

CIRTEA TAKES CARE OF MAKING THE SPORTS MASCOT FOR YOUR EVENT – **Soft toys & Large wearable mascot**



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WHY CREATE A MASCOT FOR YOUR SPORTING EVENTS



Having a mascot made for a sporting event is not simply an aesthetic choice; it is a strategic communication tool in terms of image, audience engagement and economic opportunities.



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A powerful driver of identity and cohesion

- The mascot embodies the event's DNA: its values, its territory, its culture and its sporting spirit.
- It creates a strong visual symbol that is immediately recognisable to the public, partners and the media.
- It unites all stakeholders (participants, volunteers, spectators, sponsors, athletes) around a common emblem.

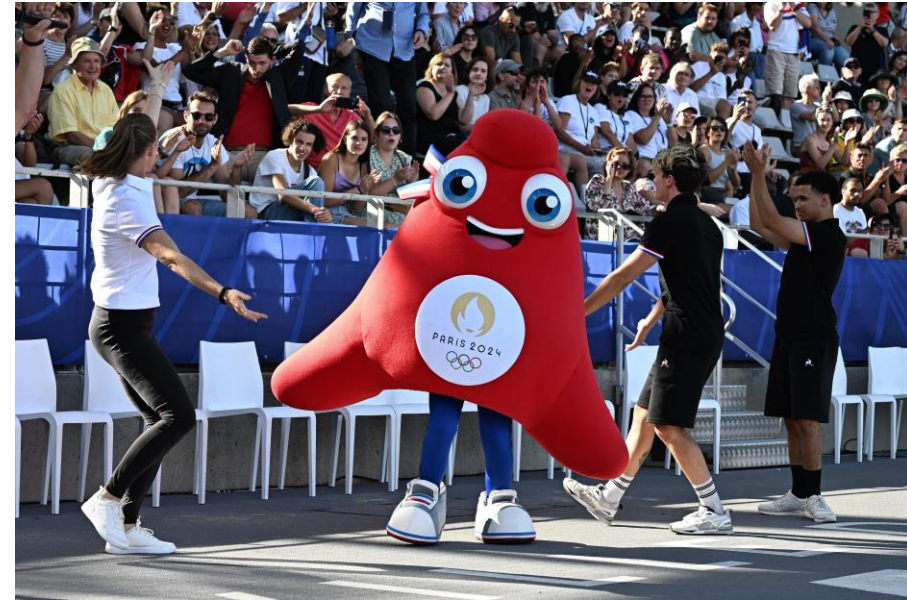


A powerful communication and marketing tool

- The mascot becomes the ambassador for the event, appearing on all media (posters, social media, videos, adverts, merchandise). It generates media visibility and encourages public engagement, particularly among young people and families.
- It helps to differentiate the event in a competitive market by creating a unique and recognisable universe.

A source of income and economic benefits

- The mascot can be used in merchandise such as soft toys, T-shirts, key rings, etc.
- It offers exclusive sponsorship opportunities (e.g. 'Official Mascot Partner'), which attracts brands seeking to reach a wide, family-oriented audience.
- It promotes a return on investment through its ability to generate sales, visibility and lasting loyalty over the long term thanks to its reusability.



An emotional connection with the public

- The mascot inspires affection and emotion, creating an emotional bond with spectators, who remember it long after the event is over.
- It embodies the festive and accessible spirit of sport, while enhancing the live experience.
- It facilitates interaction on the pitch, in entertainment events, ceremonies and fan zones.

Bring your project to life by working together to explore the solutions best suited to your needs.

Please do not hesitate to contact me so that we can continue this discussion and bring your project to fruition under the best possible conditions.

Contact

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Manufactured in Europe, our mascots meet the strictest safety standards: each component is securely fastened and all materials are laboratory tested in accordance with the CE – EN 71 standard.