



**THE ULTIMATE FESTIVAL OF URBAN
SPORT IN THE HEART OF THE CITY**

WORLD URBAN SEMA GAMES



URBAN SPORTS **COMPETITIONS** **AND SHOWCASES** **IN A FESTIVAL** **SETTING**



SPORTS

- COMPETITIONS
- SHOWCASES
- AMATEUR SESSIONS
- CONTEMPORARY
- MODERN



- MUSIC
- ENTERTAINMENT
- DIGITAL
- STREET ART
- CULTURE

FESTIVAL



SPORTS PROGRAMME

TAKING SPORT TO THE HEART OF THE CITY

PLAN FOR URBAN HISTORY OR DEVELOPMENT

ACTION SPORTS TAKE CENTRE STAGE

NO UNNECESSARY DISRUPTIONS TO CITY TRAFFIC

A FULLY CONTAINED AND CREDIBLE COMPETITION

SPECTACULAR YET COMPACT AND MANAGEABLE

UNIQUE OPPORTUNITY FOR FOCUSED INTERNATIONAL PROMOTION

CELEBRATED EVERY 2 YEARS, OVER 3 TO 5 DAYS

ENGAGEMENT WITH YOUTH AND COMMUNITY IN NEW AND EXCITING WAYS

EXTENSIVE GLOBAL MEDIA COVERAGE SHOWCASING THE HOST CITY AS ENERGETIC, CREATIVE AND TALENTED

PROMOTION OF PUBLIC HEALTH AND WELLNESS THROUGH URBAN SPORTS

BIDDING PROCESS OPENS 3 YEARS IN ADVANCE, DURING SPORTACCORD

SPORTS PROGRAMME EVENTS

URBAN SPORTS SHOWCASES FEATURING AT LEAST 4 ADDITIONAL DISCIPLINES

ORGANISED BY RELEVANT INTERNATIONAL FEDERATIONS WITH THE SUPPORT OF GAISF

SPORTS INITIATION WITH TASTER SESSIONS

UP TO 14 DISCIPLINES, 700 ATHLETES, 300 OFFICIALS



SOCIAL MEDIA

19.4M
IMPRESSIONS

2.1M
VIDEO VIEWS

2.5M
UNIQUE USERS
REACHED

142K
LIVESTREAM
VIEWS

160
MEDIA
ARTICLES



KEY FIGURES

50K
VISITORS

8
SPORTS

21
COMPETITION
EVENTS

46
COUNTRIES
REPRESENTED

3
DAYS OF
COMPETITION

256
ELITE ATHLETES

10M+ VIEWERS < **INTERNATIONAL BROADCAST** > **64 COUNTRIES**

**WORLD
URBAN
GAMES**
BUDAPEST 2019

BENEFITS

EVENT REVENUES INCLUDING MERCHANDISING, F&B AND CONCESSIONS

USE OF OFFICIAL EVENT BRANDING AND NAME

HOSPITALITY REVENUES

DOMESTIC MEDIA RIGHTS REVENUES

NATIONAL SPONSORSHIP REVENUES

REQUIREMENTS

SITE

CENTRALLY LOCATED SINGLE SITE

FESTIVAL PLAZA TO HOST ALL FESTIVAL ACTIVITIES

MIX OF SEATING AND STANDING SPECTATOR AREAS TO ENSURE LIVELY FLOW AND FULL VENUES

ENOUGH SPACE FOR KEY FACILITIES SUCH AS COMPETITION VENUES, MEDIA CENTRE, BROADCAST COMPOUND ETC.

ACCOMMODATION

CLOSE TO THE MAIN SITE

UP TO 1,000 BEDS FOR ATHLETES AND OFFICIALS

UP TO 200 ROOMS FOR IF OFFICIALS

UP TO 100 SINGLE ROOMS FOR GAISF AND GUESTS

UP TO 100 ROOMS FOR MEDIA (AT OWN EXPENSE)

TRANSPORT

INTERNATIONAL TRAVEL FOR UP TO 1,300 ATHLETES AND OFFICIALS, IFs AND GAISF REPS

MAXIMISED USE OF PUBLIC TRANSPORT BETWEEN HOTELS, VENUES AND AIRPORT

PROVISION OF A NUMBER OF DEDICATED VEHICLES FOR LOCAL TRANSPORTATION

BROADCAST AND MEDIA

INFRASTRUCTURE AND FACILITIES FOR DESIGNATED HOST BROADCASTER (BROADCAST COMPOUND, COMMENTARY POSITIONS, CAMERA PLATFORMS, LIGHTING)

MEDIA CENTRE WITH RELEVANT FACILITIES/SERVICES

PROMOTION / MARKETING

NATIONAL AND INTERNATIONAL COMMUNICATIONS PROGRAMME

ENGAGEMENT PROGRAMME BEFORE AND DURING THE WORLD URBAN GAMES

MARKETING PROGRAMME

HOSPITALITY PACKAGES

SPONSOR SHOWCASING AREA

MERCHANDISING PROGRAMME

MEDICAL AND DOPING CONTROL

DOPING CONTROL AND EDUCATION PROGRAMMES IN ACCORDANCE WITH WADA REGULATIONS

MEDICAL SERVICES FOR ATHLETES, SPECTATORS AND ACCREDITED PERSONS

AWARD PROCESS

1 INTRODUCTION

LAUNCH AND FACT SHEET RELEASE
INFORMATION SESSIONS



2 CONSULTATION

CONSULTATION WITH INTERESTED CITIES
APPLICANT CITIES CONFIRMATION

3 APPLICATION

EVENT GUIDELINES APPLICATION
PROCESS/QUESTIONNAIRE RELEASE
SUPPORT FOR APPLICANT CITIES
SUBMISSION OF COMPLETED QUESTIONNAIRE BY CITIES

4 EVALUATION

QUESTIONS TO CITIES AND EVALUATION REPORT
SUBMISSION OF EVALUATION REPORT /
RECOMMENDATION TO GAISF COUNCIL

5 AWARD

GAISF GENERAL ASSEMBLY
(SPORTACCORD 2021)



STATION
2021

WORLD URBAN SEMI-GAMES

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For further information please feel
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