

GLOBAL SPORT EVENTS GO LOCAL

PRACTICAL SEMINAR
FOR ORGANISERS OF OLYMPIC FESTIVALS
AND OTHER SPORT EVENTS

25 OCTOBER 2018
PRAGUE



Co-funded by the
Erasmus+ Programme
of the European Union



2018	8 – – – Olympic Festival PyeongChang 2018 – Brno, Czech Republic
	14 – – – Olympic Festival PyeongChang 2018 – Ostrava, Czech Republic
	20 – – – Olympic Festival PyeongChang 2018 – Rogla, Slovenia
	22 – – – Olympic Festival PyeongChang 2018 – Grenoble, France
	24 – – – Olympic Festival PyeongChang 2018 – Pristina, Kosovo
2016	26 – – – Olympic Park Rio – Lipno 2016, Czech Republic
	32 – – – Olympic Park Ostrava 2016 Czech Republic
	36 – – – Olympic Park Pardubice 2016 Czech Republic
	38 – – – Olympic Park Plzeň 2016, Czech Republic
	40 – – – Olympic Experience City of the Hague 2016, Netherlands
	42 – – – Rio House Oostend 2016, Belgium
2014	42 – – – Olympic Park Sochi – Letná 2014, Prague, Czech Republic

CONTENS

Emotion, enthusiasm, passion. These are all generated by the Olympic Games. For the athletes it's the culmination of four years of effort, and for eager fans it is also the ultimate event. Our goal is to let them experience the excitement of the Olympics at first hand. When we first organised an Olympic Park in 2014 at Letna in Prague, and in doing so brought the Sochi Games to the heart of Prague, we witnessed the joy of parents and children. This confirmed to us that we were on the right track. Olympic Parks then spread to towns across the nation and recently the entire project has become international. The Olympic Parks project has been taken on by the International Olympic Committee and, now known as Olympic Festivals, they are organised in a number of European countries. It is clear to everyone that sharing the Olympic emotions is important around the world. We are very proud and honoured to have been in at the birth of a project that is changing the way in which sports fans are engaged with, and which enables them to feel part of the Olympic family. The project also respects the International Olympic Committee strategic document Agenda 2020, as it promotes Olympic ideas, values and ideals, it celebrates the Olympic Games and promotes active sport among children and the young. We believe that this brochure will show those interested a way to promote the Olympic Movement, to educate fans, and will also convince many national Olympic committees to organise their own Olympic Festivals during the Tokyo 2020 Games.

JIRI KEJVAL
President of the Czech Olympic Committee



INTRODUCTION



ABOUT THE HANBOOK

This Handbook is the main product of a two-year long project “Sport Parks Inspired by the Olympics.” Coordinated by the Czech Olympic Committee, co-financed by the European Union and supported by the International Olympic Committee, the project brought together event and project managers and marketing professionals from National Olympic Committees of Belgium, Croatia, Finland, France, Italy, the Netherlands, and Slovenia, and from the Czech Region of South Bohemia. External experts representing host cities, event agencies, sponsors and others took part in the project as well. The project was based on a successful long-term initiative of the Czech NOC, the first event of which took place during the Sochi Games in 2014.

HANDBOOK FOR OLYMPIC FESTIVAL ORGANISERS

BRING THE OLYMPIC GAMES TO LOCAL POPULATION

<https://handbook.sportparks.com/>

WHAT IS THE AIM?

Provide Olympic Festival (OFs) organisers – National Olympic Committees (sport confederations) – and their partners with practical hands-on guidance for the development, production, evaluation, and sustainability of their own OFs. The Handbook targets, in particular, event and marketing managers, directors, and specialists.

Any organiser of a sport event for the general public, however, can find valuable inspiration and tips and trick for his/her respective event in the Handbook.

HOW DOES IT WORK?

The Handbook will not provide you with detailed A to Z information on every aspect of staging of the events. This would be, indeed, close to impossible and very burdensome as there is no one-size-fits all format and solution.

