



COMBAT

**WORLD
MULTI-
SPORT
GAMES**

URBAN

MIND

**SPORT
ACCORD**

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**WORLD
COMBAT
GAMES**

**WORLD
URBAN
GAMES**

**WORLD
MIND
GAMES**

Welcome from SportAccord President

The World Multi-Sport Games bring the best of sport to host cities, driving global exposure and creating the perfect bridge between elite sport and local communities. SportAccord President **Uğur Erdener** said:

"World Combat Games, World Urban Games and World Mind Games - all these events bring the best of sport to the heart of a city, while engaging with youth communities through inspiring initiatives to encourage greater participation in physical activity. SportAccord has extensive experience in the organisation of world-class events and a thorough understanding of the global sports community and multi-sport event landscape."

Recent deliveries of 2023 edition of World Combat Games in Riyadh where 16 sports took place and 2019 edition of World Urban Games in Budapest, where BMX freestyle, inline roller freestyle, parkour, breaking, 3x3 basketball and freestyle flying disc, together with laser run and indoor rowing was celebrated and once again demonstrated the highest of the highest class of the sport event and were greatly received by the global sport community and local communities. Finally, the World Mind Games are a multi-sport event centered on the gymnasium of the mind and highlighting the great value of the mind sports.

We all look forward to seeing you at the next edition of World Multi-Sport Games!

Uğur Erdener
SportAccord
President

"All of these events bring the best of sport to the heart of a city"



What is SportAccord?

SportAccord has hosted multi-sport events, like World Combat Games, World Urban Games and World Mind Games and brings together international sports federations and organisations involved in the business of sport.

SportAccord is a key pillar of the sports movement and acts as the voice for its 125+ Members, Associate Members and observers, which include both Olympic and non-Olympic sports organisations.

Members of SportAccord: The Association of Summer Olympic International Federations (**ASOIF**) and the Association of International Olympic Winter Sports Federations (**WOF**), for those IFs that are on the Olympic summer and winter programmes respectively. The Association



WORLD SPORT & BUSINESS SUMMIT

of Recognised International Sports Federations (**ARISF**) include IFs that are recognised by the IOC but not on the Olympic Programme, the Alliance of Independent recognised Members of Sport (**AIMS**) is for those sports within SportAccord that are not yet in any of the three previous groupings, and the **Associate Members**.

SportAccord serves also as the conduit between International Sports Federations and host cities, bringing benefits to both with a series of right-sized events that best consider the needs and resources of all involved – like the World Multi-Sport Games.

SportAccord is a non profit global sport and sport business event organisation focused on driving positive change internationally and dedicated to engaging and connecting; international sport federations, athletes, youth, rights holders, organising committees, cities, press and media, businesses and other organisations involved in the development, business, and showcasing of sport.

International Federations' Forum bring together representative from the 125+ International Sports Federations and their umbrella organisations to gather and celebrate the spirit of sport. Very importantly an accelerator of building bridges for sport and society.



World Multi-Sport Games at a Glance

SportAccord has successfully delivered elite level World Combat, World Mind and World Urban Games that showcased both Olympic and non-Olympic sports and disciplines gaining worldwide exposure in more than 150+ countries.

Festival

Music

Entertainment

Digital

Street art and culture



Sports

Competitions

Showcases

Amateur sessions

Contemporary

Modern



WORLD COMBAT GAMES

WORLD URBAN GAMES

WORLD MIND GAMES

Why	Promoting the values of respect, honour, self-control, courage and determination	Engage with youth and community in new and exciting ways	Promote the values of strategy, intelligence and concentration
#sports	15	7 + 4 (show)	5
Which Sports	Aikido Armwrestling Boxing Fencing Judo Ju-Jitsu Karate Kendo Kickboxing Muaythai Sambo Savate Sumo Taekwondo Wrestling Wushu	Competition: Basketball 3x3 BMX Freestyle and BMX Flatland Breaking Parkour speed Sprint Orienteering Roller Freestyle and Skateboard Street Showcase: Baseball5 Flying Disc Laser run Indoor Rowing	Bridge Chess Draughts Go Xiangqi
Days	7-11	3-5	3-5
Athletes	1600	700	200
Accreditations	6000	1400	350
Next available editions	2025, 2027, 2029, 2031	2023, 2025, 2027, 2029, 2031	2023, 2024, 2025, 2026
N° of venue and other FoP	3-5	Number of sports	1

