discipline		Points	Discipline		Points
1			4		
2			5		
3			6		



Visual identity (on the field)
certificate



DIPLOME MULTI SPORT

Ce diplôme est décerné à

.....
Pour avoir brillamment participé(e) à tous les ateliers du Delhaize Kids Village.

Félicitations !

Signature du participant

Signature de l'encadrant



 **DELHAIZE**
KIDS VILLAGE



Team on site



- 1 general coordinator
 - Welcoming kids
 - Explaining the game
 - Deliver score sheet
 - After proofs : deliver diploma
- 2 kids animators
 - Walk through the proofs
 - Noting the scores



Logistics



- Goodie bags Delhaize
 - Content
 - How many
 - Delivery : timing



