

# **Event information**

202320252027





OPEN BIDS
PERIOD AUGUST - SEPTEMBER

ISSUES WORLD
CHAMPION TITLES

IN THE NATURE
WOODS, FIELDS,
COUNTRYSIDE, CITY PARK

~ 280

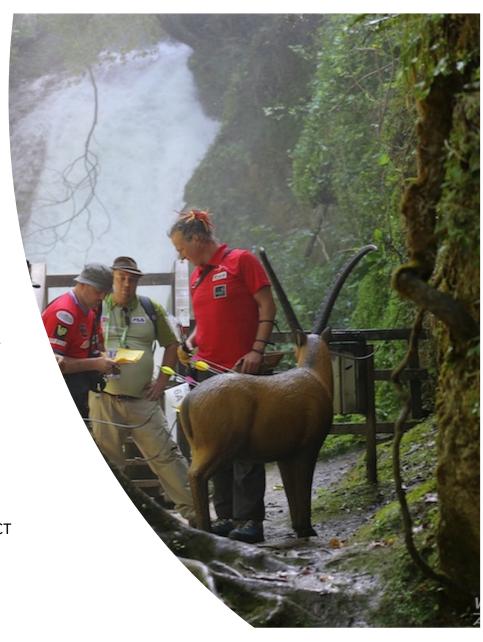
LIVE STREAMING

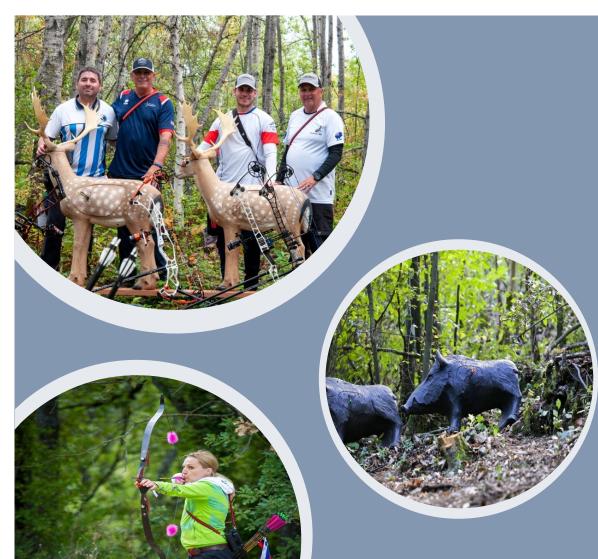


**ATHLETES** 

+150 TERRITORIES

CITY ECONOMIC IMPACT





# Hosting returns On-site engagement

- Open and unusual iconic venue showcasing and touristic impact (fields, woods, countryside, city park)
- 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

Potential turnover

EUR 150,000 to 250,000 100% income from national tv, sponsorships generated by the LOC, ticket, F&B and merchandise sales

Large **social media** coverage

BED NIGHTS

2000 - 2500

Live streaming

150 territories



## Venues

### **Practice**

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

### Qualification

2/3 x 24-target course spread out of an open, wooded or urban area

### **Finals**

8-targets in a contained iconic location
Minimum 100 seat spectator stands
Full sports presentation, video wall and
engagement activities
8 target practice range close by



#### 2015 2017 2019 **TERNI ROBION** LAC LA BICHE **AVERAGE** \* Athletes 280 (60%/40%) 250 (158/92) 318 (192/126) 265 (162/103) (male/female) Team officials 40 38 36 48 Countries 25 25 25 30 Bed nights 2000-2500 2,100 2,600 2,300 (Half board) Potential turnover EUR 150,000 -EUR 170,000 EUR 235,000 EUR 225,000 (hotel) 250,000

# Event Participation

Competitors from all over the world

Expected budget: CHF 450,000

Staging fee: CHF 20,000

Course design must take into account athlete and spectator requirements



# Sport



### **4 DISCIPLINES**

-COMPOUND
-BAREBOW
- INSTINCTIVE BOW



### **COMPETITION CLASS**

-SENIOR



### **EVENTS**

-INDIVIDUAL -TEAM



**OFFICIAL LENGTH** 



### **SCHEDULE**

-PRACTICE,
QUALIFICATION,
ELIMINATION, FINALS



### COMPETITION FORMAT

-24-TARGET COURSES BETWEEN 5M TO 45M

## Media





**486,000** subscribers

facebook







**ENGAGEMENTS** 

40,000,000



**330,000** page views



Broadcasts reach over 120 million people annually **413,000** fans





World Archery's digital platforms reach over

250,000,000

people (2021)

# **Contact & Information**

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Link on bidding documentation: <a href="https://worldarchery.sport/about-">https://worldarchery.sport/about-</a>

us/corporate/event-hosting