Rather, the Handbook aims to take you through the basic steps of the organisational process while providing you with information on the production, programme, management, marketing, communications, resources, sustainability and evaluation of the event, illustrating each important step with best practice examples, and offering you useful tools and tips.

WHAT WILL YOU FIND ON THE HANDBOOK WEBSITE?

- General information about what OFs are and why you should get involved.
- Outline of what you should keep in mind before you start.
- The “how” of the organisation structured along 6 main focus areas – organisation, marketing, communications, resources, evaluation and sustainability.
- Case studies section featuring practical information from the 2018 OFs and from events organised in 2014 and 2016.
- Information and tips on common activities connecting individual OFs.

WHAT DOES IT BUILD ON?

Most of the examples and good practices featured in the Handbook come from the Olympic Festivals and Olympic Festival-like events organised between 2014 and 2018 .

2014: Olympic Park Sochi-Letna (Czech NOC)
2016: Olympic Park Rio-Lipno, Olympic Park Rio-Ostrava (Czech NOC), Olympic Experience (Dutch NOC), Rio House (Belgian NOC)
2018: Olympic Festivals Brno and Ostrava (Czech NOC), Olympic Festival Grenoble (French NOC), Olympic Festival Rogla (Slovenian NOC), Olympic Festival Pristina (Kosovo* NOC)





**THE IMPORTANT THING
IN THE OLYMPIC GAMES
IS NOT WINNING
BUT TAKING PART**

Pierre de Coubertin

OLYMPIC FESTIVAL PYEONGCHANG 2018 — BRNO, CZECH REPUBLIC

9. – 25. 2. 2018



Main Organiser
Czech Olympic
Committee

Host city, region
City of Brno and South
Moravian Region



17

Days



157,271

Visitors



315

Volunteers



32

Sports



84%

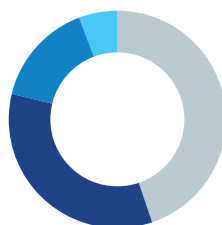
Would like the Festival to
be organised in the future



790,239 Facebook Reach (28 Days)

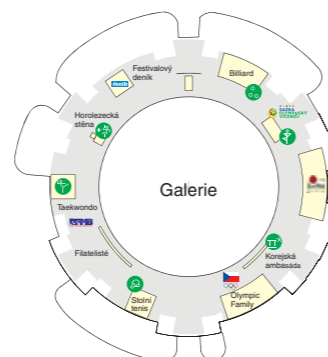


455 k Views 22 Videos from 2 Czech Festivals



Budget 2+ m €

- 45 % Sponsors/partners
- 34 % Public subsidies
- 15 % Own resources
- 6 % Other



Interesting facts:

100+

Olympic athletes
visited the OF

25,000

of slices of bread “Karel”
were sold in Brno



OLYMPIC FESTIVAL PYEONGCHANG 2018 – BRNO, CZECH REPUBLIC

8



visualisation



Olympijský festival
PyeongChang 2018



Brno

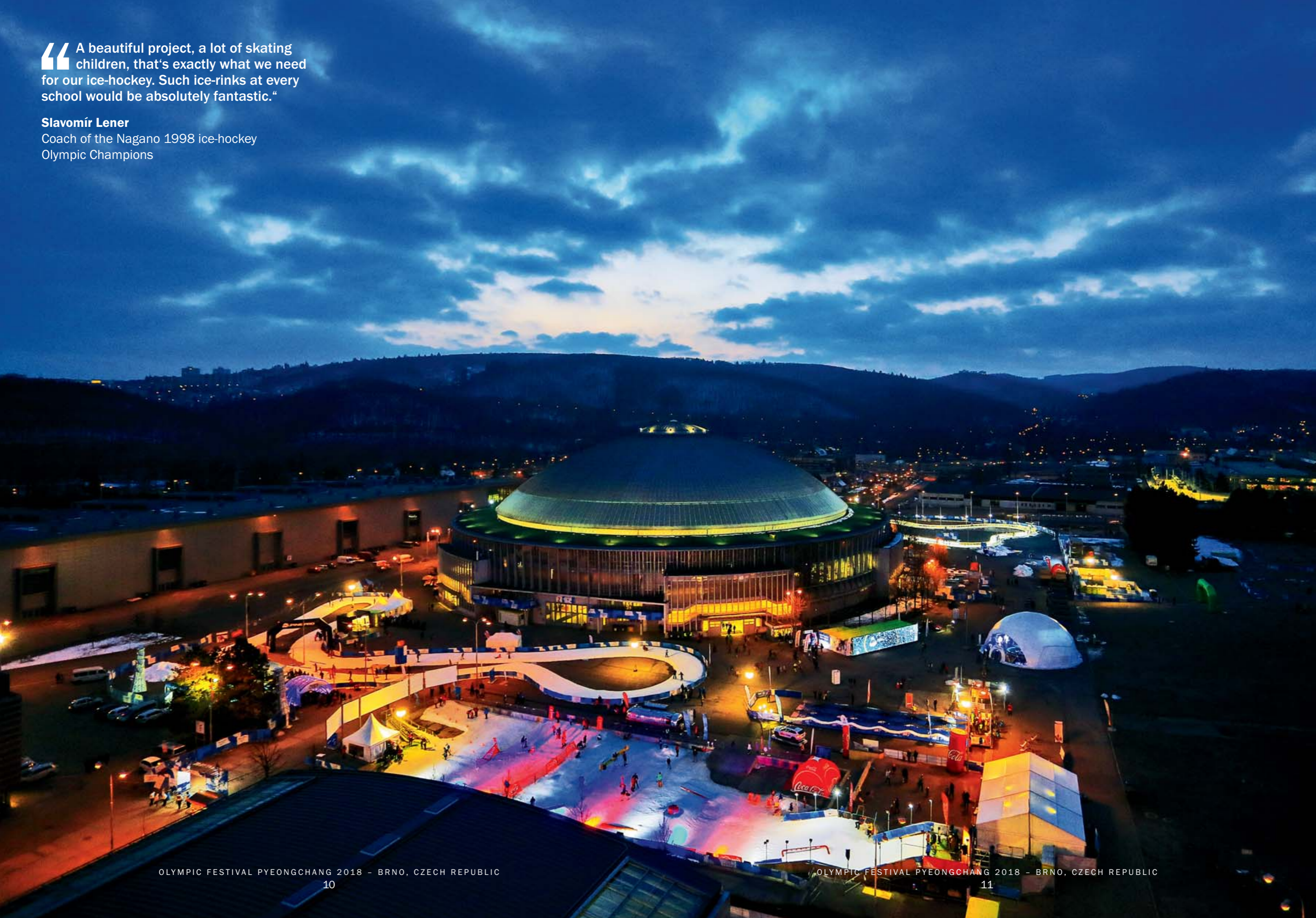
OLYMPIC FESTIVAL PYEONGCHANG 2018 – BRNO, CZECH REPUBLIC

9

“A beautiful project, a lot of skating children, that's exactly what we need for our ice-hockey. Such ice-rinks at every school would be absolutely fantastic.”

Slavomír Lener

Coach of the Nagano 1998 ice-hockey
Olympic Champions





OLYMPIC FESTIVAL PYEONGCHANG 2018 — OSTRAVA, CZECH REPUBLIC

9. – 25. 2. 2018



Main Organiser
Czech Olympic
Committee

Host city, region
City of Ostrava and Moravian –
Silesian Region (4 ski resorts)



17

Days



101,624

Visitors



267

Volunteers



33

Sports



84%

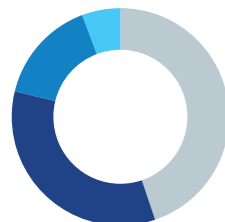
Would like the Festival to
be organised in the future



526,492 Facebook Reach (28 Days, 2 Czech Festivals)



