

SPORTACCORD



**A PARTNERSHIP FOR
SPORTING INFLUENCE**

GLOBAL PRESENCE. LOCAL LEGACY.

SHAPE THE FUTURE OF SPORT IN YOUR CITY

WELCOME TO SPORTACCORD

SportAccord's flagship event - the annual **SportAccord Convention** - is the world's most influential gathering in global sport.

Known simply as 'SportAccord,' the Convention brings together senior leaders from International Federations, the International Olympic Committee (IOC), host cities, rights holders, and global sport industry stakeholders.

It is the premier platform for high-level meetings, networking, knowledge exchange, and strategic partnership development.

Where Olympic bids gain traction.

Where hosting rights are discussed.

Where global strategies are set in motion.

Bring the global sporting community to your city and unlock a **RETURN ON INFLUENCE** that lasts for years.

The logo for SportAccord is displayed in white on a dark maroon background. It features a stylized icon of two overlapping triangles on the left, followed by the words "SPORT" and "ACCORD" stacked vertically in a large, bold, sans-serif font.

THE GLOBAL GATHERING OF SPORT'S DECISION-MAKERS

SportAccord is the world's leading annual Convention for the institutions and individuals shaping the future of sport.

It brings together

- **125+ International Federations**
- **The International Olympic Committee**
- **Leaders** from major sporting events, host cities, commercial partners, and global media

This is where

- Olympic bids gain momentum
- Future hosts connect with rights holders
- Key strategies are forged behind closed doors

Known as “**The Davos of Sport**”, SportAccord is the essential gathering for those steering sport forward.





THE MOST POWERFUL PEOPLE IN GLOBAL SPORT ALL IN ONE PLACE

Each year, SportAccord welcomes 1,700+ senior decision-makers from over 65 nations, representing the full ecosystem of global sport.

- > **Presidents and CEOs**
125+ International Federations at the top level
- > **IOC Leadership**
Senior executives and influential members
- > **Olympic Committees**
National Olympic Committees
Olympic & Paralympic Games Organising Committees
- > **Cities & Governments**
Delegations and bidding teams from across the globe
- > **Media & Partners**
Rights holders, broadcasters, sponsors, and suppliers

A STRATEGIC MOVE FOR CITIES WITH AMBITION

Hosting SportAccord isn't about short-term revenue.

It's about positioning, access, and global recognition.

Your city will:

- **Gain meaningful exposure** to international sport's most influential decision-makers
- **Engage directly** with the IOC and 125+ International Federations
- **Build relationships** that lead to future hosting and collaboration
- Demonstrate **your city's capabilities, vision, and infrastructure**
- **Position yourself as a serious player** in the global sporting landscape

HOSTING SPORTACCORD DELIVERS A POWERFUL RETURN ON INFLUENCE.



LEGACY IN ACTION BRISBANE

From the Gold Coast to the Olympic stage

In 2019, Queensland hosted SportAccord on the Gold Coast, bringing the world of international sport to Australia's doorstep just two years before Brisbane was confirmed as host of the 2032 Olympic and Paralympic Games.

Why it mattered:

- **Reaffirmed Australia's credibility** as a world-class host
- Enabled **targeted engagement with IOC** members and International Federations
- Positioned Brisbane as the **natural successor to Sydney 2000**
- **Signalled regional readiness** to the global sports community

Hosting SportAccord didn't win the Games.

But it ensured Brisbane was in the right rooms, at the right time.

"Queensland's capital city Brisbane is proud to be the host of the Brisbane 2032 Olympic and Paralympic Games – a bid that gained significant momentum when the International Olympic Committee visited the Gold Coast for the 2019 edition of SportAccord. This unparalleled opportunity allowed us to showcase Brisbane, the Gold Coast, the Sunshine Coast, and the broader state of Queensland. Hosting SportAccord set our state on a path for success in the decades ahead."

MICHAEL HEALY

Minister for Tourism and Sport, Queensland Government, Australia



WHY CITIES HOST AND WHAT THEY UNLOCK

From Olympic capitals to forward-thinking hubs, cities host SportAccord to build credibility, unlock access, and shape their global reputation.

