

City Application

**WHERE
SPORT
MEETS**



What is Regional SportAccord?

THE ONLY PLACE

Regional SportAccord is an exclusive annual 3-day event tailored to bring together both international and regional key decision makers within the sports community. This includes the key stakeholders from the Olympic and International Sports Federation movement, regional associations, ministries and governing sports bodies. In addition to this, commercial organisations who are in the business of sport who would like to develop their business further in this region. Regional SportAccord consists of a themed conference programme, exhibition area and a variety of networking events.

Regional SportAccord is held each year and brings together representatives from more than 100 International Sports Federations and sport business organisations for key meetings, a 2-day Conference Programme, an Exhibition (1000-2000 Sq. m), and scheduled Networking Opportunities with delegates from the region and around the world.

Held during Regional SportAccord, the official conference programme is designed to address the needs and concerns of the cities/regions hosting major international sporting events by bringing together bidding cities, international sports federations,

national events organisers, sports commissions, continental unions, host cities, local event organising committees and development authorities to share insight.

SportAccord is a not-for-profit organisation representing the needs of the following umbrella organisations. **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**.

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 a 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.



REGIONAL
SPORTACCORD
PAN AMERICA

REGIONAL
SPORTACCORD
EUROPE

REGIONAL
SPORTACCORD
ASIA

REGIONAL
SPORTACCORD
AFRICA

REGIONAL
SPORTACCORD
OCEANIA



**THE
ONLY
PLACE**

WHERE
SPORT
MEETS

Who attends Regional SportAccord?

Regional SportAccord is a global gathering of **+500 delegates** from over **50 countries** around the world, representing **+200 different organisations**, over **50 cities/regions** and national bodies, consultants, lawyers and a wide range of companies, as well as media covering the event. In addition, Regional SportAccord showcases an extensive sports industry exhibition.

Participants of Regional SportAccord include:

International Olympic Committee

Olympic and International Sports Federation Movement

National Sports Federations

National Olympic Committees

Bidding Cities, National Events Organisations and Sport Commissions

Host Cities, Local Event Organising Committees and Development Authorities

Sports Consultants, Lawyers, Service Providers, Sponsors, and other organisations in the business of sport

International Press and Media

Athletes

Celebrities and Influencers



Hotel Accommodation Requirements

SPORTACCORD STAFF						DELEGATES PRE-CONGRESS		DELEGATES CONGRESS			DELEGATES POST-CONGRESS		TOTAL ROOM NIGHTS
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday -2 days	Monday -1 day	Tuesday Day 1	Wednesday Day 2	Thursday Day 3	Friday +1 day	Saturday +2 days	1850
5	5	10	10	10	10	50	200	450	450	450	100	100	



Where has Regional SportAccord been held?

The inaugural edition of Regional SportAccord took place in Fort Lauderdale, USA (10-12 December 2019) and focused on the Pan Americas (North, Central, and South America).

Regional SportAccord should be held either in the last week of November or the first week of December.



REGIONAL
SPORTACCORD
PAN AMERICA

FORT LAUDERDALE 2019
10-12 DECEMBER | FLORIDA, USA



What are the benefits of hosting Regional SportAccord?

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

Access to the worlds senior International Sports Federation officials

International and Regional opportunities to promote their city and its capabilities for hosting future events

Facilitate the development of strategic plans related to event hosting

Active participation of key decision makers from the Olympic and International Sports Movement

Sports Ministries with regional engagement

Business opportunities (e.g. host event sponsors)

What are the financial commitments and hosting terms for Regional SportAccord?

The Host City is responsible for the funding of Regional 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 Regional 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 Regional 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 2,000 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/region.
-  Repeat tourism from Regional SportAccord delegation



Next steps

To apply to be a possible Regional 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 Regional SportAccord. The objective is to select a host city 14 months 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.

Regional SportAccord Selection Process is split into three stages:

.....
Stage 1: Bid City Application Process Opens
.....

Stage 2: Initial Assessment, Individual City Evaluation
and Comparison
.....

Stage 3: Final Selection
.....

May -
June



STAGE 1:

BID CITY APPLICATION PROCESS OPENS

Regional 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 Regional SportAccord including which year they intend to bid for.

December -
March



STAGE 2:

INITIAL ASSESSMENT, INDIVIDUAL CITY EVALUATION AND COMPARISON

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.

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 Regional 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 Regional SportAccord and that of the Host City, ensuring the success of both.

April -
May



STAGE 3:

FINAL SELECTION

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

**WHERE
SPORT
MEETS**