Media promotion

Working with media partners, publishers, news, agencies and media outlets to deliver breaking news, bulletins, features, articles and news in brief, across digital, print and broadcasting platforms.

+100 Countries represented
in news coverage

Content **distribution** via athletes
and their social media channels

+5k Unique news stories

Olympic Channel
and other big sport channels

+500 Videos produced

Media partnerships

Accredited media

PR initiatives
(sports ambassadors)

News agency, magazine
and press releases

Sponsorship **showcasing**

Social media coverage

Social media initiatives



International Media promotion



Digital (event website, mobile event
app, social media platforms, YouTube Channel)



International Sports Federations'
Media Networks e.g. OTT channels



TV production

DISTRIBUTION

- Live broadcast
- Daily highlights
- News clips
- Event highlights

PRODUCTION



Anticipate high-quality
live production with
multiple cameras for
each field of play



Live online **streaming**



English and Intl.
commentary



Infrastructure and facilities
for designated host
broadcaster (broadcast
compound, commentary
positions, camera
platforms, lighting)



Media centre with relevant
facilities and service



Branded areas for
interviews and social
media content production

The Culture, Ceremonies & Festival

THE VALUES (CULTURE) OF THE GAMES

A festival atmosphere accessible to fans and families alike, with chances for all to engage with the event to bring the values of Sports to life:

Fan Festival

Ambassador programme

Sports demonstrations/ Entertainment

Youth masterclasses

Cultural exhibitions and conferences

Educational workshops

CEREMONIES & FESTIVAL

An open-to-all gathering to showcase the best of local history, culture and entertainment, featuring sports demonstrations, local sports personalities and live musical performances. A great opportunity to be innovative and inclusive, followed by more opportunities to get involved throughout the Games.

SPECIAL GUESTS

In addition to the Local Organising Committee, SportAccord, and the International Sports Federations will invite political leaders, sports celebrities, International sports organisation executives, global media corporations and senior corporate executives, delegates, media officers and staff.



Social Legacy

Hosting Multi-Sport Games will help a city to achieve economic, touristic and social objectives.

According to studies, the most efficient strategy is to host several events over 3-4 years to really reap the benefit and position the city on the sports map.



Promote the values of sport

Bring **social & economic** change to life

Showcase initiatives & encourage youth participation in Sports

Build relationship with multiple International Federations at once

Boost the reputation of the City

Strengthen experience of local elite athletes and **increase medal potential** at top international events

Highlight CSR programmes in partnership with local communities

Increase local economy activities and create **full time jobs**

Earn Worldwide Media **exposure**

Promotional platform **for the City**

Experience in **organising top international multisport events**

Total Inclusivity




World Combat Games was the first major sports event in the world where able-bodied, Para and Special athletes were participating on the same field of play, on the same national teams, and with the same goal: to top a medals table where podium finishes from all disciplines count toward a unified team total.

"Just to be here at the World Combat Games is amazing," says Ju-Jitsu athlete Rustin Hughes of the USA, who won silver in the Men's Para Ne-Waza -85kg Handicapped event. "I think it's awesome to have the Para division, all these people that have disabilities but don't let it overcome them – they actually rise above their disabilities."