Some host to prepare for a bid.

Others to reposition.

Some, to strengthen their sport tourism strategy

All to be seen, heard, and remembered.



Olympic Cities

Reinforcing credibility or preparing for a bid



Emerging Markets

Gaining visibility and entering the conversation



Global Capitals

Reasserting influence and hosting leadership



Progressive Hosts

Highlighting innovation and long-term thinking



THE CITIES BEHIND THE MOMENTUM

Olympic cities

Athens (2008)

Honoured Olympic roots while repositioning post-2004

Beijing (2007)

Strengthened global ties pre-2008 Games

London (2011)

Signalled Olympic readiness ahead of 2012

Gold Coast (2019)

Momentum builder for Brisbane 2032



Emerging markets

Dubai (2010)

Positioned the Middle East in global sport

Bangkok (2018)

Southeast Asia asserting its event potential



Global capitals

Madrid (2003)

The starting point for a 20-year legacy

Lausanne (2004 & 2016)

The Olympic Capital hosting by right and by strategy

Birmingham (2024)

Leveraged post-Commonwealth Games funding to host SportAccord and build a long-term pipeline of international events



Progressive hosts

Aarhus (2017)

Commitment to innovation and sustainability in sport, elevating its profile as a forward-thinking destination

Berlin (2005)

Repositioned as a modern, globally connected capital. A consistent presence at SportAccord, Berlin demonstrates long-term strategic engagement in international sport



YOUR CITY'S MOMENT ON THE WORLD STAGE

For one week, your city becomes the capital of international sport, a hub for high-level meetings, global media, and strategic connections.

As Host City, you will:

- **Welcome senior leaders** from across the global sports ecosystem
- **Host high-impact meetings**, ceremonies, and networking events
- **Showcase** your city's hospitality, infrastructure, and ambition
- Position yourself as a **premier destination** for future international events

From curated VIP experiences to global press coverage, SportAccord puts your city in the spotlight

FOR THAT WEEK, EVERY CONVERSATION THAT MATTERS IN SPORT HAPPENS IN YOUR CITY



A WEEK THAT BUILDS A DECADE OF INFLUENCE

The Convention lasts a week. The impact lasts a decade.



Positioning and preparation

Global positioning begins
Diplomatic and promotional engagement starts early



The spotlight week

High-level meetings, exposure, and introductions
Direct access to key decision-makers



Momentum that lasts

Invitations to bid, co-host, and collaborate
Sustained visibility and influence in sport

Before the Convention

During the Convention

After the Convention

**HOSTING SPORTACCORD IS NOT A ONE-TIME OPPORTUNITY.
IT'S A LAUNCHPAD FOR LONG-TERM STRATEGIC INFLUENCE.**

THE POWER OF PRESENCE

At SportAccord, the most valuable moments often happen off-stage, in hallways, lounges, and one-on-one meetings.

Being there means:

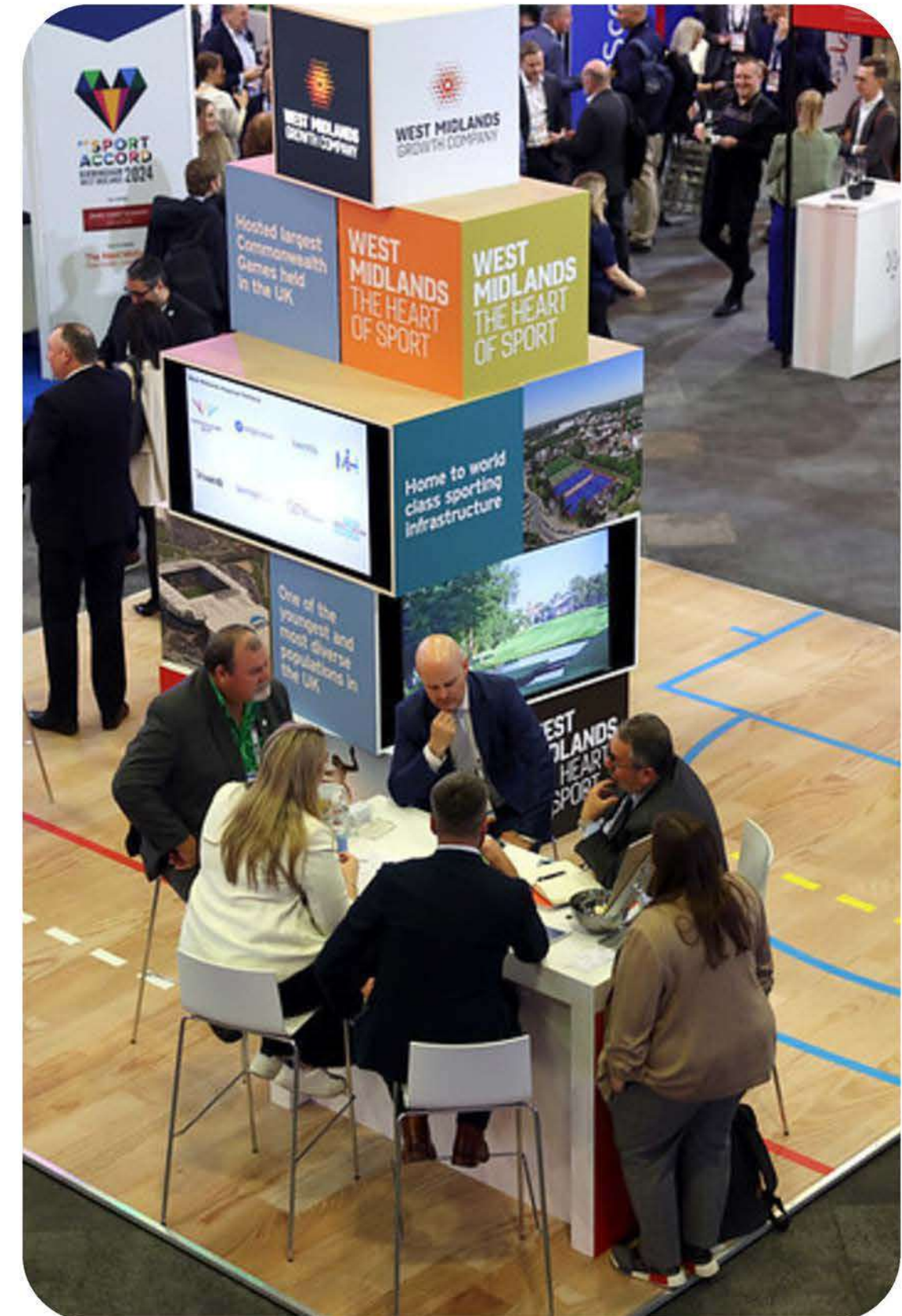
- **Making connections** that shape Olympic pathways
- **Building trust** in ways that virtual meetings can't match
- **Opening doors** no formal agenda could plan for

The true value of hosting isn't just in the programme: it's in the access, visibility, and momentum your city gains.



JOEL LAVERY
Strategic Lead, West Midlands Growth Company

"I couldn't have invested in a more effective way to expand our influence in international sport."



WHAT HAPPENS AT SPORTACCORD

As Host City, you set the stage for sport's most important conversations.



OFFICIAL MEETINGS

General Assemblies and high-level IOC engagement



CONFERENCE PROGRAMME

A 3-day curated agenda featuring global leaders from sport, business, and governance



EXHIBITION

3,500 sqm showcasing destinations, technology, services, and suppliers



NETWORKING

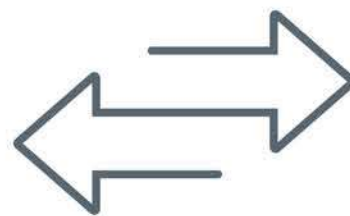
Ceremonies, receptions, curated matchmaking, and informal engagement

DELIVERING TOGETHER A STRATEGIC PARTNERSHIP

Hosting SportAccord is not a transactional relationship. It's a strategic partnership built on shared goals and global positioning.