455 k Views 22 Videos from 2 Czech Festivals



Budget 2+ m €

- 45 % Sponsors/partners
- 34 % Public subsidies
- 15 % Own resources
- 6 % Other

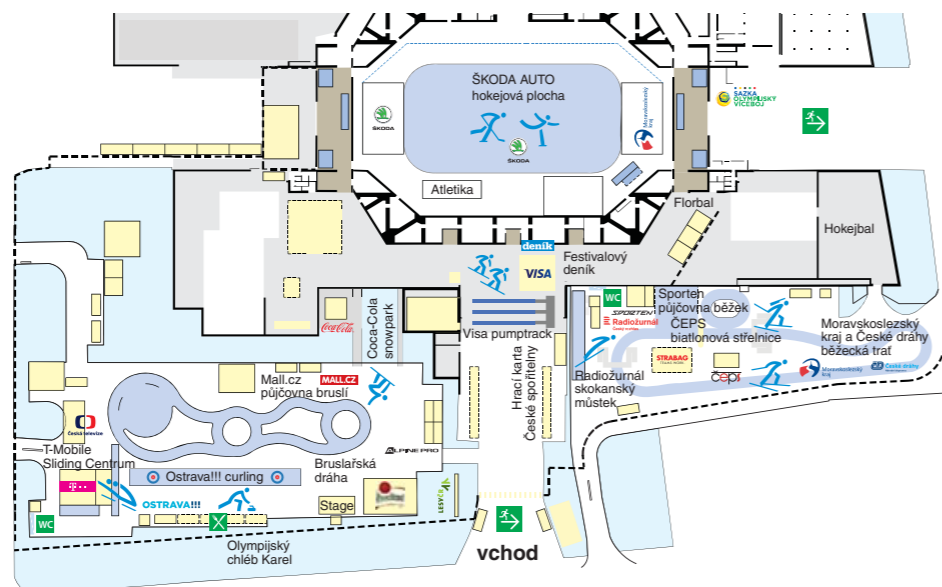
Interesting facts:

715,000 €

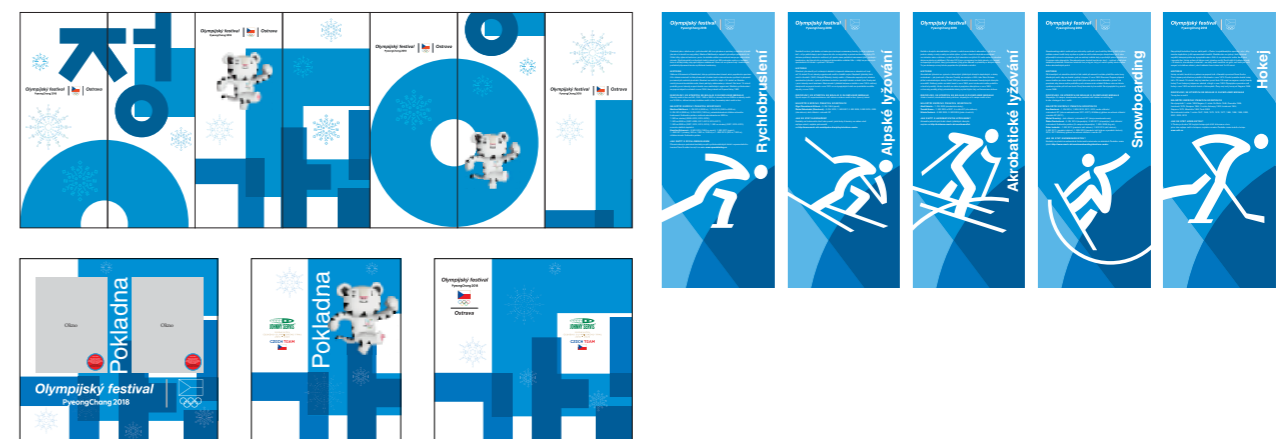
Media value of the city of Ostrava
and Moravian-Silesian Region
presentations in print, social media,
public TV and radio (AVE method)

