

**SPORT
ACCORD**

WORLD SPORT & BUSINESS SUMMIT

In collaboration with



INTERNATIONAL
OLYMPIC
COMMITTEE

World Sport and Business Summit Explained

**WHERE
SPORT
MEETS**



What is SportAccord?

The World Sport & Business Summit brings together key decision makers from over 100 International Federations (IF's), leaders from the International Olympic Committee and from across the sports business world. The Summit provides an unrivalled platform for attendees to share best practice, nurture professional relationships and identify opportunities for collaboration.

The event is a unique week-long combination of official meetings and social gatherings, a conference programme covering current themes and an exhibition space promoting services relevant to IF's and enabling cities and regions to showcase their sporting facilities.





What are the benefits of hosting the SportAccord Summit?

- ▶ The economic impact of approximately 1,500 delegates in your city / region for a week.
- ▶ The promotion of your city / region and its infrastructure and sporting venues to the top decision makers in international sport.
- ▶ Access to the world's senior International Sports Federation officials, International Olympic Committee members and top executives from the global sport industry before, during and after the event.
- ▶ Support and leverage of your city's overall event hosting and sports strategy.
- ▶ Your city will become part of the SportAccord / Olympic family network, creating valuable relationships

Hosting the SportAccord Summit in 2019, following the Gold Coast 2018 Commonwealth Games strengthened awareness of Queensland as a world class event host among senior decision-makers in world sport. We now have the direct relationships and active discussions to progress our sports event hosting strategy for years to come. Additionally, the event played a key part in our journey in securing the 2032 Olympic and Paralympic Games.

Peter Hunt, Acting Group Executive Events and Experiences at Tourism and Events Queensland

Hosting the SportAccord Summit was a significant part of London's legacy strategy and contributed to London securing multiple international sports events in the years to follow the London 2012 Olympic Games."

Iain Edmonson, former Head of Major Events London and Partners

Who attends the SportAccord Summit?

The SportAccord Summit is a global gathering of more than 1,500 key decision makers from over 100 countries.

Participants include:

International Sport Federations

Government officials

International Olympic Committee

Delegations from potential host cities

National Olympic Committees

Institutions supporting sport, for example the World Anti-Doping Agency

The extended Olympic and Non-Olympic Family

Consultants

Local Organising Committees

Lawyers

Athletes and Athlete Representative Bodies

Sponsors

Heads of State

International media

Where has the SportAccord Summit been?

The cities and countries hosting the SportAccord Summit are as diverse as the fabric of sport itself. Since 2003, the summit has been hosted in 15 countries:



What are the hosting terms for the SportAccord Summit?

There is a management fee payable to SportAccord to cover the right to host the event and the supporting services provided by SportAccord.

The Local Organising Committee (LOC) is responsible for the majority of the operational budget:

Venue hire

Accommodation

Staffing

Branding and signage

Audiovisual and Information Technology

Exhibition build-up, booths, SportAccord café and networking zones

Transport and logistics

Opening ceremony, official dinner and closing ceremony

Catering

Typically, the LOC will be able to cover a substantial amount of these costs via local partnership deals as part of its overall commercial strategy.

What is the bidding and selection process?

Under the strategic direction of the SportAccord President and Executive Committee, the SportAccord Summit selection process is in four stages:

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Stage 1: City identification
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Stage 2: Initial assessment, review and short list
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Stage 3: Individual city evaluation and comparison
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Stage 4: Final selection
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During the application process, SportAccord will work collaboratively with your team to assist with the presentation of your proposal and to help you align it with your event hosting strategy.

NEXT STEPS

IF YOU ARE INTERESTED IN HOSTING THE SPORTACCORD SUMMIT, SEND AN EMAIL TO HOSTCITY@SPORTACCORD.SPORT. WE WILL BE PLEASED TO START A DISCUSSION, EXPLAIN OUR APPLICATION PROCESS AND PROVIDE YOU WITH SUPPORTING DOCUMENTS.

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