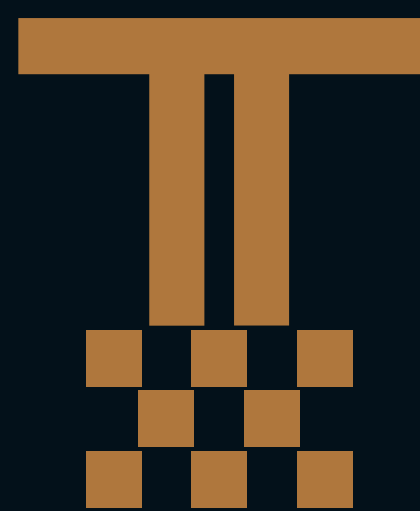




FIDE CHESS MEDIA FUND

Draft strategy 2027–2030



THE PROPOSAL

As I promised during the debates and in my meetings with national federations, I am proposing the creation of a FIDE Chess Media Fund

The Fund would have \$1.5 million in annual funding for four years, from 2027 through 2030. I will personally guarantee the full \$6 million needed to finance it

This funding would come in addition to the €6.2 million per year provided for under the Development Fund strategy. The two programs would have separate budgets. No Development Fund program would be reduced to finance the FIDE Chess Media Fund

National chess federations work with very different levels of resources. When budgets are limited, most of the money naturally goes to sporting activity. Marketing and communications often come later, if there is funding left at all

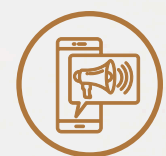
That matters. Chess becomes more relevant when people regularly see major events and know the players. A federation that is visible at home also has a stronger basis for conversations with government and potential sponsors

Communications can become a practical source of growth. The purpose of the FIDE Chess Media Fund is to help national federations become more visible in their own countries and give them the tools to turn that visibility into wider public interest and stronger support

OUR EXPERIENCE IN KAZAKHSTAN



In Kazakhstan, we have spent several years increasing the visibility of chess



We made media work a regular part of the federation's activity and invested in our own digital channels. We also started telling the stories of our tournaments and players much more consistently



Chess is now one of the most visible sports in the country. As the audience grew, so did the attention from government and business. It became easier for us to bring in partners and find additional support for new projects



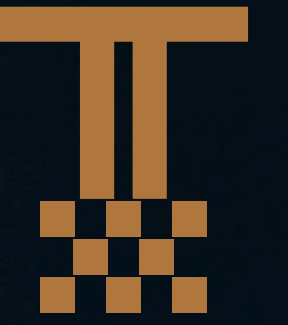
We have seen directly how media visibility can turn into a real development resource



We want to share what we have learned with every interested national federation



ADDITIONAL FUNDING



\$1.5 million
per year

additional funding from 2027 to 2030



\$6 million

minimum guaranteed personal
funding over four years



On top of
€6.2 million
per year

provided for under the
Development Fund strategy

HOW THE FUNDS WILL BE USED

AREA	\$ MILLION PER YEAR	SHARE
National projects and campaigns	1.0	67%
Development of national communications capacity	0.2	13%
Training and expert support	0.2	13%
Shared tools and program support	0.1	7%
TOTAL	1.5	100%

These figures are indicative. The balance may change depending on the projects submitted by federations and the needs that emerge in practice

HOW TO APPLY



Any national federation may apply



The FIDE Chess Media Fund is not intended to cover a federation's ordinary operating costs.

Support will be tied to a specific project or a clear development plan



The federation is expected to put something of its own into the project as well. That may be staff time, local resources or support secured from a partner



Applications will be considered in the context of each federation.

What matters is what it wants to achieve and whether the work has a reasonable chance of continuing after support from the FIDE Chess Media Fund ends



The application itself should be simple. A federation should explain where it is today, what support it needs and what it intends to do with it



PROGRAM AREAS



1. NATIONAL PROJECTS AND CAMPAIGNS

\$1.0 MILLION

Most of the FIDE Chess Media Fund budget will go directly to projects run by national federations

- This may include promotion around national championships and other major chess events. Digital projects and campaigns aimed at reaching new audiences may also receive support
- The FIDE Chess Media Fund may also back initiatives that help federations find partners and bring additional funding into chess
- The point is not simply to generate more coverage. A successful project should help a federation build a larger audience and strengthen its position when it works with government or private partners
- Support will vary depending on the project and local circumstances



2. DEVELOPMENT OF NATIONAL COMMUNICATIONS CAPACITY

\$0.2 MILLION



Some federations still lack the basic tools needed for regular communications work



The FIDE Chess Media Fund may co-finance the development of those tools. That could mean improving a federation's own digital channels or helping it produce better content



Support may also be used for media materials, sponsor presentations or a practical communications plan where one is needed



The exact form will depend on the federation. The aim is to leave it with something useful that it can continue to use on its own



3. TRAINING AND EXPERT SUPPORT

\$0.2 MILLION



The training will be practical. It will cover media relations and social media, with separate work on content and branding



Federations will also be able to get advice on sponsorship and relations with public institutions. **Experts will work through actual projects and problems rather than only providing general guidance**



Training will be open to all FIDE national federations, whether or not they receive financial support from the FIDE Chess Media Fund



4.SHARED TOOLS

\$0.1 MILLION



- The FIDE Chess Media Fund will build a **common library** of working materials
- It will include media kits, content plans and presentation templates. There will also be materials designed **specifically for sponsor outreach**
- Some tools will be **adapted** for social media. Materials will be translated into the main working languages used across the regions



SOURCE OF FUNDING

- I will personally finance the FIDE Chess Media Fund
- I guarantee **\$1.5 million** per year from 2027 through 2030.
My minimum personal commitment will therefore be **\$6 million**

This money comes in addition to the **€6.2 million** per year provided for under the Development Fund strategy.

- No Development Fund program should be reduced because the FIDE Chess Media Fund has been launched
- If other partners join later, the FIDE Chess Media Fund will be able to support more national projects



PERSONAL COMMITMENT

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This is not a new area for me. I have been putting **my own money and time** into chess development for years.

I have taken on projects before that required **long-term commitment**, and I have seen them through. I intend to do the same here.

I am committing to finance the **FIDE Chess Media Fund** for the full **2027–2030 period**.

I have the resources to do it, and I want to stay **personally involved** in making it work.

A few years from now, I want national federations to have **more experience of their own** and **better tools** at their disposal. If chess becomes **more visible** in their countries, it should also become easier for them to attract the support they need to keep developing.

TIMUR TURLOV