53 km

of medal ribbon
were used



visualisation



Olympijský festival
PyeongChang 2018

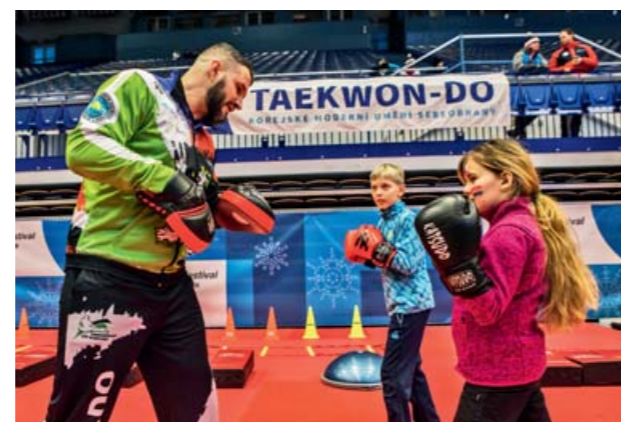


Ostrava

“I’m glad that the Olympic Festival takes place and that people go there and thus have the opportunity to try out different sports. I used to play hockey with other boys on the pitch, maybe I would like to try biathlon and I also love ski jumping. So I’d like to try that out as well.”

Roman Šebrle
Olympic champion in decathlon





OLYMPIC FESTIVAL PYEONGCHANG 2018 — ROGLA, SLOVENIA

17. 2. 2018



Main Organiser
Olympic Committee Slovenia-Association
of Sports Federations

Host city
Unitur, NOC Sponsor and
the SKI Resort Rogla



1

Days



1000

Visitors



0

Volunteers



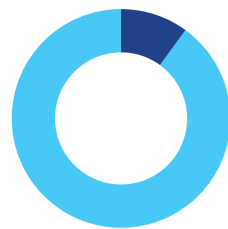
15

Sports



97%

Would like the Festival to
be organised in the future



Budget 30,000 €

■ 90 % Sponsors/partners
■ 10 % Public subsidies
(national lotteries)

Interesting facts:

311

kids tried at least
10 sports



“ The Olympic Festival is something magical, as it allows all the attendees to connect with the Games, to connect with the competition, to connect with all the values that are represented by the Olympic Games without the need to take a plane and fly for 20 hours and perhaps spend an amount of money which one cannot afford. So it's a way of connecting people with the reality and the magic of the Olympic Games.”

Andre Gardella

the CEO of SKB Bank, general sponsor of the Olympic Committee of Slovenia for 25 years.

