

THE WORLD URBAN GAMES

SportAccord - Bangkok - April 2018

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WORLD URBAN GAMES



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- **Concept**
- **Sports programme**
- **Festival**
- **Benefits**
- **Requirements**
- **Award process**



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The ultimate festival of urban sport in the heart of your city

Ultimate celebration of new-generation sports
Showcase for the most inspirational urban athletes
Beating heart for urban and youthful sports

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A compelling mixture for any host city



**NO
COMPROMISE**



CREATIVITY



ENGAGEMENT



INVOLVEMENT



RESPECT



**GLOBAL
CONNECTIVITY**



LIFESTYLE

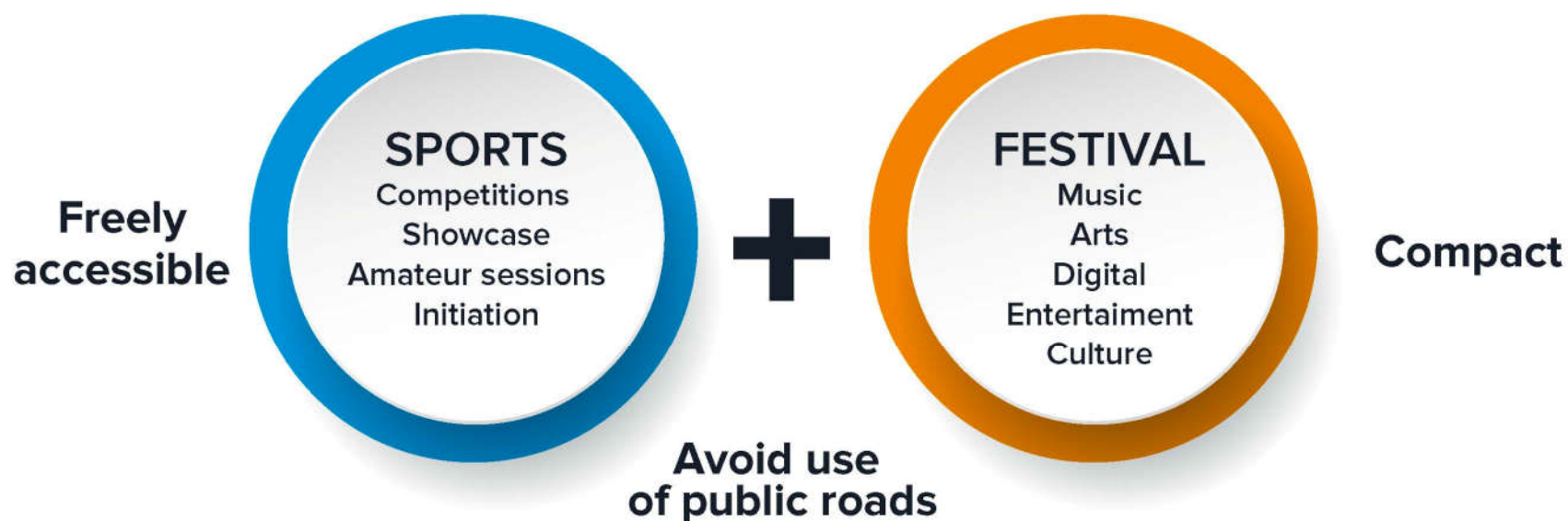


ENVIRONMENT



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Competitive and showcase urban sports complimented by a Festival



Taking Sport in the heart of the city, in a single location!



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Sports Programme - Criteria

	“Competition”	“Showcase”
• Urban history or urban development plan	✓	✓
• No unreasonable interruption of city traffic & operations	✓	✓
• Action / physical component predominant	✓	✓
• Contained competition cost, FOP size, no of athletes	✓	✓
• Competition maturity and credibility	✓	
• Global Presence	✓	
• No thermic motor, mind or combat sports	✓	



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Sports Programme - Events

Organised by relevant International Federations, under auspices of GAISF

Up to 14 disciplines – 700 athletes – 300 officials

Urban Sports Showcase featuring at least 4 other disciplines


Competitions for amateur athletes & Sports Initiation

Disciplines eligible for “Competition”

As of 19 April 2018

	Sports	Discipline
1	Basketball	3x3
2	Cycling	BMX Freestyle
3	Dance sport	Breaking
4	Flying Disc	Freestyle
5	Gymnastics	Parkour
6	Orienteering	Sprint Orienteering
7	Sports Climbing	Boulder
8	World Skate	Skateboard
		Inline Freestyle
		Roller Freestyle



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The Festival

Spirit of the World Urban Games = Spirit of the age
Showcase the energy, creativity and talents of the host city
Youth Oriented

Music, Arts, Digital entertainment, Cultural activities

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Spectacular, yet compact and manageable

- Unique opportunity for focused international promotion
- Engagement with youth communities in new and exciting ways
- Promotion of public health and wellness through urban sports
- Extensive global media coverage showcasing the host city as energetic, creative and talented



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Benefits

Host City rights and revenue generating opportunities:

- Use of official event marks and name
- Domestic media rights revenue
- National sponsorship revenues
- Hospitality revenues
- Event revenues including merchandising, F&B, and concession



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Requirements



Site

- Single and centrally located
- Festival Plaza to host all festival activities
- Mix of seating and standing spectator capacity to ensure lively flow and full venues always
- Enough space for key facilities such as competition, warm up, media centre, broadcast compound etc.



Accommodation

- Close to main site
- Up to 1,000 beds for Athletes & officials
- Up to 200 rooms for IF Officials
- Up to 100 single rooms for GAISF & guests
- Up to 100 rooms for Media (self-payer)



Transport

- International travel for up to 1,300 Athletes & officials, IFs & GAISF reps
- Maximised use of public transport, local transportation between hotels, venues and airport
- Provision of limited number of dedicated vehicles to the event



Requirements



Broadcast and Media

- Infrastructure & facilities for designated host broadcaster (broadcast compound, commentary positions, camera platforms, lighting)
- Provision of a media centre with relevant facilities/services



Promotion / Marketing / Engagement

- National and international communications programme
- Engagement programme before and during the World Urban Games
- Marketing programme
- Hospitality packages
- Sponsor showcasing area
- Merchandising programme



Medical and Doping Control

- Testing unit
- Medical services for athletes, spectators and accredited persons



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Award process (tbc)



Q&A

WORLD URBAN GAMES

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One Voice for all Sport

