

Event  
presentation

# Archery World Cup Stages

# Event information

2024  
2025  
2026

OPEN BIDS  
PERIOD APRIL -  
SEPTEMBER



ISSUES WORLD CUP TITLES

4

STAGES IN 3 DIFFERENT  
CONTINENTS\*

~ 300

ATHLETES

LIVE  
TV

+150 TERRITORIES



CITY ICONIC VENUE

\* 3 stages in Olympic Games' year



# 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





# Hosting returns

100% income from  
national tv,  
sponsorships  
generated by the  
LOC, ticket, F&B  
and merchandise  
sales

Broadcast

**150** territories

Large **social media**  
coverage

IMPRESSIONS

**7,500,000**



Participating  
countries  
+ 40

Average potential  
turnover

**390,000 USD**



# Venues

## Practice

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

## Finals

2-target arena in iconic location

Minimum 800-seat spectator stands

Full sports presentation, video wall and engagement activities

4-target practice range close by





# Event Participation

- Expected budget: CHF 750,000
- Staging fee: CHF 30,000

	<b>AVERAGE</b>	<b>2018 4 STAGES</b>	<b>2019 4 STAGES</b>	<b>2021 3 STAGES</b>
Athletes	300	325	285	245
Team officials	125	135	120	89
Countries	45	44	47	42
Potential turnover (hotel & extra costs)	418,000	440,000	380,000	435,000





# Sport



## 2 DISCIPLINES

- COMPOUND
- RECURVE



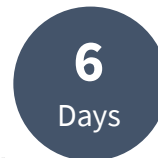
## COMPETITION CLASS

- ADULTS



## EVENTS

- INDIVIDUAL
- TEAM
- MIXED TEAM



## OFFICIAL LENGTH



## SCHEDULE

- PRACTICE
- QUALIFICATION
- ELIMINATION
- FINALS



## COMPETITION FORMAT

- 70 M AND 50 M
- HEAD TO HEAD



**KBS**



## Broadcast

National rights: Organising committee

International rights: World Archery

Production costs: World Archery

Territories reached: 150 approx.



**★EUROSPORT**



# 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

Mr Thomas Aubert

World Archery Head of Events and Marketing

T: +41 21 614 30 50

E: [taubert@archery.sport](mailto:taubert@archery.sport)

W: [www.worldarchery.sport](http://www.worldarchery.sport)

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