The benefits of hosting Multi-Sport Games

There are many reasons why cities host the Multi-Sport Games; however, the following reasons are most often cited by cities:

-  Access to the worlds senior **International Sports Federation** officials
-  Facilitate the **development of strategic plans** related to event hosting
-  Active participation of the **International Olympic Committee** and decision makers from the Olympic and Sports Movement
-  **Business opportunities** (e.g. host event sponsors)



Financial commitment

The Host City is responsible for the funding of Multi-Sport Games. **The funding provided by the Host City** is split into two main areas:

- 1** Management Cost – License fee payable to SportAccord
- 2** Operational Delivery Cost – the operational delivery cost remains the responsibility of the Host City to deliver the Multi-Sport Games (these funds stay with and are managed by the Local Organising Committee)

A detailed Host City contract **containing all relevant information** pertaining to operational and financial responsibilities will be signed by the respective government authority and SportAccord.



How can cities recoup their investment?

-  **100% of VIP Hospitality Sales** (exception of SportAccord tickets)
-  **100% of Program Sales**
-  **100% of Food & Beverage On Site**
-  **100% of Rent Spaces for Expo Area** -Exception of the SportAccord Partners-
-  **100% of Ticket Sales**
-  **100% of Onsite Merchandising Sales**
-  **100% of Local Media Right**
-  **50% Visibility** On Branding and Advertising Space

Short term return

-  Ability to significantly **increase occupancy in local hotels** for the week, by up to 5,000 room nights
-  **Incremental room nights**, if located within a city that has seasonality
-  Increase in spend by delegates within the local economy through **meals, events and tourist activities**
-  Increase in spend by delegates to local suppliers such as **Exhibition, transportation and AV**
-  Host City specific **sponsorship and exhibition** sales opportunities

Long term return

-  Increase in **hosting world class sporting events** and higher profile events with greater returns
-  Opportunity for cities to **maintain and attract new commercial partners** locally and internationally
-  Positive impact on the local sporting community and to enhance relationships with local **National Sport Federations** and for them with their **International Sport Federations**
-  Opportunity to **positively impact Sports Tourism** in your city
-  **Repeat tourism** from the delegation

Host Award Process

Stage 1

CITY IDENTIFICATION

SportAccord typically announces the invitation stage via a press release **inviting cities to register their interest** by completing a questionnaire through the SportAccord website. However, any city can express their interest to host Multi-Sport Games including which year they intend to bid for.

Stage 2

INITIAL ASSESSMENT, REVIEW AND SHORT LIST

Once all Bid City Applications have been received, together with a Letter of Commitment signed by a person of authority, these will be collated and **presented to the SportAccord Executive Committee for initial assessment**, review and short listing to ensure that the cities whom have applied follow the strategic direction of the SportAccord Executive Committee.

Stage 3

INDIVIDUAL CITY EVALUATION AND COMPARISON

The short-listed cities are evaluated via the submitted bid documentation followed by a site visit to see the proposed venues. As part of this visit, **the City and venues will be assessed against a set criterion to understand the feasibility of the City and venues** ensuring that it will fulfil the requirements and the potential Host Cities strategic goals. Once the evaluation of all cities is complete, the collated evaluation reports are submitted to SportAccord Executive Committee. After that, a decision is made as to which city best suits the needs of SportAccord and that of the Host City, ensuring the success of both.

Stage 4

FINAL SELECTION

SportAccord Executive Committee will award the hosting rights to the selected Bid City with contracts being issued and signed by the respective parties, followed by a SportAccord Press Release to all Media contacts.



Sport Integrity, Inclusion and Sustainability

Sport has a key role to play in the health and development of our society, with a duty to protect and ensure that all athletes have the opportunity to practice and enjoy sport in a safe, trusted and sustainable environment.

To support this pledge, SportAccord has been committed to ensuring this through its partnership with the **International Testing Agency** in the fight against doping in sport the adoption of the World Anti-Doping Code 2021. For SportAccord, promoting clean sport and protecting clean athletes is a top priority.

