CONIFA

A marriage of culture and sport Sabbioneta's experience with CONIFA in 2022

Marco Pasquali
Mayor of Sabbioneta – UNESCO Site



CONIFA Football Strategy Days 7-8 November 2026 Villa Cagnola | Gazzada Schianno VARESE

CONIFA AGM2022 SABBIONETA

Sabbioneta was location for Global FSD in 2022



2 days of meetings

3 Continents in presence

Visiting the City with multilanguage Guides

Promoting the City in CONIFA world net

involvement of the local community,
accommodation facilities,
and logistics infrastructure

CONIFA
Football Strategy Days
7-8 November 2026
Villa Cagnola | Gazzada Schianno
VARESE

How to work with a public-sector organization

Importance of relationships with key individuals

When making a request, use the appropriate communication channels—such as email or official letterhead—and arrange formal meetings.

Establish a spending budget to be covered by the public entity

Establish a program for promoting the territory and determine what the public entity most wishes to promote



Working with culture means connecting with the local area.

