

*Event
presentation*

World Archery Championships



Event information

2025
2027
2029

OPEN BIDS
PERIOD JULY - SEPTEMBER



ISSUES WORLD
CHAMPION TITLES



LARGEST EVENT

600

ATHLETES

LIVE
TV

+150 TERRITORIES



CITY HIGH
ECONOMIC IMPACT



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

Potential turnover:

USD **1 to 3**
millions

Internationally
broadcasted

~ 62 million

Average visitors

8,300

Large **social
media** coverage

Impressions

8,170,000

Average economic
impact

**USD 1,7
million**

Venues

Practice

40-50 target secure range

Qualification

80 target secure range (300 x 100m field approx.)

Finals

2-target arena in iconic location

Minimum 1,500 seat spectator stands

Full sports presentation, video wall and engagement activities

4 target practice range close by





Event Participation




Competitors from all continents

Expected budget: CHF 1 million

Staging fee: CHF 150,000

Olympic Games primary qualifying tournament (2027)

World Archery Championships may also include the World Archery Congress (see congress bid profile)

	AVERAGE	2017 MEXICO 	2019 'S-HERTOGENBOSCH 	2021 YANKTON 
Athletes (male/female)	450-600 (55%/45%)	373 (219/154)	586 (337/249)	339 (191/148)
Team officials	200	186	311	136
Countries	50-100	58	88	56
Bed nights (full board)	3,500 – 9'000	3,785	4,750	2,525
Potential turnover (hotel & extra costs)	USD 1,000,000 - 3,000,000	USD 1,210,000	USD 1,170,000	USD 750,000

Sport



2 DISCIPLINES

- COMPOUND
- RECURVE



COMPETITION CLASS

- ADULTS



EVENTS

- INDIVIDUAL
- TEAM
- MIXED TEAM



OFFICIAL LENGTH



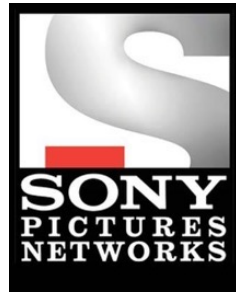
SCHEDULE

- DRAW
- PRACTICE
- FINALS



COMPETITION FORMAT

- 70 M AND 50 M
- QUALIFICATION
- HEAD TO HEAD ELIMINATION



KBS



★EUROSPORT

Broadcast

National rights: Organising committee

International rights: World Archery

Production costs: covered by World Archery

Territories reached: 150 approx.

Cumulated audience: ~ 81 million

Broadcast hours: 269 hours, 25 channels

Media



 **YouTube** 486,000
subscribers

153,000
followers



Broadcasts reach over
120 million people
annually

facebook



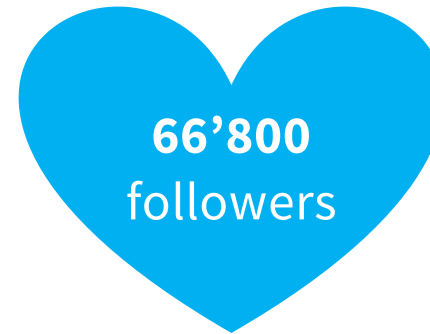
ENGAGEMENTS

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)



Testimony

Quote Thomas Bach (IOC President)

"I think it's a great atmosphere, you can see here that the city embraces the event and the athletes obviously appreciate it too. It shows the great development archery has taken in the recent years."

Visitors quote

"Nicely integrated into the city and next to the Sint Jan. Unique location!"

"Hopefully 's-Hertogenbosch will organise this sort of events more often in the future."

"I am an archer myself and I went to the WC together with my father and sister, they got interested in the sport as well"

"I think it is great that the Para Championships were integrated in the World Championships"

"Nice that everyone is so open, unique chance to talk to the athletes"

Quote of participant from Dukes of Archery children's parties

"The best day of my life, I will definitely dream about this tonight."

Contact & Information

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