**Olimpijski festival
PyeongChang 2018**



OLYMPIC FESTIVAL PYEONGCHANG 2018 — GRENOBLE, FRANCE

10. – 25. 2. 2018



Main Organiser
**French National Olympic
and Sport Committee
(CNOSF)**

Host city
**City of
Grenoble**

Co-organisator
**CDOS Isère Local Departmental
Olympic Committee**



15

Days



21,000

Visitors



20

Volunteers



5

Sports

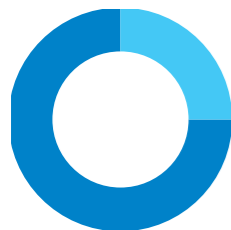


77 %

Would like the Festival to
be organised in the future



@France Olympique: 5 tweets with **61,570** impressions



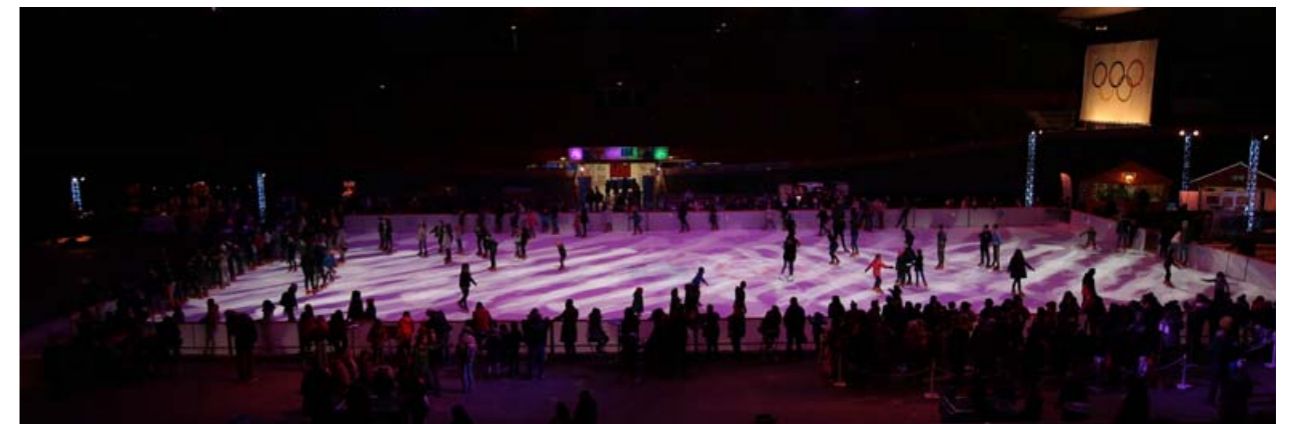
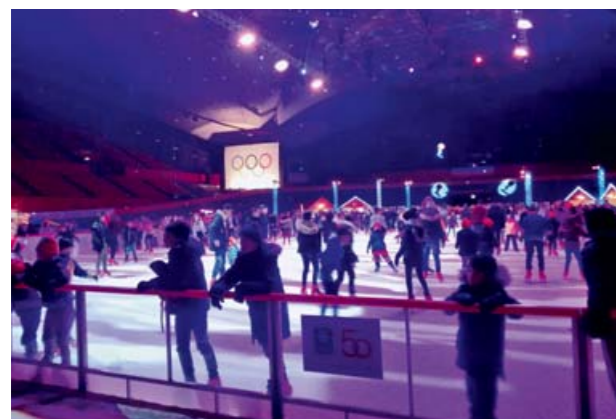
Budget 80,000 €

■ **25 %** Sponsors/partners
■ **75 %** Own resources
(not coming from
public subsidies)

Interesting facts:

50 years

The age of the venue that
hosted the Olympic Festival



“ To celebrate the 50 th anniversary of the 1968 Winter Olympic Games, the city of Grenoble, and the municipalities which hosted the Olympics back then, organized several activities. One of them was the Olympic Festival, which offered the public initiations into sports, competition broadcasts, exhibitions, games and meetings with champions. It closed with welcoming the French Olympic team on the night of their return. The Festival enabled everyone, and in particular the young, to experience the Olympic Games at close quarters while they were taking place on the opposite side of the globe. It was a success that in all likelihood calls for another edition.”

Denis Masseglia

President of the French National Olympic and Sport Committee

**Festival Olympique
PyeongChang 2018**



OLYMPIC FESTIVAL PYEONGCHANG 2018 — PRISTINA, KOSOVO

9. – 25. 2. 2018

KOSOVO



Main Organiser

Kosovo National
Olympic Committee

Co-organiser

KNOC Partners

Host city

Pristina



17
Days



12,486
Visitors



150
Volunteers



3
Sports



99%
Would like the Festival to
be organised in the future



Budget 50,600 €	
60 %	Public subsidies (ministries/ agencies at national level)
40 %	Sponsors/partners

Interesting facts:

8,760
children took part
in skating

Festivali Olimpik
PyeongChang 2018



OLYMPIC FESTIVAL PYEONGCHANG 2018 – PRISTINA, KOSOVO
24

OLYMPIC FESTIVAL PYEONGCHANG 2018 – PRISTINA, KOSOVO
25

OLYMPIC PARK RIO – LIPNO 2016, CZECH REPUBLIC

4. – 23. 8. 2016



Main Organiser
**Czech Olympic
Committee**

Host city
**Lipno region (Cities: Lipno nad
Vltavou, Frymburk, Černá v Pošumaví,
Loučovice, Přední Výtoň)**