SportAccord provides

125+ International Federations and the IOC
Fully curated conference programme & keynote speakers
Delegate acquisition, registration, and institutional protocol
Global brand, media reach, and communications support



Host City provides

Venue, ceremonies, signage, AV, and local staffing
Accommodation block and VIP transport
Cultural events, city branding, and local coordination

TOGETHER, WE BUILD THE SPACE WHERE OPPORTUNITY, LEADERSHIP, AND LEGACY CONVERGE.

WHAT THE PARTNERSHIP DELIVERS FOR YOU

Hosting SportAccord offers more than influence, it delivers tangible value for your city, your stakeholders, and your partners.

Commercial rights

- 150 full event accreditations for your local organising team and stakeholders
- 15 complimentary exhibition stands: up to 5 Host City Partners and up to 10 Host City Suppliers
- Share of floor space in the Exhibition Hall (as per Host City contract)
- Flexibility to structure local partnerships as you see fit

Visibility & branding

SportAccord and Host City Partners are offered high-impact branding throughout the venue and digital channels, including:

- Boards, banners, and flags
- Welcome arch & partner/media backdrops
- SportAccord Café & exhibition structures
- Digital screens, event guide, and The Daily

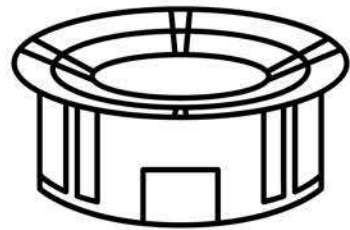
Communications & promotion

- Dedicated promotion from both SportAccord and the Host City across official channels
- Enhanced profile in global sport through aligned messaging and event storytelling

THESE RIGHTS DON'T JUST ENHANCE VISIBILITY, THEY CEMENT YOUR CITY'S LEGACY IN THE GLOBAL SPORTING ARENA.

WHAT IT TAKES TO HOST

Our experienced team will guide your city through every step of delivery.



VENUE REQUIREMENTS

3,500 sqm exhibition space

1 main conference hall (approx. 700 sqm) for the conference programme

2 General Assembly halls (approx. 350 sqm each), fully equipped for hybrid participation

30+ meeting rooms with AV & interpretation

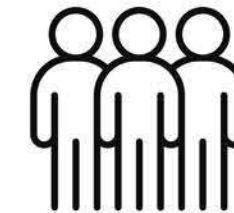


HOTEL REQUIREMENTS

One 5-star official hotel near the venue

Two additional delegate hotels

VIP suites for IOC and IF leadership



ADDITIONAL REQUIREMENTS

SportAccord event branding and city signage

Local staffing and catering

Opening and closing ceremony

Security and delegate transport

YOUR NEXT CHAPTER STARTS HERE

Hosting SportAccord is more than an event, it's your city's opportunity to define its role in the future of global sport.

Imagine your city as:

A trusted destination for International Federations

A frontrunner in the global events landscape

A hub for sport, diplomacy, and innovation

Whether you're preparing a major bid or elevating your city's profile as a leader in global sport, SportAccord is your catalyst.

It starts with one decision. One moment. One city.

WHAT STORY WILL YOUR CITY TELL NEXT



SPORT ACCORD

BRING THE FUTURE OF SPORT TO YOUR CITY

Your city has the vision, the ambition, and the potential.
SportAccord brings the network, the platform, and the global reach.

By hosting, you:

- **Strengthen your city's position** in international sport
- **Build lasting relationships** with the world's leading institutions
- **Join a community of cities shaping the future of sport**, from London to Bangkok, Madrid to Birmingham

Let's explore how your city can lead, connect, and create a legacy that lasts.

SPORTACCORD.

THE CONVENTION WHERE FUTURES ARE FORGED AND LEGACIES ARE MADE.



LET'S START THE CONVERSATION

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