In addition, SportAccord continues to support **Athletes' Safeguarding** initiatives through interactive workshops that help equip International Sports Federations with the knowledge and tools to take meaningful action to create safe sporting environments.

SportAccord is committed to full inclusion in its events where para-athletes share the same medal table as other athletes, attend the same medal ceremony and have the same opening and closing ceremonies.

The efforts of sport to be a pioneer in creating a more sustainable world has continued and is driven by the commitment of SportAccord and its International Sport Federation members in sharing knowledge and best practices for future events to use to benefit from.

At the heart of this is **The Sustainability Portal** created by SportAccord and supported by the International Olympic Committee, which boasts over 1000 sustainability resources for the community as sport works to be at the forefront of creating a greener future via sustainability.sport.

SportAccord has continued to strengthen its collaborative efforts with several UN organisations in the fields of anti-corruption, sustainability, and social inclusion through its work with the **World Health Organisation**, **United Nations Alliance of Civilization's**, and the **United Nations Office on Drugs and Crime**.

WORLD



A **Breath-taking event** showcasing...

Provide **worldwide exposure**

Feature the **world's best athletes**

The perfect bridge between **elite sport** and **local communities**

Promote the values of **respect, self-control** and **determination**

In cooperation with the **International Sports Federations**

...the **World's best martial arts and combat sports**



Digital Engagement*

1.5 M
Livestream
minutes watched

6.7+ M
Followers across
the following platforms



Delivering the digital strategy

Driving reach through
targeted territories

Driving engagement
on new and existing sports

Driving digital and
physical youth
engagement

0.5 M
Unique users
on web and
app reached

2 M
Social Media
engagements



* Source: Repucom Media Analysis

The Competition and Venue



Venue setup

SportAccord and its partners configure the event to fit the host city, ensuring that only existing venues are used. An example configuration would be:

3-4
Venues

7-8
Field of Plays

2k-4k
Spectators seats
for each field of play
(depending on the sport)

2-4
Training
facilities

The World Combat Games Sports

Aikido

Aikido is a modern **Japanese martial art with deep roots in traditional Japanese fighting arts**, either empty-handed or with weapons. It evolved into non-violence, becoming a non-competitive martial art with the objective of self-improvement.



Judo

Judo, the "gentle way", is a **grappling discipline** where the objective is to either throw the opponent to the ground and subdue using a hold-down or force submission using an armlock or strangle.



Boxing

Boxing is a sport in which two athletes, wearing protective gloves, **throw punches at each other for a predetermined amount of time** in a boxing ring.



Ju-jitsu

Ju-jitsu is the variety of different styles where modern martial arts sports have their roots in. It relies on **getting close to the attacker and manipulating them to turn away their force**.

Fencing

Fencing began the move **from a form of military training to a sport** in 14th - 15th century. It involves using a sword "foil" with a flattened tip for attack and defence according to set movements and rules



Karate

Kumite competition score points **using kicks, punches, strikes, throws and sweeps**. Kata competitors are judged on the power and correctness of their techniques.



Kendo

Kendo (the way of sword) is a **Japanese variation of fencing** practised with a bamboo sword. It is a martial art that emphasises etiquette. Practitioners continue training throughout their lives to forge their spirit and temper their bodies in the quest for self-perfection.



Sambo

Sambo, a martial art and combat sport developed and used by the Soviet Red Army in the early 1920s to improve their hand-to-hand combat abilities. **It's a grappling discipline that also incorporates different types of wrestling** and various self-defence tactics.



Kickboxing

Kickboxing is a **combat full-contact sport that is a combination of kicking and punching**. There are seven different disciplines with their own rules. In full contact, punches, kicks, and strikes above the waist are allowed while the use of elbows and knees are not; the use of shins is sometimes allowed in some competitions. Clinch fighting, throws, and sweeps are neither allowed.



Muaythai

Practitioners execute strikes using eight points of contact known as "weapons": **fists, shins, knees and elbows**. Full contact technique allows kick, punch, knee and elbow striking at all ranges; clinching, strikes with the elbow and knee; and sweeping tactics.