Co-organisator
**South Bohemia
Region, Lipno**



20

Days



340,240

Visitors



513

Volunteers



47

Sports

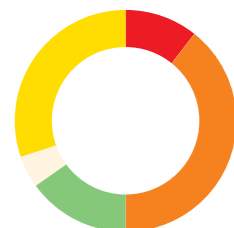


94 %

Would like the Festival to
be organised in the future

f 24,5 Mio* **@** 2,620,000 views* **▶** 2,620,000 views* during the OG **📺** 25 hours broadcasted **🎤** 55 hours broadcasted

*Data obtained from the Czech Olympic Team portals.



Budget 2,407,400 €

- **5 %** Revenues admission, sales, gastro services etc.
- **30 %** Own resources
- **15 %** Sponsors/partners
- **39 %** Public subsidies (region/municipality)
- **11 %** Public subsidies (ministries/agencies at national level) + national lotteries where applicable



Interesting facts:

20

Olympians using helicopters
arrived from Prague to Lipno

7

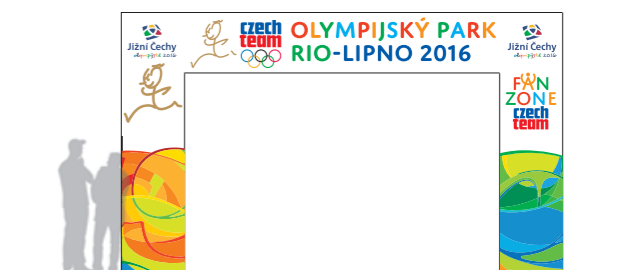
newly built sports facilities
remained in the region
as material legacy.



visualisation



visualisation



“It clearly made Loučovice a better known place, which is a very positive thing. A lot more people came over to dine and drink in local restaurants and do the shopping in our shops, so there was also an economic effect.”

Jan Kubík
Mayor of Loučovice





OLYMPIC PARK OSTRAVA 2016, CZECH REPUBLIC

5. – 21. 8. 2016



Main Organiser
**Czech Olympic
Committee**

Host city, region
**City of Ostrava,
Stance Communications (Event agency)**



16

Days



150,000

Visitors



80

Volunteers



38

Sports



89 %

Would like the Festival to
be organised in the future

f 24,5 Mio* **@** 2,620,000 views* **▶** 2,620,000 views* during the OG **📺** 25 hours broadcasted **🎤** 55 hours broadcasted

*Data obtained from the Czech Olympic Team portals.



Budget 2,407,400 €

- 2 %** Sponsors/partners
- 90 %** Public subsidies
- 8 %** Own resources

Interesting facts:

140

tunes of sand were
transported to
“Copa Ostravica” city beach

167+

hours each volunteer
worked



“I must say that the atmosphere in the Olympic Park was great and the intention to make the city and the whole region move worked really well.”

Miroslav Novak
Governor of the Moravian-Silesian
Region (2012-2016)



OLYMPIC PARK PARDUBICE 2016, CZECH REPUBLIC

4. - 23. 8. 2016



OLYMPIC PARK PLZEŇ 2016, CZECH REPUBLIC

4. – 23. 8. 2016



 **OLYMPIJSKÝ PARK
PLZEŇ 2016**

OLYMPIC EXPERIENCE CITY OF THE HAGUE 2016, NETHERLANDS

6. – 21. 8. 2016



Main Organiser
National Olympic Committee
* National Sport Federations,
The Netherlands

Host city
The Hague

Co-organisator
TIG Sports, Event agency



16

Days



103,000

Visitors



1,000

Volunteers



37

Sports



90 %

Would like the Festival to
be organised in the future



737,305 Social media reach



Budget 3+ m €

- 31 %** Public subsidies
- 27 %** Sponsors/partners
- 25 %** Revenues admission
- 17 %** Own resources

Interesting facts:

20,000

kids earned a medal with
the educational Olympic Road

75

Olympic Legends
were present



“ As an athlete at the Olympics, I was not always aware of the impact of the Olympics at home. I am glad to had the chance to co-organize and experience the Olympic atmosphere together with thousands of sport-fans in our own country; We developed an unique concept in the Netherlands to experience the Olympics, to watch the Games, to try all kind of sports and to meet Olympic legends together, during the Olympic Games in Rio at the “Olympic Experience” .”

