

Professional Sport events

Activity Box 4.1

Module 4: Different TIMEFRAMES & SCOPES



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Key Facts

- USD 28 billion was the estimated cost of the Tokyo 2016 Olympic Games (145)
- 24.1 billion reais (\$10.76 billion) were allocated for the building of facilities for the Rio 2016 Olympic Games (146)
- 7.7 million football fans visit FIFA Fan Fest during Russia 2018 (150)
- IOC and Tokyo 2020 generated over 4.7 billion interactions (145)

Specific events this Activity Box applies to:

All professional (elite) tournaments celebrated in one venue, during a short period (less than 1 month) and with outstanding reach and media interest:

Sport mega-events:

Those with international scope that gather over 1000 participants in a short period of time (Less than 1 month) and by general rule in a fixed venue:

- Olympic Games
- Football World Cup
- International Marathons (over 1000 participants)
- European championship
- Commonwealth Games
- FISU World University Games

Other types of professional tournaments

- Individual Sport World Cups (Cricket, Rugby, Table Tennis, etc.)
- Tennis Grand Slams
- Tour de France

Why is it so important

Contribution

- Mega Sport events bring important level of investment which could have a potential contribution in Sport for All.
- Leisure and recreational Sport events may contribute to the overall atmosphere of joy and celebration of an event.
- There is increased awareness of media on and decision-makers on the effects of hosting Sport mega events, e.g., The situation of favelas in Rio de Janeiro during.
- Legacy plans for host cities are crucial in bidding processes. A central component is Sport for All during the Games (e.g., exhibitions) and after the event (e.g., use of Sport facilities).
- Alternative Sport activities are relevant added values for sponsors.
- Mega Sport events could be a channel to disseminate core benefits of Sport as an alternative to competitiveness and elitism.

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International endorsement

Kazaan plan:

Sport events can lead to advocacy results by stimulating social and environmental change.

UNESCO Charter:

Sport events must pay due consideration to the overarching principle of sustainability, be it economic, social, environmental.

Agenda 2020 IOC:

Potential candidate cities should consider Sport, economic, social and environmental long-term planning need. The maximum use of existing facilities and using temporary and demountable venues should be promoted.

Barriers to Sport that should be overcome

- Increased competitive focus in Sport mega events is putting away Sport for All initiatives
- Licensing agreements may prevent other potential partners from realizing Sport activities

Tips and key success factors

Fan fests and other complimentary exhibitions “for All”

- Security is an important matter. Massive Sport events should be planned and supported by local organisers and authorities
- The involvement of partners and sponsors is also crucial. These activities are unique win to win opportunities for both sides
- Hallmark iconic places of the host city to celebrate festivals or other massive Sport events
- Combine other activities to attract more participants: music, arts, live watching
- Not only events with physical activity are worth to consider. Other activities can also be organised: youth forums, conferences, among others

Constructing Legacy Plans for biddings in international Sport mega events

- Involve different sector of a bid city: government, academia, third sector, athletes, schools, etc.
- Use of stadiums, arenas and other Sport facilities as well as the remnant Sport equipment should be a core element of a Legacy strategy.
- SDG #3 and #10 are valid sustainability underpinning frameworks.

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Other tips

- Think of involving the host city in a wider "Active City" approach
- Inclusive principle: Migrants, people with disabilities, gender equity, among others
- Do not organize events during a mega Sport event without considering age-based implications
- Either in a long season or a short intense tournament, participants may be exposed to injuries. Consider medical support
- Additional opportunities: Participants could participate (pay an entry fee) if there is a competitive level that may fit in, e.g., a national professional

Available Resources

- Russia 2018 World Cup fan fest. [Click Here](#)
- Sport component of the Tokyo 2020 Legacy Plan. [Click Here](#)
- UEFA Euro 2024 CSR Strategy. [Click Here](#)
- Euro 2020 Football for unity festival. [Click Here](#)



Sample Case

Paris 2024 promised to revolutionise the experience of the Olympic and Paralympic Games for the general public.
(Paris 2024, Organizing Committee)

- New approach to games placed in the general public.
- Many people shared a dream that is now a reality: at the Paris 2024's Mass Participation Marathon, amateur athletes can follow the same route as the Olympic marathon event, enabling many to run in the footsteps of outstanding athletes.
- This will be an extraordinary experience, on a unique and original route, celebrating the history and of Paris and its region.

More information:

Paris 2024 Sport for All and legacies: [Click Here](#)

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