Savate

A traditional **French combat sport in which fighters employ kicking and striking techniques**. They wear shoes, and the kicks are performed at long range, using the feet only without using knees, shins, clinching or grappling techniques; to touch without being touched is the tactic using mobility and accuracy.

Sumo

Sumo, using their full strength, **force their opponent out of the 4.55-metre diameter dohyo** or to touch the ground with any part of the body other than the soles of the feet. Whether victorious or defeated, they leave the dohyo with honour for a bout well played.



■ Taekwondo

Originating in Korea, its name means "the way of kicking and punching". As a **full-contact sport**, it is well known for fast and dynamic kicks and punches. It has both sparring and non-sparring disciplines.



■ Wrestling

Wrestling, **one of the oldest forms of combat and featured in the ancient Olympic Games 708 BC**. Greco-Roman and Freestyle wrestling are the Olympic disciplines; other disciplines include Grappling, Pankration and Belt wrestling.



■ Wushu

Wushu, **also referred to as Kung Fu**, is the collective term for the martial arts practices that originated in China. Wushu as a sport came into its own as two distinct disciplines: taolu, defined by performance routines, and sanda, a full-contact combat sport.





Spectacular yet compact and manageable

Unique opportunity for
**focused international
promotion**

Engagement with youth and
community in new and exciting
ways

Promotion of public health and
wellness through
urban sports

Celebrated **every
2 years**, over 3 to 5 days

Extensive **global media coverage**
showcasing the host city as
energetic, creative and talented

Sports Programme events

Urban sports showcases featuring at
least 4 additional disciplines

Sports Initiation with taster sessions

Organised by relevant **international
federations** with the support of GAISF

More than **15 disciplines**



Digital Engagement*

2 M
Livestream
minutes watched

6.7+M
Followers across
the following platforms



2.5 M
Unique users
on web and
app reached

3.6 M
Social Media
engagements



Delivering the digital strategy

Driving reach through targeted territories

Driving engagement on new and existing sports

Driving digital and physical youth engagement

The Competition and Venue



Venue setup

Centrally located single site

Festival plaza to host all festival activities

Mix of seating and standing spectators areas to ensure lively flow and fully venues

Enough space for key facilities such as competition venues, media centre, broadcast compound etc.

ACCOMMODATION CLOSE TO THE MAIN SITE

MAXIMISED USE OF PUBLIC TRANSPORT BETWEEN HOTELS, VENUES AND AIRPORT

* Source: AdvantEdge Digital, Kantarmedia

The World Urban Games Sports - Competition

3x3 (Basketball)

3x3 basketball is a variation of basketball played **three-a-side**, with one backboard and in a half-court setup.



Parkour speed (Gymnastics)

The practice of traversing obstacles through the use of **running, vaulting, jumping, climbing, rolling**, and other movements in order to travel from one point to another in the quickest and most efficient way possible.



BMX (Cycling)

Freestyle riders perform two-minute runs executing a sequence of tricks on ramps, walls, box jumps, and spines throughout the park. These riders are judged on the quality of their run based on **difficulty, style and originality**.

Flatland riding style is performed on smooth flat surfaces that **do not include any ramps, jumps, or grind rails**; sometimes described as a form of artistic cycling with a blend of breakdancing.



Sprint Orienteering (Orienteering)

Is about **racing across an unfamiliar area** using a map and compass. It requires thinking, focus and quick decision-making skills.

Breaking (Dancesport)

Is an energetic form of dance that includes **stylized footwork and athletic moves** such as backspins or head spins.



Roller Freestyle & Skateboard (Skating)

Roller Freestyle is trick-based skating where individuals perform to a panel of judges.

Skateboard Street focuses on flat ground tricks, grinds, slides and aerials within urban environments.