Mark Huizinga
Olympic Champion former Olympic judoka.
Ambassador and host of the Olympic Experience
The Hague

RIO HOUSE OESTEND 2016, BELGIUM

5. – 21. 8. 2016



Main Organiser
**Belgian Olympic
& Interfederal Committee
(BOIC)**

Host city
City of Ostend

Co-organisator
Agency DDMC
Event design



17

Days



50,000

Visitors



510

Volunteers



30

Sports

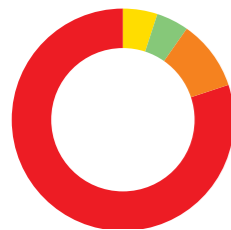


90 %

Would like the Festival to
be organised in the future



860,000 Social media reach



Budget 375,000 €

- **80 %** Sponsors/partners
- **10 %** Public subsidies
- **5 %** Own resources
- **5 %** Other



Interesting facts:

600 +

VIPs at beach concert

15,000 +

Sports initiations



“ I'm super happy! I met Kim (Gevaert) today, she gave me some running tips, we watched together the semi-finals of the 4x400m relay and afterwards we ate an ice cream on the beach! I love Rio House!”

Alexandra
9 years, Athletics fan

OLYMPIC PARK SOCHI – LETNÁ 2014, PRAGUE, CZECH REPUBLIC

9. – 25. 2. 2018



Main Organiser
Czech Olympic
Committee

Host city, region
Prague



18

Days



409,148

Visitors



450

Volunteers



11

Sports



94%

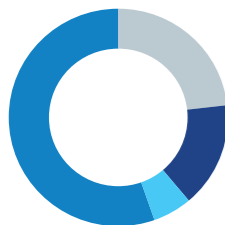
Would like the Festival to
be organised in the future



175,000+ fans



41 min a day live broadcasted



Budget 2+ m €

- 21 % Public subsidies
- 14 % Sponsors/partners
- 5 % Revenues from the OP
- 60 % Own resources



Interesting facts:

1 st

It was the first time ever that Czech Television broadcast sports news outside their own building – from a studio within the Park.



visualisation




visualisation



visualisation



OLYMPIJSKÝ PARK
Soči - Letná 2014



“ It is super to support the team
with such a crowd,
an unforgettable experience!”

Ice-hockey fan Petr
during the first match
of the national team
at the Olympic tournament

“ It's great that we can participate
in sport before watching sport
with others on giant screens.”

Katerina
sports fan







Co-funded by the
Erasmus+ Programme
of the European Union



Special thanks go to

Alma Papic, Anouk Van Langerak, Damien Duval,
Daniela Drago, Fabienne Van Leeuwen, Jana Janotova,
Jiri Gruntorad, Kati Malkki, Kerline Verjuin,
Marco Arpino, Milan Nebesar, Nada Cerna,
Nelli Kuokka, Pascal Dufourny, Peter Dokl,
Radana Kubesova, Taja Skorc, Veronika Zemanova,
and all other experts who have contributed
to the development of the Handbook.

Photo ©

Archives of National Olympic Committees of Belgium,
Czech Republic, France, Kosovo*, the Netherlands,
and Slovenia

Graphic design

Milan Jaroš / jarosdesign

Prepress & Press

FPS Repro s.r.o.

PROJECT COORDINATOR



CZECH
OLYMPIC
COMMITTEE

PARTNER ORGANISATIONS




The Region of South Bohemia