

SPORT ACCORD

WORLD SPORT & BUSINESS SUMMIT

With the support of the



INTERNATIONAL
OLYMPIC
COMMITTEE

City Application

**WHERE
SPORT
MEETS**



What is SportAccord?

WHERE SPORT MEETS

SportAccord is the world's premier and most exclusive annual 6-day event at the service of sport. It is focused on driving positive change internationally and dedicated to engaging and connecting; international sports federations, rights holders, organising committees, cities, press and media, businesses and other organisations involved in the development of sport. SportAccord is host to annual general meetings of governing bodies, bid cities, while also welcoming a delegation from the International Olympic Committee.

SportAccord is held in a different city each year and brings together representatives from more than 100 International Sports Federations and organisations for their key Official Meetings, a 4-day Conference Programme, an extensive Exhibition (3000-5000 Sq. m), scheduled Networking Opportunities with delegates from around the world.

SportAccord is a not-for-profit organisation which annually brings together representatives from the following umbrella organisations that host their Annual General Assemblies

at SportAccord. **ASOIF** (Association of Summer Olympic International Federations), **AIOWF** (Association of International Olympic Winter Sports Federations), **ARISF** (Association of IOC Recognised International Sports Federations), **AIMS** (Alliance of Independent Recognised Members of Sport), **GAISF** (Global Association of International Sports Federations) and **Associate Members**. In addition, SportAccord receives the full support of the **International Olympic Committee**.

International Sports Federations are independent, not-for-profit, governing bodies of individual and team sports, each recognised by the International Olympic Committee as administering their sport at global level. They standardise the rules of their sports and protect their integrity. They organise over 1000 international sports events in over 100 different sports disciplines and control large regional, continental and world competitions, and are the primary rights holders for these events.

Held during the week of SportAccord, the **CityAccord** is a half-day session designed to address the needs and concerns of cities



bidding for major international sporting events by bringing together bidding cities, national events organisers, sports commissions, host cities, local event organising committees and development authorities to share insight. CityAccord's aim is to simply help cities obtain and host world class sporting events.

The half-day **LawAccord** session offers the opportunity to examine the most pressing and relevant legal issues for the international sports movement. The **MediaAccord** session enables International Sport Federations, Media Organisations and Media Experts to work together and share best practices across all media platforms; finding winning ways to capture the passion and opportunities for the further development of sport. The **HealthAccord** session will include presentations, panel sessions and case studies with a focus on the power of sport to drive world health.

In addition, SportAccord features a robust **Summit** (main conference) to encourage dialogue and debate, with **Workshops** throughout the week for knowledge-sharing and the showcasing of best practices from industry thought-leaders.

THE ONLY PLACE

WHERE YOU CAN MEET
ALL INTERNATIONAL
SPORT FEDERATIONS





Who attends SportAccord?

SportAccord creates a global gathering of **+1500 key decision makers** from up to **100 countries** around the world, representing **+1000 different organisations**, over **150 cities/regions**.

International participants of SportAccord include:

International Olympic Committee

Olympic and Non-Olympic Family

International Sports Federations and Sports Rights-Holders

National Olympic Committees

Heads of State

Bidding Cities, National Events Organisations and Sport Commissions

Host Cities, Local Event Organising Committees and Development Authorities

Sports Consultants, Lawyers, Service Providers and Sponsors

International Press and Media

Athletes

Hotel Accommodation Requirements

SPORTACCORD STAFF						PRE-CONGRESS		CONGRESS						POST-CONGRESS		Total Room Nights (Inside and Outside Europe)
Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday -2 days	Saturday -1 day	Sunday Day 1	Monday Day 2	Tuesday Day 3	Wednesday Day 4	Thursday Day 5	Friday Day 6	Saturday +1 day	Sunday +2 days	
10	10	10	10	10	20	65	250	500	850	850	850	550	255	57	10	
10	10	10	10	10	20	70	300	700	1100	1100	1100	700	400	90	10	6740 Outside Europe



Where has SportAccord been held in the past?

The cities and countries hosting SportAccord are as diverse as the fabric of sport itself with past editions held in the following cities:

2003 Madrid (Spain)	2009 Denver (USA)	2015 Sochi (Russia)
2004 Lausanne (Switzerland)	2010 Dubai (UAE)	2016 Lausanne (Switzerland)
2005 Berlin (Germany)	2011 London (UK)	2017 Aarhus (Denmark)
2006 Seoul (South Korea)	2012 Québec City (Canada)	2018 Bangkok (Thailand)
2007 Beijing (China)	2013 St. Petersburg (Russia)	2019 Gold Coast (Australia)
2008 Athens (Greece)	2014 Belek/Antalya (Turkey)	2020 Beijing (China)
	2021 Ekaterinburg (Russia)	





What are the benefits of hosting SportAccord?

There are many reasons why cities host the SportAccord; however, the following reasons are most often cited by cities:

Access to the worlds senior International Sports Federation officials

International opportunity to promote and showcase their cities capabilities for future events

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)

What are the financial commitments and hosting terms for SportAccord?

The Host City is responsible for the funding of SportAccord. 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 SportAccord (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?

The benefit of hosting the SportAccord is that it will place your city right in the heart of the World of Sport. In turn, past cities have listed the following points related to return on investment.

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

Next steps

To apply to be a possible SportAccord 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 Bid City Application Form and submit to SportAccord, Managing Director, Nis Hatt. If you have any questions regarding the process, do not hesitate to contact nis.hatt@sportaccord.sport or by phone at +41 79 126 62 28.

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



Bidding and Selection Process

BACKGROUND

Under the strategic direction of the SportAccord President and Executive Committee, SportAccord has a transparent process of selecting host cities for future editions of the SportAccord. The objective is to select a host city 2 years in advance to ensure continuity and a smooth planning transition between each edition. Additionally, this allows the future Host City to attend the previous edition and establish working groups to plan for future success.

The SportAccord Selection Process is split into 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
.....

Stage 4: Final Selection
.....

6

Months

STAGE 1:

CITY IDENTIFICATION

SportAccord typically announces the invitation stage via a press release inviting cities to register their interest by completing a Bid City Application through the SportAccord website. However, any city can express their interest to host SportAccord including which year they intend to bid for.

4

Months

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.

2

Months

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 SportAccord's 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.

2

Months

STAGE 4:

FINAL SELECTION

SportAccord Executive Committee will award the SportAccord 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.

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