Freestyle (Flying disc)

Is a sport and performing art characterized by **creative, acrobatic, and athletic manoeuvres** with a flying disc.



The World Urban Games Sports - Showcase sport



Laser run (Modern Pentathlon)

Combines **running and shooting** in fast-paced and dynamic races, including four rounds of laser pistol shooting from 10 meters distance and four times 800 meters run where athletes have to hit a target 5 times before they can run.

Baseball & Softball 5 (Baseball & Softball)

Played five-on-five with five-innings; is an **urban version of the classic games** of baseball and softball.



Indoor Rowing (Rowing)

Is performed on a **rowing machine** that has traditionally been used to simulate the action of **watercraft rowing** for the purpose of the exercise.





What are the World Mind Games?

A combination of the world's most popular mind sports

Provide **Worldwide Exposure**

Feature the **world's best athletes** in high-level competition

Promote the **values** of strategy, intelligence and concentration

In cooperation with **International Sports Federations**



Digital Engagement *

190 K
Livestream
minutes watched



21 K
Unique users
on web and
app reached

100 K
Social Media
engagements



Delivering the digital strategy

Driving reach through
targeted territories

Driving engagement
on new and existing sports

Driving digital and
physical youth
engagement

Venue setup

SportAccord and its partners configure the event to fit the host city, ensuring that only existing venues are used. An example configuration would be:

1

Indoor Venue
(Le Convention Center)

5

Fields of play
(one per sport)

Viewers rooms for
Spectators



The World Mind Games Sports

Bridge

Bridge is a trick-taking card game using a standard **deck of 52 playing cards played by four players** in two competing partnerships with partners sitting opposite each other.



Chess

Chess is a two-player board game played on a chessboard, a square-checked **board with 64 squares arranged in an 8x8 grid**. Each player begins the game with sixteen pieces: king, queen, rooks, knights, bishops and pawns.



Draughts

The game of draughts is played between two opponents who move their pieces alternately on a square board **with 100 dark and light squares called a 'draughtboard'**, and only the dark squares are used.



Go

The game is played by two players who alternately place **black and white stones on the vacant intersections of a grid of 19 x 19 lines**. It is noted for being rich in strategy despite its relatively simple rules.



Xiangqi

Xiangqi, also called Chinese Chess, is one of the most popular board games in China. The game represents a battle between two armies, with **the object of capturing the enemy's "general" piece**.

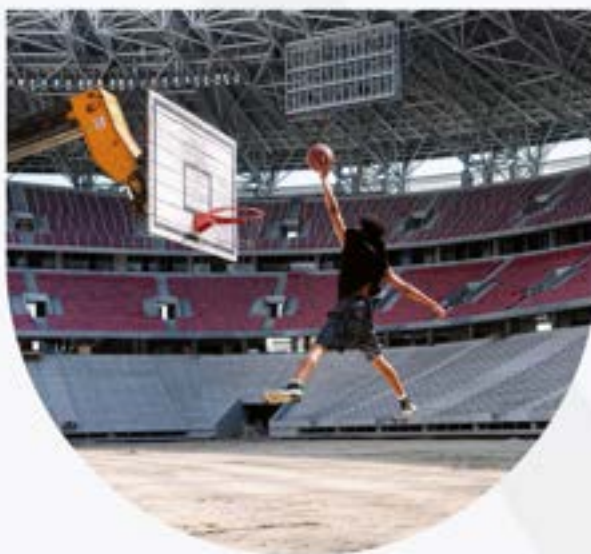


Next steps

To apply to be a possible Multi-Sport host city, we kindly ask that you submit a formal Letter of Commitment signed on behalf of the Host City.

In addition, please complete the questionnaire and submit to SportAccord, and if you have any questions regarding the process, do not hesitate to contact info@sportaccord.sport.

Once the questionnaire has been submitted, it will be presented to the SportAccord Executive Committee for review and you will receive feedback in due course.



**SPORT
ACCORD**