



Event  
presentation

# Archery World Cup Final



# Event information

2022  
2023  
2024

OPEN BIDS  
PERIOD SEPTEMBER-  
OCTOBER



ISSUES WORLD CUP TITLES



WORLD'S BEST ATHLETES

32

ATHLETES



+150 TERRITORIES



CITY ICONIC VENUE



# Hosting returns

## On-site engagement

City iconic venue showcasing and high touristic impact

Existing venue, sustainability and limited investment

Affordable, appealing to both gender and age range



Inspiring and engaging activities for tourists & locals

Promoting city's image through clean, dynamic and growing sport

Unique sporting experience for local community, volunteering opportunities



The background image shows an outdoor archery competition. In the foreground, there's a blue mat with archers and spectators. In the background, there's a large stadium with a white roof and green hills. The sky is blue with some clouds. Four blue circles are overlaid on the image, each containing a statistic. The circles are arranged in a 2x2 grid. The top-left circle contains 'Potential turnover' and '1 million USD'. The top-right circle contains 'TV Audience' and '9.5 million (2017)' and '22.8 million (2019)'. The bottom-left circle contains 'Large social media coverage' and 'REACH' and '9,100,000'. The bottom-right circle contains 'Host City Branding value' and '2.1 million USD'. The bottom-right circle also contains 'Average broadcasting time' and '200 Hours'.

Potential turnover

**1 million USD**

TV Audience

**9.5 million** (2017)

**22.8 million** (2019)

Host City  
Branding value

**2.1 million  
USD**

Average  
broadcasting time

**200 Hours**

Large **social  
media** coverage

REACH

**9,100,000**

WORLD ARCHERY  
.ORG



# Venues

## Practice

16-target secure range (50 x 100m field approx.)

## Finals

2-target arena in iconic location

Minimum 1500-seat spectator stands

Full sports presentation, video wall and engagement activities




4-target practice range close by





# Event Participation

- Annual conclusion of the Archery World Cup (4 stages)
- World's best athletes and guaranteed host country competitors
- Expected budget: CHF 600,000
- Staging fee: CHF 100,000

AVERAGE		2018 SAMSUN 	2019 MOSCOW 	2021 YANKTON 
Athletes (male/female)	32-36 (50%/50%)	33 (16/17)	36 (18/18)	32 (16/16)
Team officials	32	28	38	32
Countries	14-20	15	15	15
Bed nights (full board)	420-500	435	472	467



# Sport



## 2 DISCIPLINES

- COMPOUND
- RECURVE



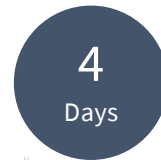
## COMPETITION CLASS

- ADULTS



## EVENTS

- INDIVIDUAL



## OFFICIAL LENGTH



## SCHEDULE

- DRAW
- PRACTICE
- FINALS



## COMPETITION FORMAT

- 70 M AND 50 M
- HEAD TO HEAD





**KBS**



**★EUROSPORT**

## Broadcast (2019)

National rights:	Organising committee
International rights:	World Archery
Production costs:	covered by World Archery
Territories reached:	150 approx.
Cumulated audience:	22,830,000
Broadcast hours:	239



# Media

 **YouTube** **486,000**  
subscribers

**153,000**  
followers 



Broadcasts reach over  
120 million people  
annually

**facebook**



ENGAGEMENTS  
**40,000,000**  
(2021)

**413,000**  
fans



**twitter**

**66'800**  
followers



**330,000**   
page views

World Archery's digital  
platforms reach over

**250,000,000**  
people (2021)

# Contact & Information

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Link on bidding documentation: <https://worldarchery.sport/about-us/corporate/event-hosting>

