

INTERNATIONAL EVENT HOSTING (for sport development and international influence).

1

Assess the Rationale, Capacity and Value to Event Hosting

- Determine your association's objectives for hosting
- How does hosting fit within your Strategic Planning priorities:
 - International profile and influence
 - Technical sport and competition development (athletes, coaches, officials)
 - Public and domestic profile – profiling athletes, the sport, and increasing participation.
 - Sport legacy opportunities (facilities, programmes, partnerships, festival linkages, etc).
 - Internal NSF/PSO partnership development.
 - Financial value (sponsor interest, media interest, public interest, etc).
- Create an external group (committee of the Board) to focus on near and long term hosting plans, and the strategic benefit of hosting for the organisation.

2

Determine a strategy to achieve success in hosting.

- Ensure that an organisation hosting strategy has been clearly articulated within the Strategic Plan, and approved for implementation by the Board/membership.
- Be clear on your hosting strategy expectations and timelines:
 - Plan at least four years in advance (for bidding and hosting)
 - As an example, some NSF's bid annually to host a World Cup, but bid for a World Championship every six years.
- Determine effective hosting partnerships:
 - P3 Funding (Public/Private Partnerships)
 - NSO/PSO/Regions/Clubs – work on agreements that clearly articulate roles and responsibilities (and benefits)
 - Ensure that there is an experience and well established organising committee in place (with appropriate partnership representation on the committee).
- Do your homework before bidding:
 - Share bid books with other NSO's or countries that

have hosted previously

- Understand the IF nuances for the bidding process

3

Exploit your chances for success

- Quality, international standard venue.
- Experienced organising committee with a strong track record of hosting success.
- Combine your hosting strategy with other sports (create a sport “festival”) if it could be beneficial to achieve success.
- Ensure that you can present a history of successful international event hosting within Canada.
- Promote your bid through a number of channels (sport tourism bodies, Sport Canada, COC, provincial governments, etc).
- Emphasize TV and web casting capacity and value (in particular, be able to show strong international television value).
- Articulate the strong local/regional interest for the event, and strong sponsor interest.
- Be innovative in hosting – explore new ways to present the sport to the public.
- Be able to show low cost to the IF, yet good financial return to the IF.